

**\*\*MEDIA ALERT\*\*MEDIA ALERT\*\*MEDIA ALERT\*\***

**SUBMISSIONS FOR THE 2012 INTO THE PIXEL COLLECTION ARE NOW OPEN!**

**Who:** The Academy of Interactive Arts & Sciences (AIAS) and the Entertainment Software Association (ESA) announced today that submissions for the Into the Pixel (ITP) 2012 exhibit are now open.

Through this unique partnership between the ESA and the AIAS, ITP has pioneered digital game art exhibitions and continues to facilitate this valuable conversation between the traditional and digital art worlds. This year's esteemed group of jurists:

- Bob Rafei, Big Red Button Entertainment, Founder, CEO and Visual Director
- Eddo Stern, UCLA Games Lab, Director
- Glenn Phillips, Getty Research Institute, Senior Project Specialist & Consulting Curator, Department of Architecture and Contemporary Art
- Ian Milham, Electronic Arts' Visceral Games, Creative Director
- Jon Gibson, iam8bit, Founder and Partner
- Matt Hall, Timbuk2 Studios, Senior Partner Production Designer
- Nora Dolan - Independent Curator
- Ryan Wilkerson, Microsoft Game Studios, Senior Art Director
- Seth Spaulding, Blizzard Entertainment, Art Manager
- Shane Caudle, Epic Games, Principal Artist

**What:** Created in 2004 by the Entertainment Software Association, ITP is an exploration and celebration of the art of video games from around the world. Into The Pixel features a representative sampling of video game art, selected by a panel of jurors from a field of submissions. For more information please visit: [www.intothepixel.com](http://www.intothepixel.com)

**When:** Submissions are open beginning March 19, 2012 and close April 20, 2012.

**Where:** The 2012 ITP Collection will be revealed and featured at the E3 Expo June 5-7, 2012 and tours worldwide.

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