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## Mixing Up Indonesia's Game Industry

By Jaime Adams



The project "Game Mixer" brings together Indonesian and German game developers and experts of the industry in Jakarta and Bandung. (Photo courtesy of Goethe-Institut Indonesien/ Ratking)

In recent years, the Indonesian government has begun to gradually invest in creative industries to support and ensure the sector's growth. In line with this approach to benefit from the skills, talents and creativity of the Indonesian people, a new project called "Game Mixer" is going to plunge into the field of creative industries and encourage an exchange between Indonesian and German experts and players in the gaming industry.

"Game Mixer" is organized by the Goethe-Institut Indonesien as part of the German Season, a festival celebrating the friendship between Indonesia and Germany.

"The Goethe-Institut has put a focus on the topic of gaming in recent years in different parts of the world, approaching the topic from various angles," says Katrin Sohns, head of cultural programs.

"Goethe-Institut Indonesien has then decided to place the first big program in the field of gaming in the framework of the German Season. The main motivation for this project was that gaming is so popular in Indonesia, but also that the creative industry in Indonesia is promising and lively. We think that a program in this field will be beneficial for experts from both countries and we also felt it is good timing as the government in Indonesia has great visions for the creative industries."

Together with German and Indonesian partners, such as Bundesverband Internationale Unterhaltungssoftware, Stiftung Digitale Spielekultur, Quinke Networks, the Indonesian Game Association (AGI) and Studio Agate Bandung, the Goethe-Institut has put together a versatile program for the one-week "Game Mixer" which will take place both in Jakarta and Bandung.

"We will start the week with a Creative Camp with the participants from both countries," Sohns explains. "We will then give a presentation on the Video-Game-Awards at Binus University and later at the Game Developers Gathering in Bandung."

It is the first time the German Video Games Awards will be presented abroad.

"We felt that it is very interesting for the scene here to know more about the German Video Game Awards but also of course to see the winners," Sohns says. "We do feel that it is important for these scenes to connect and exchange internationally. We also hope that the exchange will inspire and stir creative processes."

Other highlights of "Game Mixer" include studio visits for the participants in Jakarta and Bandung. An industry-talk on the challenges and realities of working in the Creative Industries in Germany and Indonesia is also part of the program, which will then be finished off with a Game Jam between developers from both countries.

The Game Jam will also be the final event of the Game Developers Gathering in Bandung – and it promises to be an exciting one.

"The idea is that game developers from both countries come together for a maximum of 48 hours and develop a game together," Sohns says. "It is all about fun and about creating something together that remains."

Arief Widhiyasa, CEO of Agate Studio Bandung, says that he is happy to be part of this innovative program.

"Currently, the Indonesian game industry is still lacking compared to other countries, especially Germany. Germany has a very strong gaming industry – a lot of major publishers and developers are from Germany," he says in an interview published in the German Season magazine.

"We saw that this 'Game Mixer' project is a great opportunity for Indonesia's game industry to learn, exchange knowledge, and build partnerships from the more mature German game industry."

However, he also feels that the Indonesian game industry has changed significantly in recent years, and that it has tremendous potential for the future.

"More and more new players are entering the industry, lots of ventures get more funding, which at the same time means more capital in the industry, and the quality of the games developed in Indonesia has increased a lot," he explains.

"Game Mixer" may boast an ambitious program, yet Sohns says that it should be regarded as the beginning of something new – a foray into a field that to some degree is still uncharted territory.

"To the Goethe-Institut, the 'Game Mixer' is only a start," she explains. "It will certainly have an impact but it is probably too short to really speak of a 'lasting impact.' We are curious ourselves to see the dynamics during the programs and to then discuss the next steps or potentially further projects in this field."

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