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## **“INTO THE PIXEL” 2007 ART & ARTISTS ANNOUNCED AT SPECIAL JURY PANEL EVENT HOSTED BY CREATIVE ARTISTS AGENCY**

***Unique art exhibition celebrates talented artists  
and stunning images created in video games***

**LOS ANGELES – June 21, 2007** – The video game industry’s annual *Into the Pixel* art exhibition today announced 16 works of art that have been selected for its 2007 Collection. Now in its fourth year, *Into the Pixel* (ITP) is the world’s only juried art exhibition that brings together experts from the traditional fine art world with interactive entertainment industry veterans to explore the art of the video game. The 2007 ITP Collection was announced at a special Jury Panel Event at Creative Artists Agency in their new Los Angeles headquarters.

“The Academy is thrilled to provide a platform that demonstrates its members talents, and the artistry that is a driving force behind today’s compelling interactive experiences,” said Joseph Olin, president, The Academy of Interactive Arts and Sciences.

The 2007 ITP Collection includes 16 pieces of art selected from a field of more than 260 submissions that spanned the globe. The jury’s selections showcase game artists’ work from seven countries spanning the globe, including: Canada, China, France, Iceland, Japan, UK and US. Art in this year’s Collection features a breadth of genres, including landscape, anime, and fantasy – as well as art that is influenced by techniques in woodblock, pop art and much more. For more information about *Into the Pixel* art, artists and jurors, please refer to [www.IntoThePixel.com](http://www.IntoThePixel.com).

### **Into the Pixel 2007 Art & Artists:**

<u>Name of Artwork</u>	<u>Artist</u>	<u>Game</u>	<u>Company</u>	<u>Country</u>
City 17	Jeremy Bennett	Half-Life 2, Episode 2	Valve Corporation	USA
Defeated Dragon	Daniel Dociu	Guild Wars	Arenanet	USA
Farm	Jeff Ballinger	Team Fortress 2	Valve Corporation	USA
Gravekeeper's Lab	Mike McCarthy	Fable 2	Lionhead Studios	UK
Illustrated Scroll	Shigechy	Dewy's Adventure	Konami	Japan
In the Rain	Cheol Joo Lee	Dawn of War	Relic Entertainment	Canada

## Into the Pixel 2-2-2-2

<b>Iraq – Street</b>	Bruno Werneck	Blacksite: Area 51	Midway Games	USA
<b>Lair Concept Art</b>	Deak Ferrand	LAIR	HATCH	USA
<b>Persian Emissaries</b>	Tomm Coker, Maziar Golestanehzadeh and Eric Nguyen	300: March to Glory	Warner Bros. Interactive Entertainment	USA
<b>Pinata Cascade</b>	Ryan Stevenson	Viva Pinata	Rare	UK
<b>Rabbids</b>	Florent Sacre	Rayman Raving Rabbids	Ubisoft Montpellier	France
<b>Rue Pachinko</b>	Renaud Bec	Red Steel	Ubisoft Paris	France
<b>Slave Mines</b>	Bjorn Borkur Eiriksson	Eve Online	CCP Games	Iceland
<b>Speed Architecture: AG Systems - NanoGraff Squares</b>	Rita Linsley	Formula 1 Championship Edition	Sony Computer Entertainment/CG Super	UK
<b>The Boy Who Went Forth to Learn What Fear Was</b>	Lin Ran	American McGee's Grimm	Spicy Horse Games	China
<b>View Over the Pixel Ocean</b>	Andrew Bainbridge and Chris Delay	Darwinia	Introversion Software, Ltd.	UK

*ITP* has established itself as the one annual opportunity for computer and video game artists to receive critical review of their creative achievements by peers in the both digital art world and traditional fine art experts. All 16 works of art that make up the *Into the Pixel* Collection are printed by a master printer, then framed and hung. This year, the art will be featured at the new E3 Media & Business Summit, and make its first public appearance at the new E for All Expo, October 18-21, 2007, at the Los Angeles Convention Center.

