



GAMESWEEKBERLIN
APRIL 08 - 14, 2019 – BERLIN

www.gamesweekberlin.com



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Content

Greetings	04
Editorial	06
The Events	
Opening Breakfast	08
QUO VADIS	10
Womenize!	14
GERMAN ESPORTS SUMMIT	16
Gamefest	18
Schedule	20
Gamefest Workshops	22
Berlin Games Breakfast	24
RAINBOW ARCADE	26
BONUS-LEVEL JAPAN	27
Matchmaking Dinner	28
Nordic Game Discovery Contest	30
A MAZE. / Berlin	32
APITs-Day	34
Berlin Event Map	36
Partners & Sponsors	38

IMPRINT

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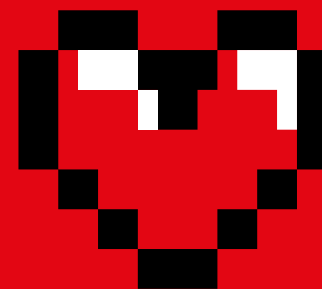


Welcome to gamesweekberlin 2019!

We are delighted to report that the central event location Kulturbrauerei will make the event even more dense in terms of space and content. Medienboard provides funding for gamesweekberlin and the German Game Awards since we are aware of the importance of this week for the industry as well as the political sector, and for both specialist visitors and the general public. The range of high-quality individual events is enormous and reflects the innovative German games metropolis that is Berlin: be the indie and arts festival A MAZE., the business and development platform QUO VADIS, the GERMAN ESPORTS SUMMIT, the Womenize! event, the APITs-Day on science and gamification or the Gamefest for the entire family – it's all Berlin! We are particularly

excited for one new partner, namely the Indie Arena Booth at Gamefest, which puts emphasis on indie games – an especially strong segment for Berlin. With Womenize!, we support female entrepreneurship in the areas of games, media and IT. We are looking forward to an eventful German Game Awards gala and are keeping our fingers crossed for the nominees from Berlin-Brandenburg, mainly the game “Trüberbrook”, for which we provided funding. The games industry in our region is growing and harbours great potential for other media and business areas as a driver for innovative technology. We intend to build upon this in the future with other local stakeholders. gamesweekberlin is an important platform for this purpose. I wish all visitors a successful week!

WE



TO FUND
INNOVATIVE
AUDIOVISUAL
CONTENT



Michael Liebe
CEO
Booster Space

Serious games and game technology are well established in various industries because they are effective and save money. They can teach kids how to live with chronic conditions and doctors who are in training how to operate. As a central component of on-board entertainment systems, they will be able to make car commuting less stressful in the near future. And yes, playing video games is a fun thing to do, too. Games are transforming society at many levels because they are a singular phenomenon, a combination of technology and creativity and economy. gamesweekberlin has once

again incorporated all these changes and transformative processes into its program. So why on earth is it a place of consistency? Because the tech, art and business of games is what gamesweekberlin is all about since its very beginning. It's the game we love. It is our mantra, and this special week is our praying wheel. Ongoing change can worry you if you do not accept it as invariability. Welcome to gamesweekberlin, where change is a habit.

WHERE CHANGE IS A HABIT

Everything is new. How do you like Kulturbrauerei, our new location? And what about the new QUO VADIS and the even bigger Gamefest? The A MAZE. has also moved. Still, in a world of disruption, gamesweekberlin is a place of consistency. Let us dive deeper: The games industry is more volatile and unforeseeable than any other entertainment industry. One reason for this is that it is closely linked to technological and cultural progress. Pocket sized computers caused the rise of mobile games, increasing bandwidth led to a shift from single-player adventures to multiplayer game worlds, which are continuously being extended. And nobody knows how 5G will affect us. Another reason is the immense creative potential of games that results in cultural significance. For

years now, games dominate the download charts for mobile devices, they are literally everywhere. The Netflix show everybody talked about in 2018 was an interactive episode of "Black Mirror", revolving around a game designer. Antoine Griezmann, a French football player, celebrated his goal in last year's World Cup final with a Fortnite dance move. Reason number three is the flexibility that makes games so valuable for business. Games are the perfect environment for relaxation, competition and information transfer. Esports is getting bigger and bigger, and as the discussion about whether it is a sport or not continues, large companies from the old world are discovering competitive gaming and stepping up their sponsorship activities to be part of the game as well.



Tim Rittmann
Head of Program
Booster Space



Lena Alter
COO
Booster Space

gamesweekberlin

Opening Breakfast

The gamesweekberlin opens on April 8th, with the opening breakfast taking place at the Kulturbrauerei's Palais in the heart of Prenzlauer Berg. Host Melek Balgün will be welcoming guests at 10 AM. Over the course of the two-hour-long event, attendees can expect an extensive Flying Breakfast, aimed at both classic and vegan palates, as well as a detailed stage program. During the opening event speakers like Michael Liebe - the CEO of Booster Space and founder of gamesweekberlin – will welcome visitors. He will be joined by the other organisers of Berlin's most important industry event, representatives of Medienboard Berlin-Brandenburg as well as faces of local politics. Together, they will set first priorities on topics surrounding gamesweekberlin.

