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**Neoludica International Show**

**INSIDE VIDEOGAME**

**Art . Programming . Workshops . Virtual reality . Development . Publishing**

**San Servolo Island, Venice, July 7-10, 2016**

***Curated by Debora Ferrari, Luca Traini, Gloria Vallese, Ivan Venturi***

*Neoludica* was the word by which Debora Ferrari and Luca traini introduced for the first time the art of videogames at the 54. Art Biennale in Venice. Now, with this same word, we define the fields relating to videogame development and contemporary arts, in dialogue with the cultural heritage.

After the successes of the past years in Lucca, Florence, Milan and Venice 2015, we want to bring together in the island of San Servolo art and game development, inviting into the dialogue the cultural heritage and education operators.

The event, made possible by a synergy between all partners, is an answer to the general public’s strong desire to get to know this creative industry from near.

The event in the Venice Lagoon focuses on the main theme of videogames and contemporary arts, in 3 topics and related exhibitions.

Meetings and exhibitions consider the stronger industry in the world, closely linked to cinema, subdividing the main topic into:

-cultural heritage, museums, galleries, collectors and interactive and immersive technologies>Game art displays and interactive systems: the museum as a multimedia show, the videogames as a reservoir of arts

-Specific training and dissemination of game culture> meetings with academies, industry journalists, youtubers

-Development and publishing> workshops and symposia

San Servolo, the green little island at 5 minutes from St.Mark’s Square is a perfect place to pull together a former monastic architectural backdrop to a new virtual imagery.

An exhibition of new concepts and perspectives: a new way to see art and to meet the artists in the trade through workshops, meetings, and symposia

The events also represents a kind of ‘state of the game industry’ as a meeting between creators-artists-developers-publishers-museums

**Program 7 to 10 July 2016, from 9.30 to 19.00**

*Master Class:* Concept art for video games, Character design, Illustration for entertainment, Mecha design, ZBrush for video games, Photography to video games, Laser swords. Reservation required, prices on the website.

*Workshops and Labs:* History of sound design and videogames, The mecha design of *Star Wars*, The use of camera for video games, Holograms, 2D animation, Video 360, VR and game art in VR, Videogame storytelling 1976-today. Reservation required, prices on the website

*Exhibitions / events:* Video game demos, Videogames history and research, Game art and concept art, Drawing room; Live painting with modeling from life; Playable retrogaming; Cosplay.

*Academies and training:* Digital Bros. Game Academy, Idea Academy, iMasterArt, Quanta, International School of Comics Padua and Florence, Genius Academy, Event Horizon, University of Milan, Milan Catholic University, Academy of Fine Arts in Venice, UniViU, IUDAV.

*Afternoon gurus, 7.7.16:* Directors of academies, Workshops teachers, Top international artists. *10.7 Morning gurus* : With Raphael Lacoste Art Director at Ubisoft Paris, and Mauro Perini CEO of Ubisoft Milan.  Presentation of AESVI4DEV and of the Golden Dragon Award .

Reservation required, prices on the website.

*Symposium 8.7:* ‘Museums, cultural institutions, and interactive videogame systems: to experience, to educate, to communicate'. Reservations required.

*Symposium 9.7 developers:* 20 Italian teams, with titles which privilege artistry. Reservations required.

**TEAM**

Cyber Coconut. Digital Tales. IV Productions / Leonard Menchiari. Digital Mantis . Adventure’s Planet /FootPrint. Elf Games. Z4G0. Imagimotion. IperUrania Arts. ItaloGames. Marco Alfieri. Studio Evil. Heartbit Interactive. Storm in a Teacup Red bit. Bitnine Studio. Pimy Soft. MagisterApp. Indiegala. White Room. IV Productions

organization | collaboration

San Servolo Servizi . Game Art Gallery .

E-Ludo . Gamesearch.it . Svilupparty

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Media partner

Game Time, Console Generation, The Game Machine, Game Princess, Wired, Artribune, I love videogame, InsertCoin, Tivoo, CartonMag, Il Giornale delle Fondazioni, DoctorGame, DadoBax, Safsprinsushi, Sistema Bibliotecario Milanese, il Multiplo di Cavriago, il Consorzio Biblioteche Nord Ovest Milano e la Fondazione Per Leggere



QR site www.neoludica.eu

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reservations on Eventbrite-Free entry unless otherwise specified