“*Into the Pixel* has established itself as the interactive entertainment industry's most prestigious opportunity to showcase the art of the game, and celebrate the artists whose talent creates these stunning images,” says Michael D. Gallagher, president of the Entertainment Software Association, the trade association representing U.S. computer and video game publishers and the owner of the E3 Media & Business Summit. “Through the unique partnership between the ESA, the Academy and the Los Angeles County Museum of Art, *Into the Pixel* has pioneered the digital game art exhibition and continues to facilitate this valuable conversation between the traditional and digital art worlds.”

Interest in *Into the Pixel* has spurred requests from around the world to host the Collection. Over the past years, the *ITP* Collection has been on exhibit at Creative Artists Agency (CAA), the Tech Museum in San Jose, the Academy's D.I.C.E. Summit conference in Las Vegas, the Electronic Entertainment Expo, The Cable Show, GameCity in Nottingham, England, and the Bradford Animation Festival. New venues are in the process of being finalized.

### **ITP 2007 Jurors:**

- Kevin Salatino - LACMA: Curator and Department Head, Prints and Drawings
- Cynthia Burlingham - Hammer Museum: Deputy Director of Collections
- Craig Mullins – Artist and Illustrator ([www.GoodBrush.com](http://www.GoodBrush.com))

## **Into the Pixel**

3-3-3-3

- Walter Meyer – Karen Lynne Gallery in Beverly Hills: Curator & Director
- John Doffing – START SOMA Gallery in San Francisco and START Mobile
- Jason Hall – HDFilms: President and Producer
- Louis Marchesano - Getty Research Institute: Collections Curator, Prints and Drawings
- Scott Robertson – Design Studio Press: Publisher; Art Center of Design: Program Director of Entertainment Design
- Chris Taylor – Gas Powered Games: CEO and Creative Director

### **About ESA**

The ESA is the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. ESA members collectively account for more than 90 percent of the \$7.4 billion in entertainment software sales in the U.S. in 2006, and billions more in export sales of entertainment software. For more information about the ESA, please visit [www.theESA.com](http://www.theESA.com).

### **About the Prints & Drawings Council of LACMA**

The Prints and Drawings Council [formerly the Graphic Arts Council] is a nonprofit organization which supports LACMA's Department of Prints and Drawings and encourages the appreciation of original works on paper. The Council raises acquisition funds for the Department of Prints and Drawings through membership dues and fundraising activities. Established as an independent institution in 1965, the Los Angeles County Museum of Art has assembled a permanent collection that includes approximately 100,000 works of art spanning the history of art from ancient times to the present, making it the premier encyclopedic visual arts museum in the western United States. Located in the heart of one of the most culturally diverse cities in the world, the museum uses its collection and resources to provide a variety of educational and cultural experiences for the people who live in, work in, and visit Los Angeles. LACMA offers an outstanding schedule of special exhibitions, as well as lectures, classes, family activities, film programs and world-class musical events. Call (323) 857-6000, or visit our web site at [www.lacma.org](http://www.lacma.org) for more information.

### **About the Academy of Interactive Arts & Sciences:**

The Academy of Interactive Arts & Sciences® (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts. The Academy's mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and sciences; and conduct an annual awards show (Interactive Achievement Awards) to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community. In 2002 the Academy created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. The Academy has over 10,000 members, with the board comprised of senior executives from the major videogame companies including Bioware/Pandemic, Electronic Arts, Microsoft, Nintendo, Sony and Ubisoft. More information on AIAS and the D.I.C.E. Summit can be found at <http://www.interactive.org> and <http://www.dicesummit.org>

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**Note to reporters/editors:** To view and download the selected artwork, please go to: <http://www.intothepixel.com/selected.php>. To find out more about the AIAS, please contact Wendy Zaas at (310) 854-8148 or [wzaas@rogersandcowan.com](mailto:wzaas@rogersandcowan.com).