Procedure:

9 AM: Entry through doors to QUO VADIS at Kesselhaus, and Flying Breakfast at Palais

10 AM: Opening of gamesweekberlin 2019 including moderated stage program and

- Opening speech by Melek Balgün (host & esports expert)

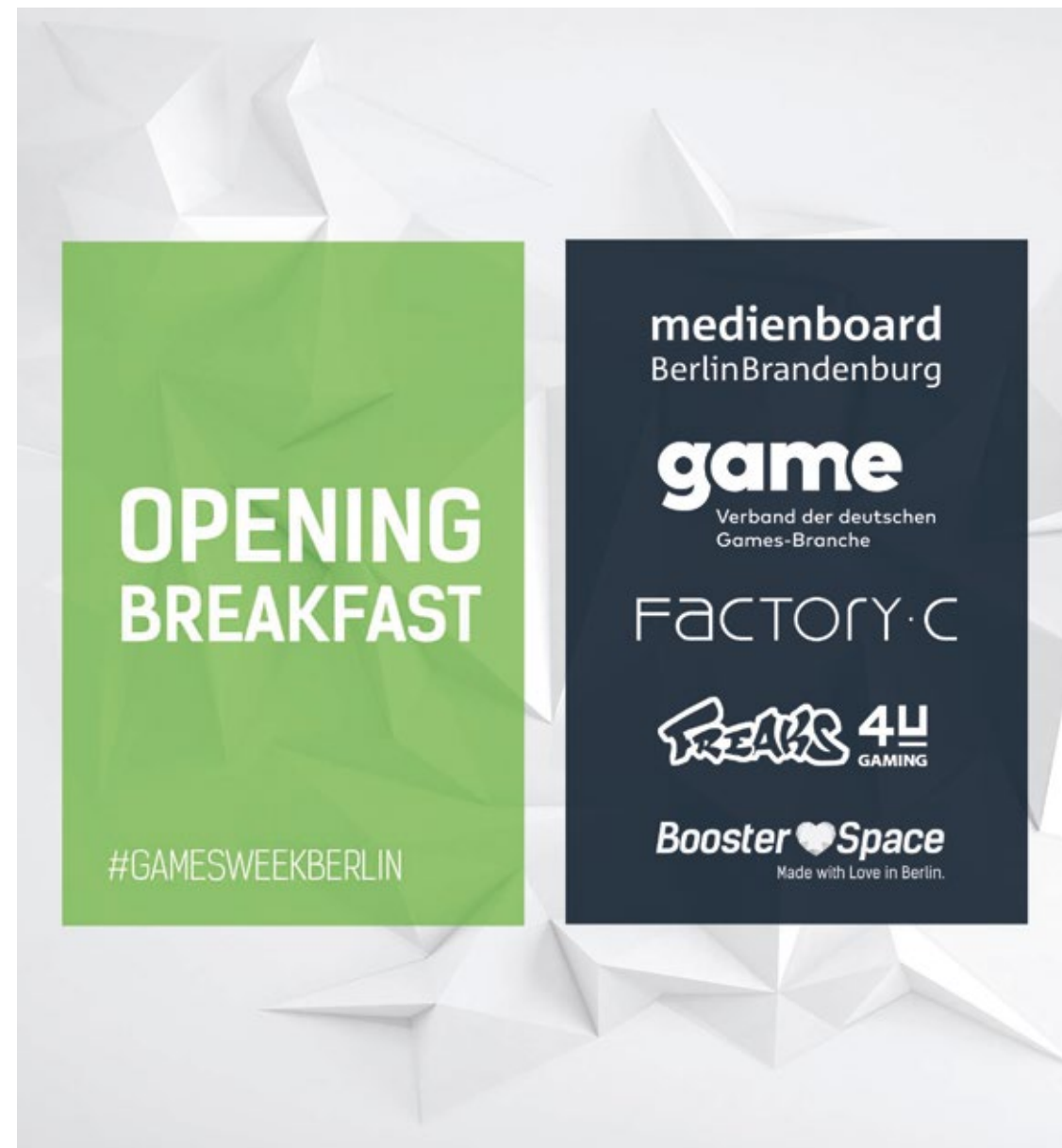
- Panel with Michael Liebe (head of gamesweekberlin, CEO of Booster Space), Felix Falk (Managing Director of game – association of the German games industry), Hans Jagnow (ESBD, eSport-Bund Deutschland e.V.), Anna-Sarah Vielhaber and Jenni Wergin (Medienboard Berlin Brandenburg) and a political welcoming speech

10:45 AM: Networking including Flying Breakfast at Palais Galerie

12:00 PM: End of opening event

Melek Balgün will serve as the host for gamesweekberlin's Opening Breakfast. The former Counter-Strike professional player has been the face of ELS.tv and ESL Meisterschaft for many years, and has moderated countless esports events and entertainment formats both at home and abroad.

