

INTO THE PIXEL

An Exhibition of the Art of the Video Game

FOR IMMEDIATE RELEASE

CONTACT:

Wendy Zaas /Karina Tang
Rogers & Cowan
310-854-8148 / 212-445-8419
wzaas@rogersandcowan.com
ktang@rogersandcowan.com

Geri Gordon Miller
Academy of Interactive Arts & Sciences
818-876-0826 x202
geri@interactive.org

**“INTO THE PIXEL” 2008 ART & ARTISTS ANNOUNCED
AT JURY PANEL EVENT AT SIREN STUDIOS**

*Digital art exhibition celebrates talented artists,
the paintings created for video games*

LOS ANGELES – July 9, 2008 – The video game industry’s annual Into the Pixel (ITP) art exhibition today announced 16 works of art that have been selected for its 2008 collection. Now in its fifth year, ITP is the world’s only juried digital art exhibition that brings together experts from the traditional fine art world and the interactive entertainment industry to display and discuss the art of the video game. The 2008 ITP collection was announced at a special jury panel event at Siren Studios in Hollywood last night.

“Video games are an influential aspect of pop culture and entertainment, and behind every game character and kinetic environment are artists whose images tell the stories,” said Joseph Olin, president, Academy of Interactive Arts & Sciences. “The art is created on a computer with software-based brushes, pallet knives, canvases and paint, which takes as much skill and talent as traditional art. We’re excited to be able to bring these gifted artists into the public eye and look forward to the future growth of Into The Pixel.”

The 2008 ITP collection includes 16 pieces of art selected from a field of more than 200 incredible international submissions. Art in this year’s collection features a breadth of genres, including landscape, anime and fantasy. For more information about Into the Pixel art, artists and jurors, visit www.IntoThePixel.com.

Into the Pixel 2008 Art & Artists:

<u>Name of Artwork</u>	<u>Artist</u>	<u>Game</u>	<u>Company</u>	<u>Country</u>
Advisor	Ted Beckman, Tristan Redford, Jeremy Bennett	Half-Life 2, Episode 3	Valve Corporation	USA
Canyon Dwelling	Tyler West	Guild Wars	NCSoft	USA
Capitol Cavern	Craig Mullins	Fallout 3	Bethesda Softwarworks	USA
Suspension	Tyler West	Guild Wars	NCSoft	USA
DC Destruction	Tri Nguyen	Fracture	Day 1 Studios	USA
Four Knights	Richard Anderson	Guild Wars	ArenaNet	USA

Into the Pixel
2-2-2-2

Gate to Karak Eight Peaks Life Could Be Simple...and a Little Dangerous	Jonathan Kirtz Hao Cui	Warhammer Online: Age of Reckoning fIOW	Electronic Arts thatgamecompany	USA USA
Metropolis Puzzle World Twilight	Stephan Martiniere Jay Epperson	Mortal Combat vs. DC Universe Untitled American McGee's Grimm Guitar Hero: Aerosmith	Midway Games Electronic Arts Spicy Horse Neversoft Entertainment	USA USA China USA
Rapunzel Rock Venue Poster: Moscow	Tyler Lockett Davidicus Dean Ashley, Dave Glanister, Rita Linsley, Robert Sutton	WipEout HD Sonic Chronicles: The Dark Brotherhod	SCEE/Studio Liverpool	UK
Sonic 002	Nick Thornborrow		Bioware Corp.	Canada
The Rat Cage	Martin Deschambault	WET	Artificial Mind and Movement	Canada
Tyrant	Kekai Kotaki	Guild Wars	ArenaNet	USA

Into The Pixel 2008 Jurors:

- Kevin Salatino, curator and prints & drawings department head, LACMA
- Louis Marchesano, curator of prints & drawings, Getty Museum
- Tracy Fullerton, assistant professor, co-director, USC Game Innovation Lab
- Kiki Wolfkill, executive producer, Microsoft Game Studios
- Lorne Lanning, co-founder and president, Oddworld Inhabitants
- Daniel Dociu, artist
- Glenn Phillips, department of contemporary programs & research, Getty Museum
- Richard S. Duardo, managing director and master printer, MMI Fine Art Studio

“Into the Pixel is a remarkable achievement that presents the art of the game and celebrates our industry’s artists,” said Michael D. Gallagher, CEO, Entertainment Software Association, the trade association representing U.S. computer and video game publishers and the owner of the E3 Media & Business Summit. “I’m proud that with our partners we can showcase the remarkable creative achievements accomplished in digital game art.”

- more -

Into the Pixel

3-3-3-3

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 interactive 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. The art will be featured at the E3 Media & Business Summit and make its first public appearance at the Leipzig Games Conference which attracts more than 250,000 attendees. It will also be shown in Los Angeles at E for All and continue onto other events throughout 2008 - 2009.

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 the European Festival of Art in Nottingham England, the Toronto Film Festival, The Bradford Animation Festival, the San Jose Tech Museum, Stuttgart Design Center, Creative Artists Agency (CAA), , the Academy's D.I.C.E. Summit conference in Las Vegas, and The Cable Show.

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 for more information.

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

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 12,000 members, with the board comprised of senior executives from the major video game companies including 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>

Into the Pixel

4-4-4-4

Note to reporters/editors: To view and download the selected artwork, please go to: http://www.intothepixel.com/artwork/2008_contest_winners.asp. To find out more about the AIAS, please contact Wendy Zaas wzaas@rogersandcowan.com or Geri Gordon Miller geri@interactive.org.