

## PRESS FOLDER PLAY 16 - Creative Gaming Festival



Veranstalter

**CreativeGaming**  
HAMBURG



Kooperationspartner



In Zusammenarbeit mit

Unterstützer



Sponsoren



## PLAY - Creative Gaming Festival

### PLAY is the prime location for digital games culture.

PLAY is the first worldwide festival that brings the fields of media art, discourse and education together with the digital games culture. The main focus of activities of the five-day spectacle are: experiencing hands on, participating, trying out and thinking about games. In the Creative Gaming Festival exhibitions new, unusual and exciting games are invented and played. Performances and live acts illustrate the variety of gaming possibilities. At the Conference international speakers will discuss a multiplicity of topics. The workshop program provides a wide choice of opportunities to experience the creative aspects of digital games.

#### HIGHLIGHTS

PLAY Show with Uke Bosse; Digital Games in the Hamburg Town Hall; Conference in the Museum für Kunst und Gewerbe; Trade Insights at Hamburg Publishers; Escape the Room; International Creative Gaming Award; Exhibitions in the Kunsthaus, in the Museum für Kunst und Gewerbe and in the Zentralbibliothek.

## Creative Gaming - the Initiative behind the Festival

### Games are as human as eating and drinking.

Growing up without games is unthinkable. Through games we come to understand the society in which we live. We learn values, norms and moral concepts, especially when we manipulate, modify or ignore the game rules. In the 21<sup>st</sup> Century digital games are a basic part of the general game repertoire for both young people and adults. Digital games and how they are used open up a gigantic creative potential; it is here that we take our point of departure. With workshops, advanced training, exhibitions, our annual highlight event “PLAY-Creative Gaming Festival” and much passion, we make the creative potential of digital games available to you.

Creative Gaming is: Playing with games! We turn games into toys, break the rules, use games as tools, rethink them or do digital to analog transformations. This always along the interface between media pedagogy and media art. We have stood for creativity, competence and critical intercourse with digital games since 2007.

The Initiative Creative Gaming is an independent association of individuals with diverse backgrounds: media pedagogs, media artists, scientists and game designers. We have come together through our enthusiasm for playing games and for carrying this approach forward.

## PLAY Hosts and Sponsors

### The people behind PLAY; as colorful as the program.

PLAY16 is an event organized by the Initiative Creative Gaming e.V., jaf - Verein für medienpädagogische Praxis Hamburg e.V., in cooperation with spielbar.de, the platform of the Bundeszentrale für politische Bildung/bpb zum Thema Computerspiele and JIZ - Jugendinformationszentrum Hamburg of the Behörde für Schule und Berufsbildung.

In collaboration with the Hamburg City Assembly and the Museum für Kunst und Gewerbe

PLAY16 is supported by the Media Office of the Hamburg Senate, the Körber-Foundation, the Hamburg Community Foundation, the HAW Hamburg - Faculty for Media Design with a Games Master's Program, the Hamburg City Libraries / Hoeb4U, the Kunsthaus Hamburg, the BIU - Bundesverband interaktive Unterhaltungssoftware e.V., Bigpoint GmbH and the Kompetenzzentrum Kultur- und Kreativwirtschaft des Bundes.

Sponsors: Siebold Hamburg, Alienware, HTC Vive

Media Partner: Rocket Beans Entertainment GmbH

## Three among Many

### PLAY-Leaders

**Andreas Hedrich**  
Director



Andreas Hedrich is the initiator and co-founder of the Initiative Creative Gaming. He works to ensure that the digital game culture gains more visibility and can be directly experienced by everyone and that the exposure to digital games finds its place in the educational system. He teaches Media Education and Active Media Work in the Education Faculty at Hamburg University. He is the Director of Mediennetz Hamburg e. V., a member of jaf - Verein für medienpädagogische Praxis Hamburg e. V., Spokesperson for the GMK-Landesgruppe Hamburg and partner of Frische Medien. As media pedagogue he is responsible for important projects in which the focus is on media design and where each person has the opportunity to communicate.

**Christiane Schwinge**  
Artistic Director



Christiane Schwinge is a freelance media pedagogue working on a variety of educational projects. She is a co-founder and spokesperson for the independent not-for-profit organization Initiative Creative Gaming. She is deeply involved in creative, reflective and critical activities concerning digital games. The ComputerSpielSchule Hamburg, an open media pedagogical offering for both young people and adults in the Hamburg City Libraries opened in the summer of 2015. Since that time Christiane has been a member of the leadership team there. In addition, she teaches at several colleges and universities. Starting 2016 she became the coordinator of the MINT Forum Hamburg.

**Vera Marie Rodewald**  
Artistic Director



Vera Marie Rodewald is a media pedagogue in Hamburg. She is a research associate in the area of Media Competence at the College of Applied Sciences and is a lecturer at the Leibnitz University in Hannover. She is the Chief Editor for the [Mediennetz Hamburg e.V.](#) (Online Magazine and Network for Media Education) and is a board member of [jaf e.V. - Verein für medienpädagogische Praxis](#). Within the Initiative Creative Gaming e.V. Vera Marie is involved in the conceptual design and implementation of projects and advanced education for young adults, parents, pedagogues and teachers. As of 2016, she is a Spokesperson for the GMK-Landesgruppe in Hamburg.

## The Team

### More than the sum of its parts.

PLAY16 is organized by a team whose members come from the following areas: media pedagogy, media art, design, culture management, science and education.

Christina Kutscher (Editor, Creative Gaming Award)  
Claudia Meiners (Creative Gaming Award)  
Jakob Kopczynski (Festival Management)  
Karin Liao (Festival Coordination)  
Matthias Löwe (Exhibition Curator)  
Nina Mair (Workshop Coordination)  
Sabrina Maaß (Workshop Coordination)  
Valentina Birke (Exhibition Curator, Creative Gaming Award)

## Press Contact

### Director of Press and Public Relations



Tina Ziegler  
mobil: 0174.4440454  
office: 04521-848 99 45  
email: [tina.ziegler@creative-gaming.eu](mailto:tina.ziegler@creative-gaming.eu)  
[www.creative-gaming.eu](http://www.creative-gaming.eu)  
[www.play16.de](http://www.play16.de)

Press Access: <http://hamburg.playfestival.de/play16/de/category/press/>