As in the previous year, the opening event is being organized by Freaks 4U Gaming, a 360° marketing agency focussing on gaming and esports, and Factory-C, an agency for exhibitions and communication.



Palais, Kulturbrauerei
Schönhauser Allee 36
10435 Berlin, Germany

www.gamesweekberlin.com

MONDAY

10:00 AM - 12:00 PM

QUO VADIS

game development & business conference

Day 1

QUO VADIS is the core B2B event during two days of gamesweekberlin.

The event consists of keynotes, talks, roundtables and workshops with individually tailored tracks for business developers, game developers, community developers and other industries interested in digital games. It is one of Europe's hot spots for gaming professionals: Meet with decision makers, creative minds and leaders of the gaming industry and lay the foundation for your success. In 2019, it will be a new and holistic experience: central, convenient and perfectly integrated into this one week full of gaming events that connect business, technology and culture.

The reason for that: with the new host Booster Space, the organizers of gamesweekberlin themselves are responsible for the QUO VADIS for the first time. One major change is that the event is subdivided into eight three hour long summits. Each summit is dedicated to one subject. Monday, April 8 is focussing on business trends and topics like live ops & community management, marketing and funding & financing.

The unknown gamer: Attracting new user groups and investors

How games and their use in non-endemic industries such as automotive, healthcare and attract new users and investors alike. (April 8, 12:15 AM - 1:15 PM, STAGE 1).

Live Ops & Community Management Summit, presented by Microsoft Azure | PlayFab

Learn about best cases of content delivery, successful events and promotions, community management done right and the use of analytics to truly understand what players want. (April 8, 2:30 PM - 5:30 PM, STAGE 1).

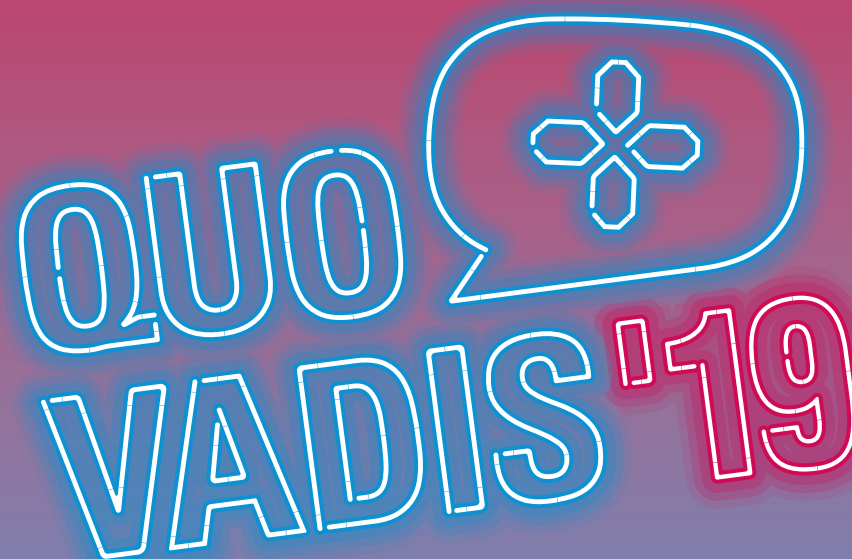
Marketing Summit

Check out the best marketing, growth and monetization strategies for your game. (April 8, 10:30 AM - 1:30 PM, STAGE 2).

Fundraising & Financing Summit

Explore how to finance your game, from public funding bodies to venture capital investments, and how to avoid the pitfalls of pitching. (April 8, 2:30 PM - 5:30 PM, STAGE 2).

APRIL
8 + 9
2019



GAME DEVELOPMENT &
BUSINESS CONFERENCE

KULTURBRAUEREI

Kulturbrauerei
Schönhauser Allee 36
10435 Berlin, Germany

www.qvconf.com

MONDAY
TUESDAY

10:30 AM - 7:00 PM
10:00 AM - 6:00 PM

QUO VADIS

game development & business conference

Day 2

Tuesday, April 9, QUO VADIS explores game development and game technology.

PC Games Developer Summit

All about developing the latest and greatest games for PC. The takeaways are: inspiration, happiness, hype train tickets, new sets of skills, hardware upgrades and even better games for the future. (April 9, 10:00 AM - 1:00 PM, STAGE 1).

Mobile Games Developer Summit

In 2019, mobile games will generate more than 60 billion euros. We present internationally renowned speakers, their creativity and hard work, which drive the numbers. (April 9, 2:30 PM - 5:30 PM, STAGE 1).

Health Play Summit

Games and game technology are becoming increasingly important for the healthcare industry, which is always on the lookout for new ways and better tools to inform patients, improve research and treat diseases and conditions and even train hospital personnel and doctors. (April 9, 10:00 AM - 1:00 PM, STAGE 2).

Tech Summit, presented by Leaseweb

Take a look at tech side – especially tech related to games as a service, like server structures that adapt their expanse to the success of your game like a super flexible chest basket, the backend tools, services and the middlewares that help small and medium sized companies to hit the big time. (April 9, 2:30 PM - 5:30 PM, STAGE 2).

