2014 Into the Pixel Collection Celebrates Video Game Artistry

Art Collection To Be Showcased from June 10-12 at E3 2014

June 3, 2014 – LOS ANGELES and WASHINGTON, D.C. – The Entertainment Software Association (ESA) and the Academy of Interactive Arts & Sciences (AIAS) today announced the official selections for the 2014 Into the Pixel (ITP) collection. Created in 2004, and now in its 11th year, the annual ITP art exhibit honors video game artists who continue to push the interactive entertainment art form forward. Co-produced by the ESA and AIAS, the 2014 ITP collection will be shown for the first time at the Electronic Entertainment Expo (E3), the world’s premier trade show for computer and video games and related products, from June 10-12, 2014, at the Los Angeles Convention Center.

“Video games are a remarkably dynamic and impactful fusion of artistry, storytelling, and creative expression,” said Michael D. Gallagher, president and CEO of the Entertainment Software Association, the trade association that represents U.S. computer and video game publishers. “These works exemplify the best of our industry and we are incredibly proud of the designers and their achievements.”

“Into the Pixel celebrates some of the most important contributors to our industry – the brilliant artists and their endlessly imaginative work,” said Martin Rae, president, Academy of Interactive Arts & Sciences. “These visual storytellers help breathe life into wide-ranging ideas with a wealth of style and creativity. As these images demonstrate, the line between fine art and the artwork of interactive entertainment continues to evaporate. It is always a great pleasure to unveil the new collection in the Into the Pixel Gallery at E3.”

“This year’s Into the Pixel Collection represents one of the most diverse sets of artwork ever selected by the jury, including works that are bursting with drama and energy, as well as those that are thoughtful, contemplative and still,” said Glenn Phillips, acting head, Department of Architecture and Contemporary Art, Getty Research Institute. “As video games continue to push into new artistic territories, video game artists are expanding and reinventing their craft, creating works that are smart, sophisticated, and surprising.”

This year’s Into the Pixel includes key pieces selected from a variety of genres. Winners are listed below and can be found, along with images, at www.intothepixel.com:

<table>
<thead>
<tr>
<th>Game</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Developer</th>
<th>Publisher</th>
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</thead>
<tbody>
<tr>
<td>Assassin’s Creed Unity</td>
<td>Execution</td>
<td>Gilles Beloeil</td>
<td>Ubisoft Montréal</td>
<td>Ubisoft</td>
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<tr>
<td>Destiny</td>
<td>Summoning Pit</td>
<td>Jaime Jones</td>
<td>Bungie</td>
<td>Activision</td>
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<tr>
<td>Disney Fantasia: Music Evolved</td>
<td>Forest</td>
<td>Jamie McKiernan</td>
<td>Harmonix Music Systems</td>
<td>Disney Interactive</td>
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<tr>
<td>DOTA 2</td>
<td>New Bloom Festival</td>
<td>Dhabih Eng, Quentin Smith</td>
<td>Valve Software</td>
<td>Valve Software</td>
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<tr>
<td>Guild Wars 2</td>
<td>Refugees</td>
<td>Theo Prins</td>
<td>ArenaNet</td>
<td>NCsoft</td>
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<tr>
<td>inFAMOUS Second Son</td>
<td>Jump</td>
<td>Susan Luo</td>
<td>Sucker Punch Productions</td>
<td>Sony Computer Entertainment</td>
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### The 2014 ITP jurists:

- Bob Rafei, founder, CEO and visual director, Big Red Button Entertainment;
- Glenn Phillips, acting head, Department of Architecture and Contemporary Art, Getty Research Institute;
- Jon Gibson, founder and partner, iam8bit;
- Matt Hall, senior concept artist, Double Helix/Amazon;
- Nora Dolan, independent curator;
- Patricia Lanza, director of talent and content, The Annenberg Space for Photography;
- Seth Spaulding, art manager, Amazon Game Studios.

### ESA offers services to interactive entertainment software publishers, including conducting business and consumer research; providing legal and policy analysis; advocating on First Amendment, intellectual property, and technology/e-commerce issues; managing a global content protection program; owning and operating E3; and representing video game industry interests in federal and state government relations. For more information, please visit www.theESA.com or follow us on Twitter: @RichatESA.

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