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PRESS RELEASE – for immediate release –

Indonesian-German “Game Mixer” Shakes Up Creative Industry

For the first time, the project Game Mixer presents the German Video Game Awards abroad. These annual awards, which are given to culturally and educationally valuable computer and video games made in Germany, are a testimony to the industry’s innovation.

Eleven nominated and winning start-ups will get together in a creative camp with ten Indonesian game developers to discuss questions about entrepreneurial and artistic strategies, forging of personal contacts and international connections, as well as gaining access to international markets.

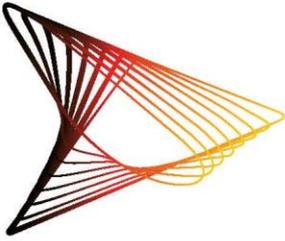
In recent years, the Goethe-Institut has already approached the field of “gaming” in different parts of the world. The Goethe-Institut Indonesien therefore decided to follow suit with the project Game Mixer.

One of the main reasons to organize such a project in Indonesia is the fact that “gaming” is extremely popular here. At the same time, the creative industry in Indonesia is a very promising one, providing a perfect opportunity to create a program that is beneficial for players of the industry and experts of both Germany and Indonesia.

During the Game Mixer showcase, selected games that have been nominated for the German Video Games Award, games from Indonesian game developers as well as games from students of BINUS University will be presented.

The showcase is followed by the “Game Mixer Industry Talk: Partnership Opportunities between the German and Indonesian Game Industry” on November 5, during which industry experts from Germany and Indonesia share their ideas about political and economic support for the game industry in both countries. Confirmed speakers for this talk are Frank Holz (Managing Director of GAWOONI GmbH), Robin Hartmann (WERK1), Benjamin Rostalski (Stiftung Digitale Spielkultur), Jonathan Manuel (Toge Production), Hari Sungkari (Bekraf), and Eva Muliawati (Asosiasi Game Indonesia).





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Studio visits in Jakarta and Bandung will round out the activities.

As part of the Game Developers Gathering in Bandung, more showcases and discussions will be held. On November 7, Robin Hartmann, Tashin Avci (Pop Rocket Studios) and Wolf Lang (THREAKS GmbH) will join the panel discussion "How to Create a Sustainable Local Game Industry – Best Cases from Germany".

The Game Developers Gathering, which takes place at Universitas Telkom, ends with a 48-hour Game Jam, during which German and Indonesian participants will team up to create new and innovative game ideas.

The one-week Game Mixer will be launched during the German Season in Indonesia and is enabled by a joint cooperation between the Goethe-Institut Indonesien, the German Embassy, and EKONID together with Bundesverband Interaktive Unterhaltungssoftware, Stiftung Digitale Spielekultur, Quinke Networks, Asosiasi Game Indonesia, and Studio Agate Bandung.

AT A GLANCE

Game Mixer
2 – 9 November
Jakarta & Bandung
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