Studying Games – Clash of Realities Summit

Insights of the “Games studieren?” (“Studying Games”) anthology on the situation of games education in Germany, including the practical involvement of companies from the video game industry. The summit also features renowned international speakers who will provide a comparative overview of academic teaching and research abroad. (April 9, 2:00 PM - 6:00 PM, STAGE ATELIER).

Full program:
qvconf.com/program

Funded by

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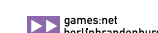
Main Sponsors



Sponsoring Partners



Event Partners & Exhibitors



WOMENIZE!

Games & Tech

The 5th edition of Womenize! Games and Tech on April 10 is an event for young, independent and creative women who work in the games and tech industry. Of course, Womenize! is open to all genders. Holding one ticket guarantees you a full day program by offering a combination of conference program, practical workshops and networking with exciting companies.

The conference features experienced speakers covering a wide field of knowledge and interest and contains talks, fireside chats and panel discussions on various topics like working in esports, job profiles within the digital industries, leadership, reconciliation of family and work life, game development and many more. One of the speakers is Rachel Quirico, a worldwide known esports host with more than 10 years of experience in the industry. Furthermore we have Carolin Wendt, the community manager of CD PROJEKT RED for the German-speaking regions and África Curiel Gálvez, Junior Game Writer at Ubisoft Blue Byte who's currently working on Anno 1800.

Womenize! offers simultaneously diverse and hands on workshops, hosted by professionals from the industry. The workshops tackle topics like impostor syndrome, self-organization and help you very practical with important things like your portfolio. In addition, we offer dedicated workshops for HR professionals for the first time – hosted by the renowned HR-expert, Anna Ott.

During the networking session in the evening you will get in touch with many inspirational people. Our dedicated recruitment area is perfect for introducing yourself to exciting companies from the digital industries. At the same time it's a great opportunity for companies to find promising talents and professionals to add value to their team. Join Womenize! and meet following sponsors and exhibitors: King, Kickstarter, Kolibri Games, Ubisoft Blue Byte, Freaks 4U Gaming, InnoGames and UE Germany.



Palais, Kulturbrauerei
Schönhauser Allee 36
10435 Berlin, Germany

www.womenize.net

WEDNESDAY 10:00 AM - 8:00 PM

GERMAN ESPORTS SUMMIT

For the second time, the GERMAN ESPORTS SUMMIT will come to the heart of gamesweekberlin on April 11, 2019 in Berlin. The main conference of the German Esports Federation, ESBD, will push the debate about esports to the next level, taking "The Esports Movement" as the central topic of the event. The focus will be on esports as a digital sports movement that brings together millions of esports athletes competing all around the world. The declared aim of the event is to jointly develop this "esports movement" and to unfold its full potential, helping key stakeholders to develop esports on a societal scale. The #GES19 will bring together pro teams, amateur sports and esports clubs, sports associations, politics and policy makers, as well as science and business in presentations, panels and workshops. In the unique atmosphere of the historic Kulturbrauerei attendees will be presented an extensive program in two conference tracks. Hosted in English and German conference parts, the GES19 emphasizes on the international character of esports and becomes a central networking hotspot for the European movement.

The main track will reflect on current developments in the German and European esports scene: policy developments, the recognition of esports as sports, current standings on gender equality and inclusion topics, overarching core values of esports and sports; but also on fresh league- and licensing models, developing work in sports science and important changes in esports games. The workshop track will provide the attendees with deeper insights on best practices for working in the esports area. The individual parts will convey extensive knowledge in the fields of tax law and youth protection regulations in Germany, about organizing teams and amateur clubs as well as esports events, strategies for fostering esports in rural and urban areas and journalistic approaches towards esports.

The GES19 will close with an exclusive networking evening. This will allow attendees to create sustainable connections beyond the event, building a foundation for new and driving projects in the German and European esports scene.



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BerlinBrandenburg

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Verband der deutschen
Games-Branche

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GAMING

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eventbrite



Palais, Kulturbrauerei
Schönhauser Allee 36
10435 Berlin, Germany

ges19.esportbund.de

THURSDAY

9:30 AM - 9:00 PM

Gamefest

Gamefest is a festival from gamers for gamers. It is not a fair in the classical sense as it does not have the aim to be one. Instead, we want to create an incomparable experience, a cosy atmosphere for families and gamers without long queues and overpriced soft drinks. On one weekend, from April 12-14, we will present you games, an extensive stage program and practical workshops.

The Games

Come by and play everything from AAA to creative indie titles to VR and tabletop games. Beat the high-score of your parents on retro consoles from the private collection of René Meyer (Haus der Computerspiele) and on arcades such as DanceDanceRevolution, H2Overdrive, and Taiko no Tatsujin from GameOn. Dive into creative indie games in the Indie Arena Booth. Make new friends and enemies in board games at our Tabletop Station presented by Kickstarter or immerse yourself into VR adventures. Among the exhibitors of this year's Gamefest are: THQ Nordic, CD PROJEKT RED, GOG.com,

UE Germany, Vesuvius Media, Super Crowd, Trusty Potion, Mixtvision, Games Academy and many more.

