

EIGA 2009: Last Call

European Innovative Games Award (EIGA) 2009 extends application period

Frankfurt am Main, September 22, 2009 – Organizers of the European Innovative Games Award (EIGA) 2009 announced today that the application period will be extended for another week. Thus, games developers, publishers, publishing houses, freelancers and young professionals from all EU member states can turn in their proposals for the prestigious award until October 2, 2009. EIGA will be awarded in three categories: “T” representing Innovative Technology, “GD” standing for Innovative Game Design, and “AME”, the category awarding Innovative Applications Methods and Environments. In addition, in each of the three categories a sponsorship award of 5,000 Euro will be granted for games still in their prototype phase.

“Although not addressing young professionals specifically, junior games developers can profit in particular from the sponsorship awards, which represent a combination of honor and financial award,” says jury member Maruja Gutiérrez Díaz. “When it comes to young professionals, we are much more confronted with lack of money rather than lack of ideas,” says the Adviser of the Director of *Lifelong Learning*, Innovation and Creativity at the Education & Culture Directorate-General, European Commission. Being among the team that is in charge of the *European Year of Creativity and Innovation*, Gutierrez hopes that the EIGA sponsorship awards will support realizing innovative ideas and give creative leeway. “Supporting the potential of innovative approaches and ideas is in the interest of the whole games industry,” Gutiérrez continues.

“In the sponsorship category, the focus is much more on unconventional set ups and ideas, rather than the benchmarks we apply in the competition for the main categories,” adds Christian Flory, head of the EIGA project group at Hessen IT. “Especially projects in their early development stage are most welcome. In the category sponsorship award, we concentrate on originality and on the innovative power of the ideas, while technical perfection and maturity are less important,” says Flory.

The European Innovative Games Award: EIGA was created in 2008, and honors extraordinary innovations in computer and video games. Organizer of the European wide contest is a support organization, including the City of Frankfurt, the Hessian Ministry of Economics, Transport, Urban and Regional Development in the scope of the program Hessen-IT, the LPR Hessen and the games industry association gamearea FRM. The EIGA contest is realized in cooperation with the European Commission. Winners of the EIGA contest are announced at the award ceremony in Frankfurt, on November 6, 2009.

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Extended application period:
October 2nd, 2009

**More information, rules and
& application forms:**
www.innovative-games.eu

EIGA-gala event:
November 6, 2009
at the CineStar Metropolis,
Eschenheimer Anlage 40
60318 Frankfurt am Main

Event-Partner:
browsergames forum 2009
6. & 7. November 2009
www.bgf2009.de

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