

“INTO THE PIXEL” VIDEO GAME ART EXHIBIT IS NOW OPEN FOR SUBMISSIONS

Join the Artistic Celebration at E3, June 12-14 with the AIAS and ESA

March 28, 2018 – LOS ANGELES AND WASHINGTON, D.C. – The Academy of Interactive Arts & Sciences (AIAS) and the Entertainment Software Association (ESA) are pleased to announce the annual “Into the Pixel” (ITP) video game art exhibit is now accepting submissions for its fifteenth collection. Co-produced by the AIAS and ESA, ITP celebrates the hard-working video game artists who help shape the video game worlds the industry knows and loves.

The 2018 ITP collection will be premiered at E3 2018, the world’s leading computer and video game event taking place in Los Angeles June 12-14, 2018. Video game artists and representatives can submit their in-game or concept art for consideration at www.intothepixel.com until Friday, April 20, 2018. Once again, the newest collection will be auctioned off on eBay the week of E3, with proceeds benefiting the AIAS Foundation and ESA Foundation.

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:

- Nora Dolan, Independent Curator
- Matt Hall, Zynga/Rising Tide Games, Principal Artist
- Patricia Lanza, World Bank, Consultant
- Jane Ng, Campo Santo, Lead Artist
- Glenn Phillips, Getty Research Institute, Curator, Modern & Contemporary Collections
- Bob Rafei, Big Red Button Entertainment, Founder, CEO and Visual Director
- 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 from the [previous ITP collection](#) included scenes from AAA titles like *Uncharted 4: A Thief’s End* and *Destiny: Rise of Iron* and acclaimed indie games like *INSIDE*, *The Banner Saga 2* and breakthrough VR-games like *SUPERHOT*.

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. For more information please visit: www.intothepixel.com

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