The Stage Program

Our stage program features tournaments, music acts, influencers and interviews. Meet your heroes and sHeroes on stage. Saftiges Gnu will be talking about her experience as a YouTube influencer. Mikkel Robrahn from PietSmiet reads from his book "Viggo: A PietSmiet Story". Couch co-op tournaments and games such as Retimed, Overcooked 2 and Ultimate Chicken Horse will test your nerves and skills. Gamefest turns into a wreckfest with THQ Nordic hosting a Wreckfest-Tournament. CD PROJEKT RED invites you to join them in a fan gathering, including a Gwent-Tournament. No clue about the game industry and how to take off? Game design students from the University of Applied Sciences Europe will present their projects and give insights into the development process. The stage program is hosted by Melek Balgün, Jenni Wergin and Joscha Neumann.

GAMEFEST
Das Fest für Familien und Gamer!

**12 - 14
APRIL
2019**

GAMES COSPLAY LOOT LET'S PLAY

KULTURBRAUEREI

Kulturbrauerei
Schönhauser Allee 36
10435 Berlin, Germany

www.gamefest.berlin

FRIDAY
SATURDAY
SUNDAY

3:00 PM - 9:00 PM
11:00 AM - 9:00 PM
11:00 AM - 7:00 PM

SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:00 AM							
10:00 AM	Opening Breakfast	QUO VADIS	WOMENIZE!	GERMAN ESPORTS SUMMIT	A MAZE. / Berlin	GAMEFEST	GAMEFEST
11:00 AM							
12:00 AM							
1:00 AM							
2:00 AM							
3:00 PM				A MAZE. / Berlin	GAMEFEST	GAMEFEST	
4:00 PM							
5:00 PM		NGDC		A MAZE. / Berlin	A MAZE. / Berlin	GAMEFEST	
6:00 PM							
7:00 PM	Matchmaking Dinner	GERMAN GAME AWARDS	A MAZE. / Berlin				
8:00 PM							
9:00 PM							
10:00 PM							
11:00 PM							
12:00 PM							

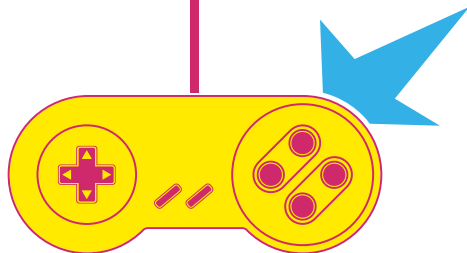
GAMEFEST

The Workshops

Learn how to develop your first game, how to get started on YouTube and how to create your first cosplay. Games industry and culture offer many opportunities to bring your passion for games to the next level, but where to begin? At Gamefest workshops we want to give you new perspectives, in cooperation with the alliance Network and the Games Academy. Pre-register for the limited workshop space on our website: gamefest.berlin

Seitenquiz Games Special

Remember what it was like to explore Super Mario, Zelda and Sonic in good old 8-bit times? You know the worlds of GTA, The Witcher and Dark Souls better than your own neighborhood? Then come and join the popular Seitenquiz at Alte Kantine, Kulturbrauerei on Thursday evening, before Gamefest kicks-off. Put your gaming knowledge to the test. Recognize games by their minimap, by healing potions or typical noises. Look forward with us to this nerd quiz in the context of games-weekberlin.



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Berlin Games Breakfast

You are leaving the cultural sector! – Is there a place for games culture in Berlin?

GAMES are changing the world. Also and especially in the cultural, media and creative capital of Berlin. It is not only a production location, but also the place for important leagues and hosts many gamers. Moreover, Berlin is a hub for cultural features of gaming: the Gaming Museum (“Deutsches Computerspielmuseum”) exists here for more than 20 years as well as the foundation for digital gaming (“Stiftung Digitale Spielekultur”) has its office in Berlin. The 2017 conference on Gaming as a cultural asset was located in seat of local government. But how do they influence the cultural scene in Berlin? In addition to the economic importance of the major players, their highly qualified workplaces and the impact on talents from abroad, innovative and unconventional studios also play an important role. Specialized educational programs are being created and the vast variety of offers reach more and more target groups.

Games have long since become an important cultural asset - but to what extent are they also anchored in Berlin's cultural business and its funding structures? To what extent do these structures fit in with this rapidly changing industry? What reforms are necessary and how must the eligibility criteria be formulated in the future? How can we unite and strengthen creativity, innovation and fair working conditions in Berlin? We would like to discuss these questions with you on April 5, 2019 at 10 AM with a breakfast in the Berlin House of Representatives. There will be an exhibition of new developed games made in Berlin. We look forward to a constructive and exciting exchange.

