

MUSEUM OF THE MOVING IMAGE

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INDIECADE EAST RETURNS TO MUSEUM OF THE MOVING IMAGE FOR THIRD YEAR AND WELCOMES GONZALO FRASCA AS KEYNOTES LINE UP

The East-Coast edition of the premier independent video game festival celebrates diversity of independent games, Feb 13–15, 2015. Early-bird tickets now on sale

Astoria, New York, December 11, 2014—IndieCade, the nation’s premier independent video game festival, and Museum of the Moving Image, the nation’s only museum devoted to film, television, and digital media, will partner for a third year to present **IndieCade East** from February 13 through 15, 2015 at Museum of the Moving Image.

This lively weekend festival celebrates the diversity and creativity of both video game creators and fans and showcases how their independent energy, inspiration, and innovation enrich the world of video games.

“We are thrilled to return to Museum of the Moving Image for a third year,” said Stephanie Barish, Founder and CEO, IndieCade. “Everything from the ambiance of the Museum to our respective missions perfectly aligns, and this synergy helps us illustrate and celebrate the significance and impact independent games and diversity are having in the world.”

“We are excited to partner again with IndieCade and build on the success of last year’s IndieCade East, and to welcome gamemakers and players to the Museum to celebrate the art, technology, and business of independent game design and production,” said Carl Goodman, Executive Director of Museum of the Moving Image.

The Festival program includes a professional conference featuring panels and discussions headlined by the industry’s most prominent gamemakers, academics, artists, marketers, and journalists. In addition, IndieCade East will welcome back the popular eSports showcase; as well as Night Games East, an evening devoted to physically interactive and party-style gameplay. The IndieCade East Game Gallery will offer a playable showcase of the 2014 IndieCade Festival winners and other notable games as well as opportunities to experience cutting-edge platforms and new titles.

First keynote speaker announced

The first keynote speaker revealed for *IndieCade East* is gamemaker and scholar

Gonzalo Frasca, PhD, who creates games at okidOKO specifically developed to help kids learn and overcome some of the most challenging areas in math. Frasca's resume includes everything from making games for Hollywood animation studios to co-creating the first official videogame for a U.S. Presidential election. He has invented new genres and written numerous play theories that have made new inroads to the area of critical thinking and is currently teaching game development at ORT University and Liceo Julilar in Uruguay.

IndieCade East is led by Co-Chairs [Toni Pizza](#) and Matt Parker, Conference Co-Chairs Clara Fernández-Vara and Matthew Weise, Festival Chair Jamey C. Schafer and eSports Chair Simon Ferrari.

Conference Co-Chairs Clara Fernández-Vara and Matthew Weise state, "We want to peel back the layers of what we call independent games and not only acknowledge established independent developers but also those who are not as well known, be they newcomers looking to find their voices or veterans who have not been given their due attention. We will be celebrating creators that include modders, authors of interactive fiction, homebrew game developers, and more—people who may not have traditionally been thought of as being game makers, but to whom the art and craft of indie games owes much to."

IndieCade East will also include seminars and workshops for aspiring creators, as well as the popular Show & Tell showcase, which allows emerging developers to present their latest creations to an audience of Publishers and Sponsors such as PlayStation and Nintendo, gamemakers and avid gamers ([Registration is now open here](#). Note: Purchase of Festival pass required).

More information will be announced soon. Check [movingimage.us](#) or [IndieCade.com](#) for updates.

Early-bird IndieCade East festival passes are now on sale through January 19, 2015. Each pass gives access to all IndieCade East programs and events. Order online at [movingimage.us/IndieCadeEast](#) or purchase in person at the Museum during public hours.

About IndieCade

Applauded as the "Sundance of the videogame industry," IndieCade supports independent game development globally through a series of international events highlighting the rich, diverse, artistic and culturally significant contributions of indie game developers. IndieCade's programs are designed to bring visibility to and facilitate the production of new works within the emerging independent game community. Annual events include IndieCade East, IndieCade's Showcase @ E3, and IndieCade Festival, the largest gathering of independent game creators in the nation. For more information, visit [indiecade.com](#).

Digital media at Museum of the Moving Image

As the first museum to include video games as part of the scope of the “moving image,” Museum of the Moving Image is considered a leading institution in the exhibition of digital media. Changing exhibitions focusing on this subject area have included *Hot Circuits: A Video Arcade* (1989), the first-ever exhibition at any museum devoted to video games; *Interactions/Art and Technology* (2004), presented in conjunction with Ars Electronica (Linz, Austria); and *Real Virtuality* (2011), six experiments in art and technology. Most recently in video game exhibitions, the Museum partnered with IndieCade in 2014 to present *Indie Essentials: 25 Must-Play Video Games*. The Museum has regularly exhibits video games in its core exhibition, *Behind the Screen*.

[PRESS REGISTRATION IS OPEN: PLEASE APPLY FOR CREDENTIALS.](#)

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MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its expanded and renovated facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m. **Holiday hours:** The Museum will be open Monday, January 19 (Martin Luther King, Jr. Day); Monday, February 16 (Presidents Day), and Tuesday, February 17, from 10:30 a.m. to 5:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Tickets for regular film screenings are included with paid Museum admission and free for members at the Film Lover level and above.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3-12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6840

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the

New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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