

GAME ON[®]

THE BIGGEST EXHIBITION ABOUT HISTORY OF VIDEO GAMES

SINCE 21st SEPTEMBER 2017, HOLEŠOVICE MARKET, HALL NO. 40



BIG SUCCESS

absolook

GAME ON®

- The biggest and the most successful exhibition about history of videogames and arcade machines
- It has been seen by over 3,5 million people in more than 30 countries worldwide
- The exhibition is hosted by Barbican (City of London)
- More than 200 playable games and arcade machines since 1960 to the present
- Holešovice Market, Hall No. 40, exhibition space more than 2000 m²
- 21st September–21st December 2017



BARBICAN LONDON

barbican



The City of London Corporation is the founder and principal funder of the Barbican Centre

- European largest cultural and conference center creates prestigious multimedia exhibition programs
- The exhibitions include elements of contemporary art, design, film, animation, music and videogames
- The world's leading curators and artists create impressive and inspiring experimental exhibitions at the highest level
- Game On is one of Barbican's most successful exhibition



BIG SUCCESS

absolook

GAME ON®

It is the first and largest touring exhibiton exploring the history and culture of videogames

Game On focuses on key games from the early 1960s to the present, revealing the game's fascination with the past and the endless future of development

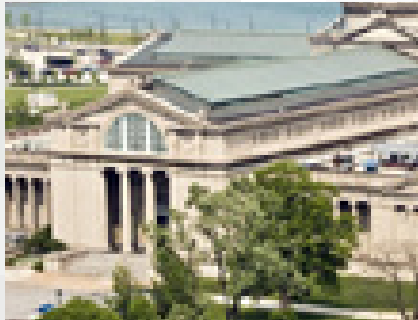
From PDP-1 from 1960 to the current industrial expansion. The exhibition highlights the creativity and scientific breakthroughs that have revolutionized the gaming industry



BIG SUCCESS

absolook

WHERE THE EXHIBITION HAS BEEN



Museum of Science and
Industry, Chicago, USA
VISITOR ATTENDANCE 127,673



Australian Centre for Moving
Image, Melbourne, Australia
VISITOR ATTENDANCE 129,372



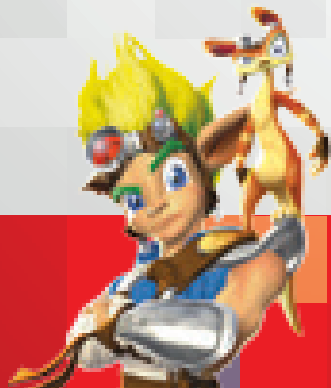
National Science and Technology
Museum, Kaohsiung, Taiwan
VISITOR ATTENDANCE 150,000



The Tech Museum of
Innovation, San Jose, USA
VISITOR ATTENDANCE 105,154



Technopolis,
Buenos Aires, Argentina
VISITOR ATTENDANCE 775,793



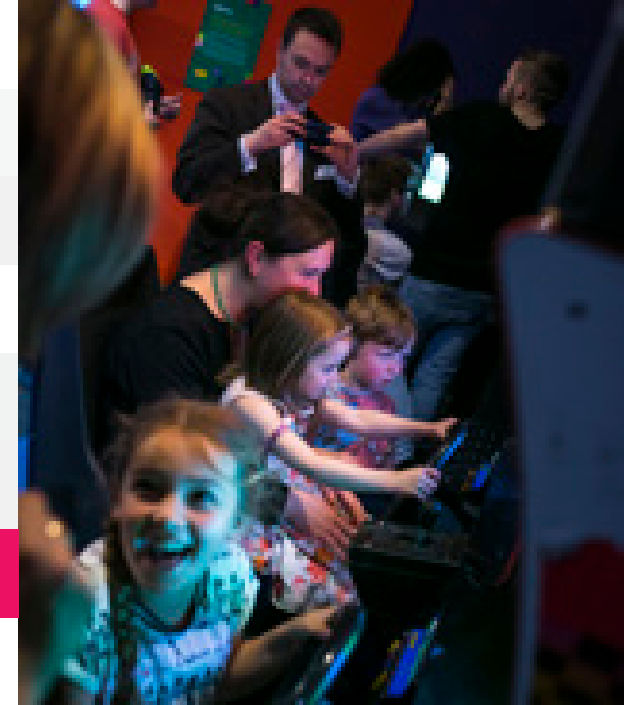
BIG SUCCESS

absolook

AT THE EXHIBITION

- **FIRST ARCADE GAMES**

section to monitor the development of games and their transformation from the oldest gaming machines to electronic videogames



- **CONSOLE AND CONSOLE GAMES**
section opening the story of consoles and console games from 1972 to the present