It requires prior registration via the registration form:

www.gruene-fraktion.berlin/termin/gamesbreakfast

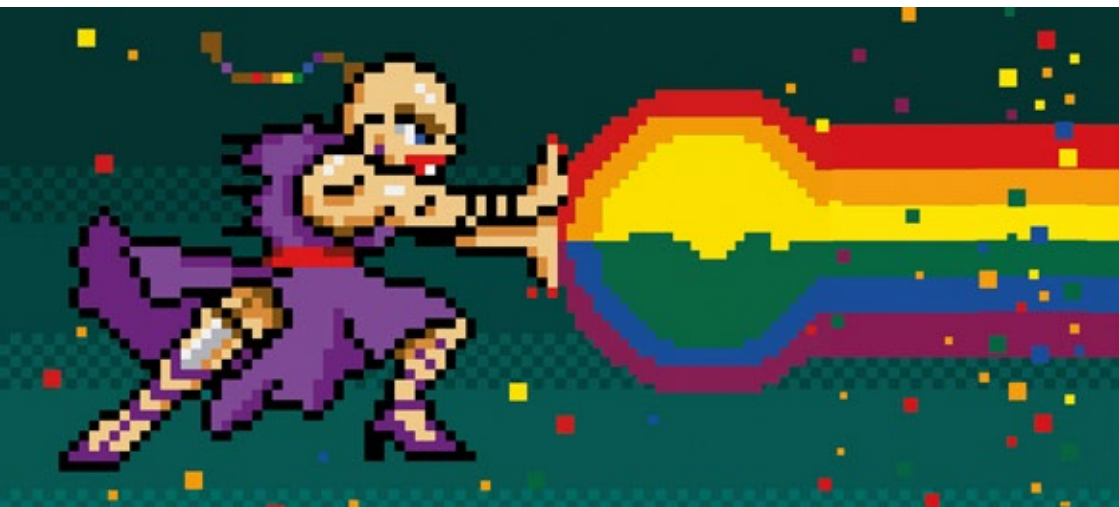


Abgeordnetenhaus Berlin, Raum 376
Niederkirchnerstr. 5
10117 Berlin, Germany

FRIDAY

10:00 AM - 1:00 PM

www.gruene-fraktion.berlin/termin/gamesbreakfast



RAINBOW ARCADE

RAINBOW ARCADE – A queer history of video games 1985-2018

For the first time worldwide, the queer history of video games is explored in a major exhibition: RAINBOW ARCADE opened at Schwules Museum Berlin in December 2018 and features a wide variety of exhibits spanning over 30 years of media history, including playable titles, concept drawings, modifications written by fans themselves and documentations of online communities. The exhibition takes stock of contemporary pop cultural questions of representation, stereotypical and discriminatory

narratives in entertainment media, and our cultural memory. For the first time, research by the LGBTQ Game Archive will be presented in a museum. RAINBOW ARCADE is curated by an internationally well networked team of curators, consisting of Sarah Rudolph, Jan Schnorrenberg and Dr. Adrienne Shaw.

Schwules Museum
Lützowstraße 73
10785 Berlin, Germany

MON, WED, FRI & SUN	2:00 PM - 6:00 PM
TUESDAY	closed
THURSDAY	2:00 PM - 8:00 PM
SATURDAY	2:00 PM - 7:00 PM

www.schwulesmuseum.de

#BONUSLEVELJAPAN
#COMPUTERSPIELEMUSEUM
STARTING APRIL 8, 3PM



SPECIAL EXHIBITION: BONUS-LEVEL JAPAN

On April 8, the Computerspielemuseum will open its new special exhibition BONUS-LEVEL JAPAN as a part of gamesweekberlin. Just in time for the Japanese cherry blossom, the Computer-spielemuseum draws attention to Japan's video game culture. The special exhibition BONUS-LEVEL JAPAN sends visitors on an interactive journey through three main areas of the Japanese games world. In addition to popular game series, the exhibition also shows lesser-known titles and offers insights into specific subject areas. The first area focuses on the Electric Town Akihabara.

Afterwards, the visitors go back in time and experience the development history of the Japanese games industry. The third section illustrates the interaction between games, pop culture and history. The exhibition allows to look into the distance and experience the Japanese computer and video game culture at numerous interactive exhibits – whether at home computers, mobile devices, arcade machines or video game consoles.

The exhibition is funded as part of gamesweekberlin by the Medienboard Berlin-Brandenburg.

Computerspielemuseum
Karl-Marx-Allee 93a
10243 Berlin, Germany

MON - SUN	10:00 AM - 8:00 PM
DURATION	APR 8 - SEP 8, 2019
OPENING	APR 8, 3:00 PM

www.computerspielemuseum.de

Matchmaking Dinner

The exclusive Matchmaking Dinner brings Germany's and Europe's most important decision makers from the games industry as well as politics and science together. The annual event connects stakeholders ranging from all areas of the business with the brightest heads of the international games culture. Each year on the occasion of the gamesweekberlin more than 200 guests take part in the most thrilling event of the year of Berlin local games initiative games:net berlinbrandenburg. Accompanied by dinner speeches from its hosts and partners, this matchmaking format offers a networking experience of a different kind due to its special schedule. The guests switch seats after each dinner course, thus gaining the possibility to make quite a few new contacts within one event. Additionally, all the participants have the chance to further strengthen connections and matches made during the evening with a last drink or snack. The exclusively selected guest-list of the host ensures a wide variety of representatives coming from well-known as well as rising companies. This year's Matchmaking dinner will take place on April 8, 2019.

games:net berlinbrandenburg is one of the initiatives of the media business network media:net berlinbrandenburg. The initiative represents, supports and connects companies of the fast-growing regional games industry by means of a variety of content related collaborations and events. By promoting the interests of the games industry and connecting the members with politics, science and industry, we ensure the best surrounding and an ideal breeding ground for business and creativity in Berlin and Brandenburg.

