

Shortlist announced for the first GameCity Prize

- **An industry-defining award celebrating games as a form of cultural expression**
- **Jude Kelly, Dave Rowntree and Charlie Higson amongst judges**
- **Shortlist ranges from Pokemon Black to Portal 2**

GameCity, Europe's biggest videogame culture festival; today – Thursday 15 September – announces the shortlist for the inaugural GameCity Prize. Created to discuss, explore and celebrate the very best in interactive entertainment, The GameCity Prize seeks to drive understanding and appreciation of videogames within a wider cultural context.

GameCity Director Iain Simons said:

"Videogames are a £3 billion a year industry, offering a richly diverse set of experiences to an increasingly diverse group of people. The GameCity Prize seeks to celebrate, explore and include videogames as an important part of the mainstream cultural conversation. It seems like everybody's playing, it's time to get everybody talking."

The winner will be selected by a diverse group of non-games specialists, each acclaimed within their own fields. The judges are Jude Kelly OBE (Chair), Artistic Director of the Southbank, Charlie Higson, actor, writer, comedian and novelist, Tom Watson MP, Labour MP for West Bromwich East, Nitin Sawhney, producer, composer and musician, James Crabtree, Comment Editor at The Financial Times, Ed Hall, TV presenter and screenplay writer, Francis Barber, one of Britain's most distinguished actresses, You Me At Six, the contemporary rock band and David Rowntree, best known as the drummer from Blur.

The shortlist has been selected by an anonymous, international and gender-neutral academy of videogame experts, drawn from within and outside the industry. The GameCity Prize considers all videogames released in a twelve month period, irrespective of budget, format or genre. Those on the shortlist have been selected for their accomplishments and contribution to popular culture and the winner will be announced on Saturday 29 October at the end of the GameCity Festival.

The seven games on the shortlist are:

Game Title (Developer/Publisher)

Minecraft (Mojang/ Mojang)

Ilomilo (Southend Interactive/ Microsoft)

Superbrothers: Sword and Sworcery EP (Superbrothers/ Capybara Games)

Pokémon Black (Game Freak/ Nintendo)

Portal 2 (Valve/ EA)

Child of Eden (Q? Entertainment/ Ubisoft)

Limbo (Playdead/ Playdead)

GameCity, now in its sixth year, is a free festival for everyone from dedicated gamers to the culturally curious providing a platform for world class developers to share their creativity and interact with the public, showcasing the most exciting new work in the world and highlighting their culture significance, resulting in a unique celebration of videogames.

For more information about GameCity6 and The GameCity Prize please visit <http://www.gamecity.org/> and <http://prize.gamecity.org> or www.twitter.com/gamecity

**For further information please contact
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jane@colmangetty.co.uk**

**All press seating requests should go through GameCity's PR and Marketing
Coordinator, Chris White (chris@gamecity.org)**

The Shortlist

Minecraft

Developer: Mojang Publisher: Mojang

Minecraft is a sandbox building game which allows players to build, construct and craft objects in a cubic world. Users have uploaded more than 300,000 videos to YouTube of creations they have made in the game.

For further information please contact Daniel Kaplan - daniel@mojang.com

Ilo Milo

Developer: Southend Interactive Publisher: Microsoft

Challenge yourself with exciting puzzles as you dive deeper and deeper into the story. Play along with a friend or family member and share the journey. Beautiful and full of charm, the game is equally appealing to seasoned gamers and young families alike. The puzzles are easy to learn, but challenging and deeply rewarding to find all the hidden surprises. Experience the unique, fun new co-op experience where you and a friend or family member can take control of Ilo and Milo and help guide each other through the exciting puzzle.

**For further information please contact Lydia Cutland, UK PR Manager -
i-lydc@microsoft.com**

Superbrothers: Sword and Sworcery EP

Developer: Superbrothers Publisher: Capybara Games

S:S&S EP is a 21st century interpretation of the archetypal old school videogame adventure, designed exclusively for Apple's touchtronic machinery. It's a mix of laid-back exploration, careful investigation and mysterious musical problem-solving occasionally punctuated by hard-hitting combat encounters. S:S&S EP is an unusual genre-bending effort with an emphasis on sound, music & audiovisual style that has been positioned as 'a brave experiment in Input Output Cinema'.

For further information please contact Brad Young – brad@flashmanstudios.com

Pokémon Black

Developer: Game Freak Publisher: Nintendo

In Pokémon Black Version and Pokémon White Version the player is tasked with completing two quests. One is to complete the Unova Pokédex by finding and catching every Pokémon in the region – however, in order to fully complete the Unova Pokédex, players will need to trade Pokémon between both versions. The other is to become the Pokémon League Champion by battling with wild Pokémon and other Trainers in the region. Players will train their Pokémon with the ultimate goal of taking on the Elite Four and the Unova Champion!

For further information please contact Lewis Digby, UK PR Manager – lewis.digby@nintendo.co.uk

Portal 2

Developer: Valve Publisher: EA

The highly anticipated sequel to 2007's Game of the Year, Portal 2 is a hilariously mind-bending adventure that challenges you to use wits over weaponry in a funhouse of diabolical science. Using a highly experimental portal device, you'll once again face off against a lethally inventive, power-mad A.I. named GLaDOS. And this time you won't be alone. Meet an expanded cast of characters as you think your way through dangerous, never-before-seen areas of Aperture Laboratories. Break the laws of spatial physics in ways you never thought possible, with a wider variety of portal puzzles and an expansive story that spans a single player and co-operative game mode.

