

AIAS AND ESA OPEN SUBMISSIONS FOR 2016 VIDEO GAME ART EXHIBIT “INTO THE PIXEL”

Video Game Industry Celebrate Video Game Artistic Achievement at E3, June 14-16

March 24, 2016 – LOS ANGELES AND WASHINGTON, D.C. – The Academy of Interactive Arts & Sciences (AIAS) and the Entertainment Software Association (ESA) are pleased to announce that the annual “Into the Pixel” (ITP) video game art exhibit is now accepting submissions for its thirteenth collection. Co-produced by the AIAS and ESA, ITP celebrates the hard-working video game artists who continue to push the interactive entertainment art form forward. The 2016 ITP collection will be premiered at E3, the world’s leading computer and video game event from June 14-16, 2016. Video game artists and representatives can submit their in-game or concept art for consideration at www.intothepixel.com until Friday, April 22, 2016.

The ITP exhibit could not be made possible without the support of its esteemed jurists, who have had lifelong careers spanning interactive entertainment, the contemporary museum art world, photography, digital expression, and experiential art forms:

- Bob Rafei, Big Red Button Entertainment, Founder, CEO and Visual Director
- Glenn Phillips, Getty Research Institute, Curator, Modern & Contemporary Collections
- Matt Hall, Amazon Game Studios/Double Helix, Senior Concept Artist
- Nora Dolan - Independent Curator
- Patricia Lanza, The Annenberg Space for Photography, Director of Talent and Content
- Seth Spaulding, Blizzard Entertainment, Senior Art Manager

ITP art may consist of in-game or concept art, including character, environmental/landscape or other artwork used in the creation of games. Each year’s collection covers a broad spectrum of genres and platforms, and reflects what the jurists feel represent the best art in the interactive entertainment platform from the past year. Notable pieces in [the 2015 ITP collection](#) included scenes from AAA titles like *Far Cry 4* and *World of Warcraft: Warlords of Draenor*, acclaimed indie games like *Monument Valley* and *Ori and the Blind Forest* and upcoming anticipated games like *Quantum Break* and *Overwatch*.

Created in 2004 by the Entertainment Software Association and co-produced with the Academy of Interactive Arts & Sciences, ITP is an exploration and celebration of the art of video games from around the world. Each year the new collection is unveiled at E3 and tours industry events. At the annual D.I.C.E. Summit in February the year’s collection is auctioned off with proceeds benefitting the AIAS Foundation and ESA Foundation. For more information please visit: www.intothepixel.com

###

Media Contacts:

Debby Chen
Academy of Interactive Arts & Sciences
310-484-2556
debby@interactive.org

Dan Hewitt
Entertainment Software Association
202-223-2400
dhewitt@theESA.com