Host



Co-Host



Sponsors



BREHM & v.MOERS



Funder of games:net berlinbrandenburg



Partner of games:net berlinbrandenburg



MONDAY

7:00 PM - 11:00 PM

www.medianet-bb.de/de/event/matchmaking-dinner-2019-2

QUO VADIS special:

Nordic Game Discovery Contest

In 2016, building on fourteen years of running major successful events in the games industry, including several live-pitching events, selection processes and support systems, Nordic Game created the Nordic Game Discovery Contest (NGDC) – an exciting, competitive challenge, where selected game projects are showcased at live-pitch events in several countries.

Now in its third season, the organizers have introduced a new and unique contest format - instead of just pitching a game the traditional way, contestants compete live on stage in an entertaining round-based battle for

points. On April 8, the first day of QUO VADIS, the Nordic Game Discovery Contest returns to Germany for the third season's fourteenth qualifier.

Three selected studios will battle on stage, and the winning game will earn a seat in the NGDC Grand Finals at Nordic Game Conference, May 22-24 in Malmö, Sweden, as well as prizes from PR specialists Plan of Attack and influencer marketing platform Matchmade.

NGDC Season III is sponsored by Xsolla, Dolby, Steam, Plan of Attack, Matchmade and Nordic Game Ventures.



MONDAY

5:45 PM - 6:30 PM

Kulturbrauerei
Schönhauser Allee 36
10435 Berlin, Germany

www.qvconf.com/nordic-game-discovery-contest

Achieved with



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A MAZE. / Berlin 2019

8th Games and Playful Media Festival

A MAZE. / Berlin is Europe's most influential and unique festival in independent video games, artistic world-building and playful lifestyle. The festival strives to represent games beyond the mainstream and therefore celebrates the art-form not the product.

For its 8th edition, A MAZE. / Berlin will welcome game developers, digital artists, forward thinkers, and digital activists from across the world. The conference days will be packed with incredible content about game development, other realities, and playful media, as well as workshops about artistic expression, deep narratives, socio-critical and political engagement.

In parallel, the exhibition will showcase this year's nominees and honorable mentions. The A MAZE. Awards have become the heart of the festival with its six original categories, in which 25 nominees will compete to impress the international jury and audience.

OPENING A MAZE. / BERLIN 2019 on Wed. April 10, 2019 from 6:00 PM to 1:00 AM
AWARD SHOW on Thu. April 12, 2019 at 8:00 PM

FULL PROGRAMME for professionals via www.amaze-berlin.de
TICKETS are available via Eventbrite and at the door.

A MAZE. / Berlin also welcomes the GENERAL PUBLIC! We offer tickets at the door for the exhibition and concerts. If you like to play and discover a new dimension of games and basically just want an amazing festival experience join us for GAMES, VR, PLAYFUL MEDIA, PERFORMANCES, LIVE MUSIC AND PARTY.

Exhibition and Music on Wed. 10 - Fri. 12 from 8:00 PM - 1:00 AM
Open Day on Sat. 13 from 12:00 AM - 01:00/18:00 PM

A MAZE. / Berlin 2018 is funded by Medienboard Berlin-Brandenburg and part of gamesweekberlin.

AMAZE.

8th International Games and Playful Media Festival
April 10-13, 2019, SEZ Berlin

SEZ,
Landsberger Allee 77
10249 Berlin, Germany

www.amaze-berlin.de

WEDNESDAY	6:00 PM - 1:00 AM
THURSDAY	10:30 AM - 1:00 AM
FRIDAY	10:30 AM - 1:00 AM
SATURDAY	12:00 AM - 1:00 AM

APITs-Day

Applying game and consumer technologies

The games and consumer electronics industry has always been a driver of innovation. But applying today's game hard- & software technologies (APITs) holds a huge potential for classic industries & businesses. Virtual Reality for product design or real estate marketing, Augmented Reality in logistics or clinical applications, game engines for process planning or employee training, motion controllers and sensors for unmanned vehicles and robots in the factory (IoT/4.0), cloth and hair simulation for the smart mirror, ... – the market is huge and waiting. Thus APITs might be the salvation to both classical businesses (innovation) & game companies (second source of income).

But how to start and where to meet? Learn, experience and network at the Applied Interactive Technologies (APITs) Day 2019!

