

The 2011 INTO THE PIXEL COLLECTION AND WINNERS ANNOUNCED

The AIAS and ESA Celebrate Fine Art in Video Games

CALABASAS, Calif – May 25, 2011 – For the 2011 Into the Pixel (ITP), 17 works of video game art have been selected for this prestigious collection, the highest honor that can be bestowed upon a game artist. Now in its eighth year, the ITP – a collaboration between the Academy of Interactive Arts & Sciences (AIAS) and the Entertainment Software Association (ESA) – is the only juried 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 2011 Into the Pixel collection will be unveiled and presented at the annual E3 Expo at the Los Angeles Convention Center from June 7-9, 2011 in the Concourse Foyer.

“Now that public institutions have accepted video games as a legitimate form of art, there is no question that video game art has and will continue to have a place in the contemporary art scene,” said Martin Rae, president, Academy of Interactive Arts & Sciences. “The AIAS is pleased to partner with the ESA in this celebration, and is looking forward to continue pushing the recognition of our artist members’ efforts.”

“Into the Pixel is the industry’s premier showcase for the art of computer and video games and celebration of the artists whose talent creates these stunning images,” said Michael D. Gallagher, president and CEO of the Entertainment Software Association, the trade association representing U.S. computer and video game publishers and the owner of the E3 Expo. “ESA is proud to partner with AIAS to facilitate this valuable intersection between the traditional and digital art worlds.”

“Into the Pixel showcases the incredible creativity, skill and artistic talent that pervades in the video game industry,” said Glenn Phillips, Senior Project Specialist & Consulting Curator, Department of Architecture and Contemporary Art, Getty Research Institute. “You really see that there are great artists working across every genre of video games, and at every stage of the production process.”

Into the Pixel 2011 Winners:

<u>Title of Artwork</u>	<u>Artist(s)</u>	<u>Game</u>	<u>Company</u>
Amorphous Drake	Lucas Graciano	Legends of Norrath	Sony Online Entertainment
The Bridge	Erik Zaring & Anders Gustafsson	The Dream Machine	Cockroach Inc.
The Cottage	Hamzah Kasom Osman	Drawn 3	Big Fish Games
Cronos Battle	Tyler Breon	God of War® III	SCEA/Santa Monica Studio
Dead Walking	Chris Moffitt, Brad Crow, Nathan Stefan, Bart Tiongson	Orcs Must Die!	Robot Entertainment
The Dragon Play	Brian Thompson and Hamzah Kasom Osman	Drawn: Dark Flight	Big Fish Games

Flemeth	Matt Rhodes	Dragon Age 2	BioWare
Good Friends	Matthew Halpin, Andrew Matthews, Matthew Preece, Radek Walachnia, John Laws	Kinectimals	Frontier Developments Ltd
Grim Exploits	Colin Foran, Claire Hummel, Ryan Wilkerson	Trenched	Microsoft Game Studio/Doublefine
Incident at the Workshop	Ivan Simoncini	Alien Swarm	Valve Software
Market Fire, Columbia	Ben Lo	BioShock Infinite	Irrational Games
Normandy	Mikko Kinnunen	Mass Effect 2	BioWare
Oktonok Cay Cannery	David Guertin	Ratchet & Clank®: All 4 One	Insomniac Games
Paper World	Say Oh and Damian Kim	Paper World	Namco Bandai Games
The Pelican Inn	Andrew Kim	UNCHARTED 3: Drake's Deception™	Naughty Dog, Inc.
Stahl Arms	Jesse van Dijk	Killzone® 3	Guerrilla
Swamp Skull	Jeff Haynie	Mystery Case Files: 13th Skull	Big Fish Games

Into the Pixel 2011 Jurors:

- Glenn Phillips, Getty Research Institute, Senior Project Specialist & Consulting Curator, Department of Architecture and Contemporary Art
- Nora Dolan - Independent Curator
- Ryan Wilkerson, Microsoft Game Studios, Senior Art Director
- Matt Hall, Timbuk2 Studios, Senior Partner Production Designer
- Brian Moore, Microsoft Game Studios, Art Director

About Into The Pixel:

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. The ITP collection has been on exhibit at GDC, South by Southwest, FMX in Stuttgart, Germany, the European Festival of Art in Nottingham England, the Toronto International Film Festival, Creative Artists Agency (CAA) and the D.I.C.E. Summit, among others. For more information on this year's Into the Pixel 2011 collection and previous collections, please visit www.intothepixel.com.

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Reporter/Journalist note: Please contact Debby Chen for FTP info for the high-res images of the art work

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