

INTO THE PIXEL to open in San Francisco during the 2010 Game Developers Conference

Video Game Art Show opens at Hotel Des Arts on March 11, 2010

SAN FRANCISCO, Calif. – February 27, 2010 – INTO THE PIXEL, the world's only exhibition that brings together experts from both the fine art establishment and the interactive entertainment industry to explore the art of the video game, today announced that the 2009 collection would be on display at the Hotel des Arts, with an opening reception during the 2010 Game Developers Conference in San Francisco.

<http://www.IntoThePixel.com>

Now in its seventh year, Into the Pixel (ITP) is the one annual opportunity for published computer and video game artists to be recognized by renowned fine art experts, the art-loving public and by their peers in the video game industry. Each year Into the Pixel convenes a jury of world-renowned museum curators, gallerists, educators, artists and interactive entertainment art veterans to review the art submitted by video game artists from all over the world. Only 16 pieces are selected by the jury to be printed by a master printer, framed, and hung in the ITP gallery, which then travels around the US and abroad.

Into the Pixel was created by the Entertainment Software Association (ESA), the Academy of Interactive Arts & Sciences (AIAS) and the Prints and Drawings Council of the Los Angeles County Museum of Art (LACMA).

Launched in 2004, Into the Pixel is unveiled annually at the E3 Expo in Los Angeles, California. The collection then travels worldwide, and was most recently exhibited at the Design Center in Stuttgart, Germany; the SXSW Festival in Austin, Texas; the European Festival of Art in Nottingham, England; the Toronto International Film Festival in Toronto, Canada; The Bradford Animation Festival in Bradford, England; Animfx in Wellington, New Zealand; GC Asia in Singapore; the World Summit on Internet and Multimedia in Shenyang, China and the D.I.C.E. Summit conference in Las Vegas, Nevada.

On March 11, 2010, Into the Pixel will open at the Hotel des Arts in San Francisco, and will be on display at the "Art Hotel" through April 2010.

"As an art historian and museum curator for traditional prints and drawings, Into the Pixel has been something of a revelation to me," said Louis Marchesano, Into the Pixel co-lead juror and curator of prints and drawings at the Getty Research Institute. "What I've found is that the artistic quality of some of these images is sometimes poetic, sometimes nostalgic, and sometimes downright brilliant."

"Each print is an icon of our industry's artistic achievement. The ESA is proud to help bring ITP to the Game Developers Conference," according to Michael D. Gallagher, president and CEO of the Entertainment Software Association, the trade association that represents U.S. computer and video game publishers. "ITP is a forceful reminder of the powerful and compelling art that our industry's storytellers, creators, and innovators develop. "

" LTL PRINTS created and donated a collection of giant custom wall graphics for the Hotel des Arts exhibition, featuring the winning entries from the 2009 Into the Pixel collection," according

to Kendall Schoenrock, CEO of LTL PRINTS, a startup company from Philadelphia. "The giant wall murals we created for Into the Pixel are custom-sized for the walls on the main floor and lobby of the Hotel des Arts, and the artwork is simply astounding. We are absolutely honored to work with the Entertainment Software Association, the Academy of Interactive Arts & Sciences, and the Prints and Drawings Council of the Los Angeles County Museum of Art to bring this amazing exhibition to San Francisco during the Game Developers Conference."

"Over the course of the last seven years, we have seen submissions of some amazing art, and we are very pleased to bring the 2009 collection to the Hotel des Arts during the Game Developers Conference in San Francisco," said Joseph Olin, president, Academy of Interactive Arts and Sciences. "The Academy and ESA are thrilled to once again showcase the artistry and creative genius of the men and women within the interactive entertainment industry and like years past, the selected pieces are decidedly impressive, and we want to bring this collection to the widest possible global audience."

In addition to the Into the Pixel exhibition on the main floor of the Hotel des Arts, all five floors of San Francisco's 'Art Hotel' will be filled with artwork 'from and inspired by video games'.

Gallery partners for this unique VIDEO GAME ART SHOW include Gallery 1988, Project One Gallery, and the START SOMA art gallery.

The entire event was organized by John Doffing - the curator of the Hotel des Arts and creator of the art hotel's 'painted rooms' exhibitions, a former juror and member of the emeritus board of INTO THE PIXEL, and an advisor to LTL PRINTS. "I simply connected some amazing organizations and sent a few emails," according to Doffing. "The entire exhibition quickly took on a life of its own, and I am absolutely honored to bring the artwork that I personally love to the widest possible audience with a giant VIDEO GAME ART SHOW at the Hotel des Arts!"

INTO THE PIXEL + THE VIDEO GAME ART SHOW open on March 11, 2010 at the Hotel des Arts in San Francisco.

OPENING NIGHT DETAILS:

Hotel des Arts
447 Bush (at Grant), San Francisco
Thursday: March 11, 2010
6 pm - 10 pm

INTO THE PIXEL + THE VIDEO GAME ART SHOW will remain on display at the Hotel des Arts in San Francisco through April 2010.