- **GAMES GENRES**

part of the exhibition devoted to different game genres

- **SOUND AND MUSIC IN PLAY**

a section dedicated to soundtracks and sound design from 8 bit sounds to the present

- **FILMS AND GAMES**

sections showing the interplay of the world of movies with the game world





- **CREATING GAMES AND MARKETING THEM**

section showing the development of games from designs, sketches to final marketing phases, game packing and their distribution



- **GAMES AND STUDIOS IN NORTH AMERICA AND EUROPE**

a section devoted to key developers in North America and Europe



- **JAPAN GAMES AND CULTURE**

japanese culture and its influence on games. Own game genres and directions typical of Japan

- **LEGENDARY GAME FIGURES**

a section devoted to historical legendary figures such as Mario or Lara



- **CHILDREN'S GAMES**

section containing games developed for children

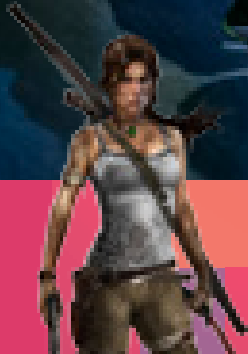
- **GAME PERIODICAL AND MAGAZINES**

a section dedicated to gaming magazines and magazines from around the world, including a showcase of magazines from Japan



- **THE FUTURE OF GAMES**

section containing technological news and the future of games and game devices



ACCOMPANYING PROGRAM

- EDUCATION SECTION
- MEDIA EDUCATION – media education and critical thinking of children ethics in cyberspace
- NETWORK SECURITY – internet security and social networks, selection of games, hoaxes, cyberbullying
- DEVELOPMENT – computer games as instruments of social revolution and communication technological development

The Aim

To explore the use of sound and music in computer games, building an understanding of how sound suggests the personality of the characters and the atmosphere of the environment.

To produce theme sounds for the hero/heroine and evil boss, and for a hostile and friendly environments.

The Topic

The Subjects

Music – explore sound, create atmosphere, communicate musical ideas, perform, identify sound, mood, effect, compare and contrast musical styles, listen to music



ENTERTAINMENT SECTION

- Let's players stars a Youtubers
- Icons of the Czech game scene
- Exhibition tournaments
- Lectures and workshops
- Game news and virtual reality



GENERAL PARTNER – 2 000 000 CZK

- 100% max logo size on all exhibition materials
 - exclusive place and only two positions
- 100 invitations to the Gala opening
- Own party in the exhibition area
- Customized closed guided tours for client partners and employees
- Stand, commercial presentations and advertisements in the exhibition area
- 1000 free tickets for the exhibition
- 100 free tickets for a commented tour
- Joint media and marketing events for partner's clients in the form of discounts on admission for up to tens of thousands of clients
- Own use of the logo and marketing materials of the exhibition in your own campaign (billboards, newsletter, TV and radio advertising, etc.)



BIG SUCCESS

absolook

MAIN PARTNER – 1 000 000 CZK

- 75% max logo size on all exhibition materials
 - up to five positions
- 25 invitations to the Gala opening
- Commercial presentations and commercials in the exhibition area
- 300 free tickets for the exhibition
- 50 free tickets for a commented tour
- Joint media and marketing actions for partner's clients in the form of a discount on admission for up to thousands of clients



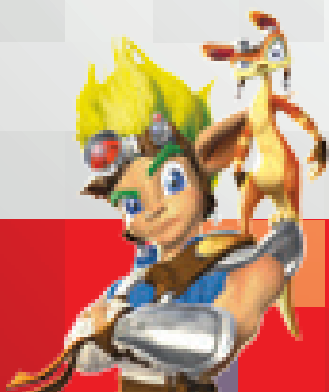


PARTNER – 500 000 CZK

- 50% max logo size on all exhibition materials – up to ten positions
- 10 invitations to the Gala opening
- Advertisements in the exhibition area
- 100 free tickets for the exhibition
- 10 free tickets for a commented tour
- Joint media and marketing actions for partner's clients in the form of discounts on admission for hundreds of clients

SPONSOR – 200 000 CZK

- 25% max logo size on all exhibition materials – unlimited number of positions
- 5 invitations to the Gala opening
- 20 free tickets to the exhibition



BIG SUCCESS

absolook

KONTAKT

- David URBAN – director of the exhibition
E. david@game-on.cz | T. +420 608 888 939
- Petros MICHOPULOS – producer
E. petros@game-on.cz | T. +420 602 137 404
- Jaroslav ANTOŠ – marketing, promotion, tournaments
E. jaroslav@game-on.cz | T. +420 730 519 917
- Adam REINBERGER – online support, exhibitions, Let's players stars a Youtubers
E. adam@game-on.cz | T. +420 773 023 267
- Kateřina Eliášová – communication, PR
E. katerina@game-on.cz | T. +420 737 213 515