For further information please contact Shawn White, UK Head of PR – swhite@europe.ea.com

Child of Eden

Developer: Q? Entertainment Publisher: Ubisoft

Child of Eden thrusts the player into the center of a battle to save Project Lumi, a mission to reproduce a human personality inside Eden, the archive of all human memories. As the project nears completion, the archive is invaded by an unknown virus. The player's mission is to save Eden from the virus, restoring hope and peace. A visionary entertainment experience that synchronizes stunning graphics and innovative sound design to electrify the senses. By bringing physics in synergy with spectacular visuals and audio, Child of Eden is creating the next-generation sensory experience.

For further information please contact Lidia Rumley, Head of Communications – lidia.rumley@ubisoft.com

Limbo

Developer: Playdead Publisher: Playdead

LIMBO challenge players with traversing dark forests, trap-filled underground complexes, and stormy rooftops brought to life with hand-drawn visuals. They must be quick, clever, and fearless if they want to survive their journey and unravel the mysteries at LIMBO's sinister heart.

For further information please contact Mads Wibroe – mads@playdeadgames.com

2011 Jury

Jude Kelly OBE (Chair)

Artistic director of Southbank Centre, Britain's largest cultural institution, Kelly leads the jury with a background in theatre, and as a longtime proponent of the power and importance of creative outlets in today's society.

Charlie Higson

Actor, writer, singer, comedian and novelist, Higson has experienced every form of popular media, and first made his mark on *The Fast Show* before turning to writing with James Bond novels, and now teen horror. His latest novel, *The Fear*, is out today.

Tom Watson MP

Labour MP for West Bromwich East, Watson created *Gamer's Voice* to champion the industry in the annals of parliament at a time when games were under intense media scrutiny. A longtime supporter on a wide range of other technology based issues, and an accomplished Guitar Hero player.

Nitin Sawhney

Producer, composer, musician, Sawhney has won countless accolades, including MOBO and Ivor Novello awards, for his work combining jazz and electronica with Asian influences to great effect. He also created the music for *Heavenly Sword*, and more recently, Namco Bandai's brilliant, *Enslaved*.

James Crabtree

Harvard University graduate, former Senior Editor at *Prospect*, a Policy Advisor at the Prime Minister's Strategy Unit and now Comment Editor at *The Financial Times*.

Ed Hall

As much a pioneer as a presenter, Hall was at ground zero for some of the biggest changes in popular entertainment today, launching reality TV with *Temptation Island* and *Celebrity Soccer Six*. Also an accomplished screen play writer, his presenting credits include *X-Fire*, *Robot Wars' Olympic spin-off*, *Techno Games*, *To Buy or Not To Buy* and most recently as narrator on E4's *Meet the Parents*.

Francis Barber

Most recently seen playing Madame Kovarian in *Doctor Who*, Barber is one of Britain's most distinguished actresses. She has appeared in a huge range of film, theatre and television work, including *Midsummer Murders*, *Casualty*, *Hustle*, *IT Crowd* and *My Family*.

You Me At Six

A musical tour de force, the contemporary rock band debuted with *Take Off Your Colours* and most recently *Hold Me Down*, their 2010 Top 5 Hit album. Winners of Best British Band at the Kerrang! Awards this year, their next album, *Sinners Never Sleep*, is out soon.

Dave Rowntree

David Rowntree is probably best known as the drummer in the band *Blur*, who formed in Colchester in 1989, and went on to sell over 10 million records. He wasted his youth writing and playing games for various 80's microcomputers, but is currently in the final year of his training to qualify as a solicitor. David spends his spare time campaigning for the Labour Party, and playing *World of Warcraft*.

Notes to Editors

- The GameCity Festival was started in 2005. GameCity aims to bring together developers and the public to explore and celebrate videogames and videogames culture, with a particular focus on students. They attract the best speakers in the world, offer up-and-coming artists and developers a platform for their games and create totally unique events
- GameCity offers other new ways for people to interact with videogame culture, from art exhibitions, director commentaries, playground building, live recreations of videogames, gigs, gong-shows, three World Records, arcade trails, and club nights. This is not just a festival for gamers
- The free four day festival had continued to grow in popularity, with last year's visitors figures reaching in excess of 45,000 people
- In addition to the yearly festival GameCity holds a series of after dark monthly events called GameCityNights bringing together developers, students and players in a celebration and exploration of videogame culture – with prizes. Every month a headline speaker shares their thoughts, passions and gives a unique insight into their work
- GameCity is a project of Nottingham Trent University with support and backing from a range of private and public sector partners. In 2008 NTU collaborated with the National Media Museum to launch the National Videogame Archive. It now has over 3000 objects in the collection
- Iain Simons is the Director of the GameCity festival at Nottingham Trent University. It has received widespread international acclaim for its innovative strategies for engaging audiences with technology and culture. He writes and talks widely about videogames and cultural technologies for a variety of publications including Design Week, New Statesman and Gamasutra. His books include 'Inside Game Design' and '100 Videogames' & 'Difficult Questions About Videogames' with James Newman. He is one of the founders of the National Videogame Archive.

Colman Getty
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