

MONDAY 22 AUGUST 2011

## New interactive digital festival to take place in Plymouth

Extended Play 2011 is announced today as the Southwest's first, and only, digital interactive festival open to the public. It will take place at the National Marine Aquarium in Plymouth on 3rd – 5th November 2011, and celebrate the notion of 'Play' using digital media. A brainwave of the creative network Designed in Devon and organised by Ella Romanos, MD of local interactive studio Remode, the festival will deliver a two-day programme of inspiration and creativity, showcasing the region's best talent within the gaming and interactive industries, while addressing some of the sector's most current debates.

The theme for the inaugural festival is "games as a service," exploring the challenges that the gaming industry faces today and in the future in terms of moving away from the provision of games as a single use product, to persistent online gaming, downloadable content and MMORPGs, as part of a longer term service provided to consumers.

The event will include industry speakers, sessions and a Game Jam for the public, as well as a Boot Camp for independent gaming studios, stimulating the region's interactive industry. The festival will open with a keynote speech from Richard Wilson, CEO of the UK games industry trade association TIGA, and continue with panel discussions that will include, Guardian games journalist Keith Stuart, Channel 4 Education commissioner Jo Twist, Preloaded Creative Director Phil Stuart, and BAFTA-winning designer Andrew Smith. More speakers and event information will continue to be announced at [www.explay.co.uk](http://www.explay.co.uk).

**Ella Romanos**, MD of Remode and co-founder of Extended Play, says, "The team behind Extended Play all live, breathe and work in games. We are huge fans of Develop Indie Day and Flash on the Beach, and Extended Play is the result of our vision to create a complimentary annual event based in the Southwest. We are looking forward to participants creating, sharing and inspiring each other in what is the fastest growing, and in our minds, most exciting, sub-sector of creative industries – Games. The programme is shaping and shifting every day as we accept an ever-growing roster of inspirational speakers and participants, and we cannot wait to reveal all in November."

**Dr Richard Wilson** CEO, TIGA, says, "TIGA's mission is to serve the interests of game developers and developer-publishers. All our activities are geared towards helping new interactive businesses in the UK grow, so I could not be more delighted to be involved in the first ever Extended Play festival, which will help enable games businesses to start up, grow and be more successful."

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## Notes to Editors:

### **About Extended Play**

Extended Play 2011 is the Southwest's first, and only, digital interactive festival to celebrate the notion of 'Play' using digital media. The festival will deliver a two-day programme of creative and interactive events, sharing the knowledge and fun to students, industry and the public, whilst showcasing the best talent the region has to offer. Extended Play will take place on 3rd – 5th November at the National Marine Aquarium in Plymouth and is organised by local designers network, Designed in Devon.

[www.explay.co.uk](http://www.explay.co.uk)

### **About the Extended Play Boot Camp**

The Extended Play Boot Camp is part of the festival, and a unique opportunity for 20 of the Southwest's leading and emerging Interactive digital development studios to come together over a period of two days, to explore and create new products and services that will be leading the interactive, digital and games industry of the future. More details about the Boot Camp, which is sponsored by the Creative Industries iNet, will be released soon.

<http://www.explay.co.uk/bootcamp.php>

### **About the Extended Play Games Jam**

Also part of the wider festival, this competitive, yet collaborative method of community development is a proven way to stimulate and engage those participating. The region's indie gaming community will develop games over a frantic period of two days, which will be showcased to the public with a prize giving on the final day by MP for Plymouth Sutton and Devonport Oliver Colville, for all teams involved.

<http://www.explay.co.uk/eventinfo.php>

### **About Designed in Devon**

Designed in Devon (DiD) is a not for profit organisation that connects and shares ideas between the design industry and cultural agencies, national design bodies, higher education institutions and other key public and private sector organisations. DiD provide a regional proactive voice and the strategic development for the design industry in the County. We help to strengthen communications and develop partnerships in the sector, foster collaborations between the design industry, and link the region with national and international initiatives and organisations.

[www.designedindevon.co.uk](http://www.designedindevon.co.uk)

### **About Richard Wilson,**

Dr Richard Wilson is the keynote speaker at Extended Play festival 2011, and CEO of TIGA, the trade association representing the UK games industry. TIGA's vision is to make the UK the best place in the world to do games business, with a focus on three sets of activities: political representation, generating media coverage and developing services that enhance the competitiveness of our members. Richard was previously Director of Communications at the Royal Academy of Engineering (2006-2008) and Head of Business Policy at the Institute of Directors (1998 – 2006), one of the UK's leading business representative bodies.

<http://www.tiga.org>