About Into the Pixel

<http://www.IntoThePixel.com>

Into the Pixel (ITP) is the only professional jury-curated exhibition of video game art created by published video and computer game artists. ITP's jury panel consists of experts from highly-acclaimed museums, veterans from the interactive entertainment industry, as well as seasoned artists and educators of the digital medium. Launched in 2004, the ITP is unveiled annually at E3 Expo in Los Angeles, California. The collection then travels worldwide, having been displayed most recently at the Design Center in Stuttgart, Germany; SXSW Festival in Austin, Texas; European Festival of Art in Nottingham, England; the Toronto International Film Festival in Toronto, Canada; The Bradford Animation Festival in Bradford, England; Animfx in

Wellington, New Zealand; GC Asia in Singapore; World Summit on Internet and Multimedia in Shenyang, China and the D.I.C.E. Summit conference in Las Vegas, Nevada. More information can be found at: <http://www.intothepixel.com>.

About the ESA

<http://www.theESA.com>

The Entertainment Software Association is the U.S. association dedicated to serving the business and public affairs needs of companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. The ESA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the E3 Expo, business and consumer research, federal and state government relations and First Amendment and intellectual property protection efforts.

About the Academy of Interactive Arts & Sciences

<http://www.interactive.org>

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize common interests and outstanding achievements in the interactive arts and sciences. The Academy conducts its annual awards show, the Interactive Achievement Awards, to promote and acknowledge exceptional accomplishments in the field. To further enhance awareness of the Academy's vision, the organization created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit in 2002, 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. With the success of D.I.C.E., the Academy took the exclusive event to Singapore to launch the first ever D.I.C.E. Summit Asia this year. With more than 20,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Ubisoft, THQ, Day One Studios, Epic Games and Insomniac Games, The Academy is the leading advocate of video games worldwide. More information can be found at <http://www.interactive.org> and <http://www.dicesummit.org>.

Since its inception, The Academy has created and collaborated on a number of unique programs that promote the industry. AIAS oversees Into The Pixel, in partnership with the Entertainment software Association (ESA), a juried exhibition of art from video games. In addition, the Academy sponsors several education programs including the Randy Pausch Scholarship, which awards students pursuing their dreams of becoming an interactive entertainment creator, and The Academy Scholar, a program sponsored with The Guildhall at Southern Methodist University (SMU). The AIAS is currently collaborating with Gamestop and SMU on the Indie Games Challenge, a contest for professional and non-professional video game developers to create their own video game and the chance to win up to \$300,000 worth of prizes. More information is available at <http://www.interactive.org> and <http://www.intothepixel.com>.

About the Hotel des Arts

<http://www.SFhoteldesarts.com>

In 2004, the START SOMA art gallery in San Francisco started putting on art shows in the

newly created Hotel des Arts, a boutique hotel originally built in 1909 located across the street from the Chinatown Gate in San Francisco's Union Square. Curator John Doffing created a groundbreaking series of PAINTED ROOMS exhibitions at the Art Hotel, in which dozens of guest rooms were transformed into works of art by amazing artists from around the world. Featured artists with 'painted rooms' at the Hotel des Arts include Shepard Fairey, David Choe, VULCAN, Casey O'Connell, Chor Boogie, Sugarluxe, Apex, Sam Flores, MISK, Nome Edonna, Maya Hayuk, Bask, Chris Pastras, Eric Orr, Kelly Tunstall, Tes One, MATSU-MTP, The London Police, Brian Ermanski, Plasticgod, Tricia Choi, Dave Kinsey, Alayna, Jeremyville, Punkadelik, Buff Monster, Anthony Skirvin, Scatha Allison, Terrance Hughes, Peat Wollaeger, Kelly Ording, Jet Martinez, and many more. The westward-facing OUTSIDE wall of the Hotel des Arts currently features a giant public mural from acclaimed Miami artist LEBO.

ABOUT LTL PRINTS

<http://www.LTLprints.com>

LTL PRINTS was founded by entrepreneurs Kendall Schoenrock and Carsten Petzold to bring exclusive custom and branded wall graphics to the world. "We set out to create a platform for creative expression that would bring larger-than-life repositionable wall graphics to empty walls everywhere," according to LTL PRINTS co-founder Kendall Schoenrock. "And we are working with the worlds' premier artists, designers, and brands to literally CREATE a revolutionary new medium."

Premium wall graphics from LTL PRINTS are available in a range of customer-selected sizes (from laptop-size to larger-than-lifesize), are printed with eco-solvent digital inks on a proprietary 'premium self-adhesive repositionable fabric paper' that will stick to almost anything (walls, windows, even ceilings!), and can be removed and re-hung 100 times without leaving a mark or damaging surfaces.

LTLprints.com launched in December 2008, as a platform that enables anyone to create, buy, and sell large-format repositionable wall graphics. "We believe that state-of-the-art digital printing on cutting-edge new materials should be widely available to consumers globally," according to LTL PRINTS co-founder Carsten Petzold. "So we created a platform to bring gorgeous and affordable giant wall graphics to the world."

LTL PRINTS prints all of their products in the United States, and both user-generated and curated content is printed on demand. LTL PRINTS currently powers premium wall graphic storefronts for partners globally, and is launching additional branded wall graphic catalogs for new partners in the video game, entertainment, sports, fashion, design, retail, and art worlds.

LTL PRINTS is headquartered in Philadelphia, and is privately funded.