In line with this year's QUO VADIS focus on health-play the APITs-Day 2019 offers a special track on „Digital Health“, brought to you by the Innovation Hub Digital Health @ HTW Berlin.

The confirmed keynotes show the breadth of the potential use cases and

customers. The Kiveda Group Innovation Lab will showcase the application of game engine powered mobile and HoloLens visualisation and interaction to support sales processes. The Festo Lernzentrum Saar GmbH will present their experience with mobile as well as augmented assistance and learning in industrial production processes. Last but not least, Motognosis will introduce their Microsoft Kinect based solution to detect neurological diseases by monitoring patients' movements.

Furthermore, enterprises both from the games industry as well as other sectors present their work, technologies and quest for partners/customers. This can be in the form of a short pitch as well as a booth presentation.

Important notice: Due to the (EU-EFRE and Berlin Senate) funding-related focus on German small and medium enterprises (SMEs) the conference language is German!



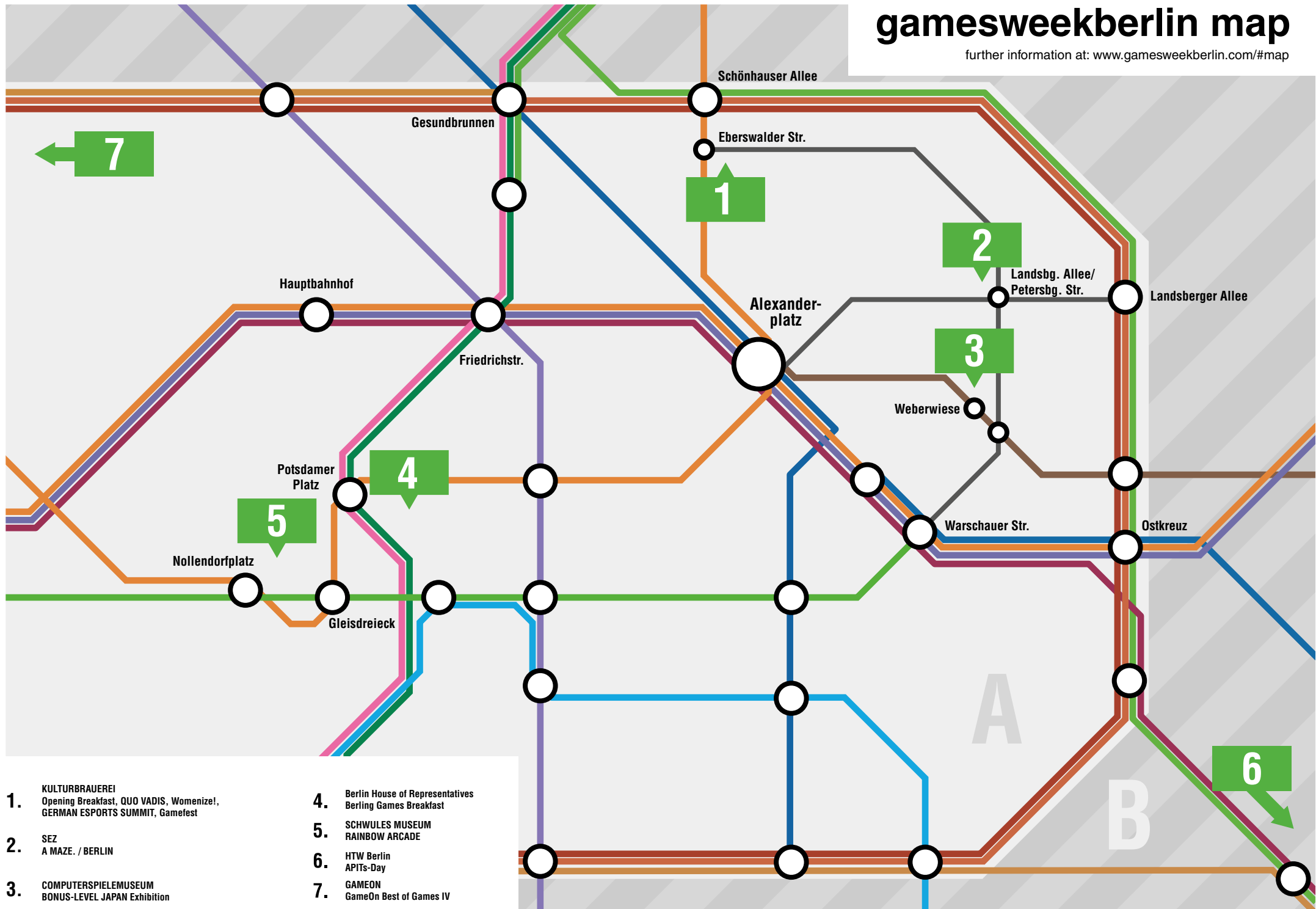
HTW Berlin Campus Wilhelminenhof, Building H
Ernst-Ziesel-Straße 1
12459 Berlin, Germany

<https://bit.ly/2TjuRfz>

THURSDAY 9:00 AM - 5:00 PM

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