



Press Release, 30. April 2015

## Stuttgart Festival of Animated Film 2015 – „Games for everyone!“

**Stuttgart** - "Games for everyone"! – that's the motto of this year's **Game Zone at Stuttgart Festival of Animated Film (ITFS, May 5-10, 2015)**. Games for all ages are ready to play – including locally developed indie games such as "The Inner World" and international blockbuster games like "Mario Kart 8". That's how **curator Prof. Sabiha Ghellal**, Professor for Mobile Interaction Design at the Stuttgart Media University, wants to build a bridge and present a wide range of games again. Main area of Game Zone 2015 is the building of **Württembergischer Kunstverein (WKV)**, a few events also take place at **Jugendhaus Mitte**. From Tuesday until Sunday (May 5-10), computer games and game art on various platforms, for all ages and tastes, are ready to play at WKV from 11am to 6pm (Wednesday until 8pm).

The aspect of **Edutainment** is a central one of the Game Zone. It shall demonstrate that computer games are not just for gambling but also for learning. Matching this point there's going to be a panel discussion in cooperation with the **Media Authority of Baden-Württemberg** on Thursday, May 7, from 5-8pm. At "*Edutain Me! Cultural Education and Gamification*" the participants discuss the opportunities of games in education. With: **Dr. Carsten T. Rees** (Chairman Landeselternbeirat Baden-Württemberg), **Ursula Kluge** (Aktion Jugendschutz, Landesarbeitsstelle Baden-Württemberg), **Ulrich Winchenbach** (Medien- und Filmgesellschaft Baden-Württemberg), **Katharina Tillmanns** (Co-President Games for Change Europe), **Clemens Petzold & Timo Strohmaier** (Kastanie Eins – Agentur für Kommunikation und Serious Games) and **Oliver Passek** (Referent for Film and Media at Ministry of Science, Research and the Arts Baden-Wuerttemberg).

A further highlight is **Rocket Beans TV's** visit at ITFS, known for NBC GIGA GAMES and MTV GameOne. Host Nils Bomhoff will be in Stuttgart and invites to an autograph session on Friday, May 8, at 3pm as well as to a "*Let's Play Event*" at the open air stage at Festival Garden (7pm).

Within "*So you wanna be a games designer*" selected **universities** from the region answer questions about their games degree programmes and invite you to play games (Saturday, May 9, 1pm). **Game designers** have the chance to connect with others and to present themselves and their games at the event "*Local Heroes*" on Wednesday, May 6.

For "*Games Flash!*" the Game Zone occupies the big screen at **Festival Garden** from Wednesday, May 6, until Friday, May 8, each day at 7pm and uses it for several game events – everybody is free to join and to give proof of gamble talents. Music loving Game Zone fans have the chance to rock the stage at "*Battle of the Bands*" at Jugendhaus Mitte. The contest is based on the music game "*Rockband*" and takes place subsequent to the *Open Stage #GamesBW*, which offers the chance to all players of **games industry** to meet and swap ideas on May 6 at 7pm.

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*The Stuttgart Festival of Animated Film (ITFS), May 5-10, 2015 was founded in 1982 and is one of the largest and most important festivals for animated film worldwide. Prize money of 50,000 Euros is awarded in numerous competition categories. The Stuttgart Festival of Animated Film works in close co-operation with the FMX, Europe's biggest Conference on Animation, Effects, Games and Transmedia, attracting industry professionals. Together with the FMX the ITFS holds the business platform [Animation Production Day](#).*