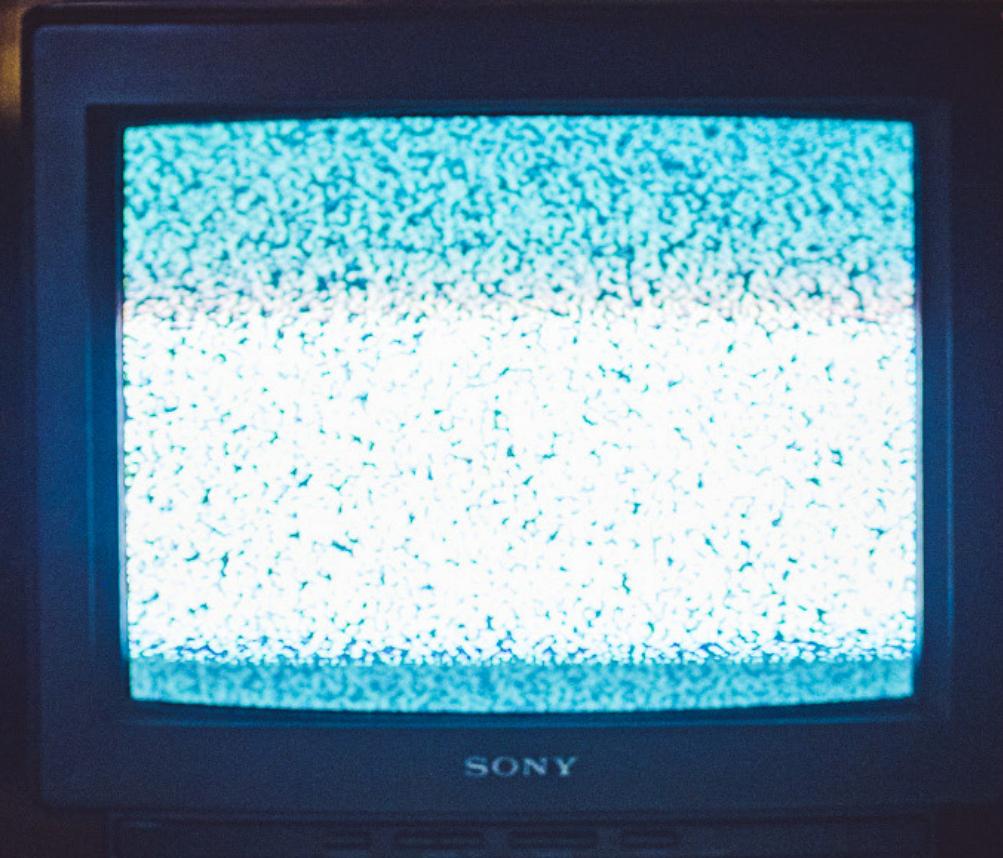




# ARTCADE 2019

ALTERNATIVE GAMES EXHIBIT  
2019 PRESSKIT

**WE  
NEED  
DIFFERENT  
VIDEOGAMES**



We're the Flop collective, a tight-knit group of creators from Montreal sitting at the avant-garde of modern videogames. We produce and showcase playful experiences that go above and beyond traditional videogames.

# WHAT IS FLOP?

Since 2016, we gave ourselves the mission to create spaces that promote alternative and local games.



## MONTHLY MEETUPS

We gather every month to show each other our prototypes and discuss art and design.



## STATION F-MR

A public videogame art gallery got installed for a month in the heart of the Station F-MR.



## ARTCADE 2018

Sixteen experimental games were showcased with the collaboration of Concordia and Montréal Joue.



## MONTRÉAL JOUE

Six art games were put on display at the event as well as a mini-conference about the pieces' artistic process.



## ROOFTOP ARCADE

Fourteen games from up-and-coming devs were presented on Concordia's terrace in downtown Montreal.



## MOIS MULTI 2019

The institution has for the first time included videogames in their selection, including four games by Flop members.

# FLOP MEANS DIFFERENT GAMES

We're proud to offer one of the most surprising, bizarre and exciting selection of games in the city.



# FLOP IS FOR ALL

Our events attract a public that go beyond the gamer stereotype and opens up to anyone interested in digital art.



# FLOP IS A 100% FROM MONTREAL

We offer the best of what the underground and DIY scene have to offer in an inviting and memorable environment.



# ARTCADE IS AN ALTERNATIVE AND LOCAL GAME EXHIBIT

We're running one of the very rare exhibits that takes an in-depth look at the Montreal's experimental game scene. Our objective is to position ourselves as Montreal's place of reference for artgames.



# OUR PUBLIC

**NEOPHYTES** - We attract a 25-34 year old public that had little to no contact to videogames, making Flop's events one of their first experiences with videogames.

**ART ENTHUSIASTS** - Our pieces are situated at the intersection between videogames and new media art, giving people used to the contemporary art scene an occasion to get to know a new medium in a familiar space.

**GAMERS** - Many game aficionados are looking for playful experiences that differ from the usual mainstream ones, which is precisely what we offer.

**GAMEDEVS** - Our events always have a strong developer presence from studios big and small, creating new contact opportunities at all times.

## OUR REACH

## OUR OBJECTIVE

### ARTCADE 2018

~3,000 views on facebook  
~150 attendees

### ARTCADE 2019

~15,000 views on facebook  
~500 attendees

### ROOFTOP ARCADE

~6,500 views on facebook  
~200 attendees

### STATION F-MR

~30,000 views on facebook  
~1000 attendees



# WOULD YOU LIKE TO KNOW MORE?

## **SIMON-ALBERT BOUDREAU**

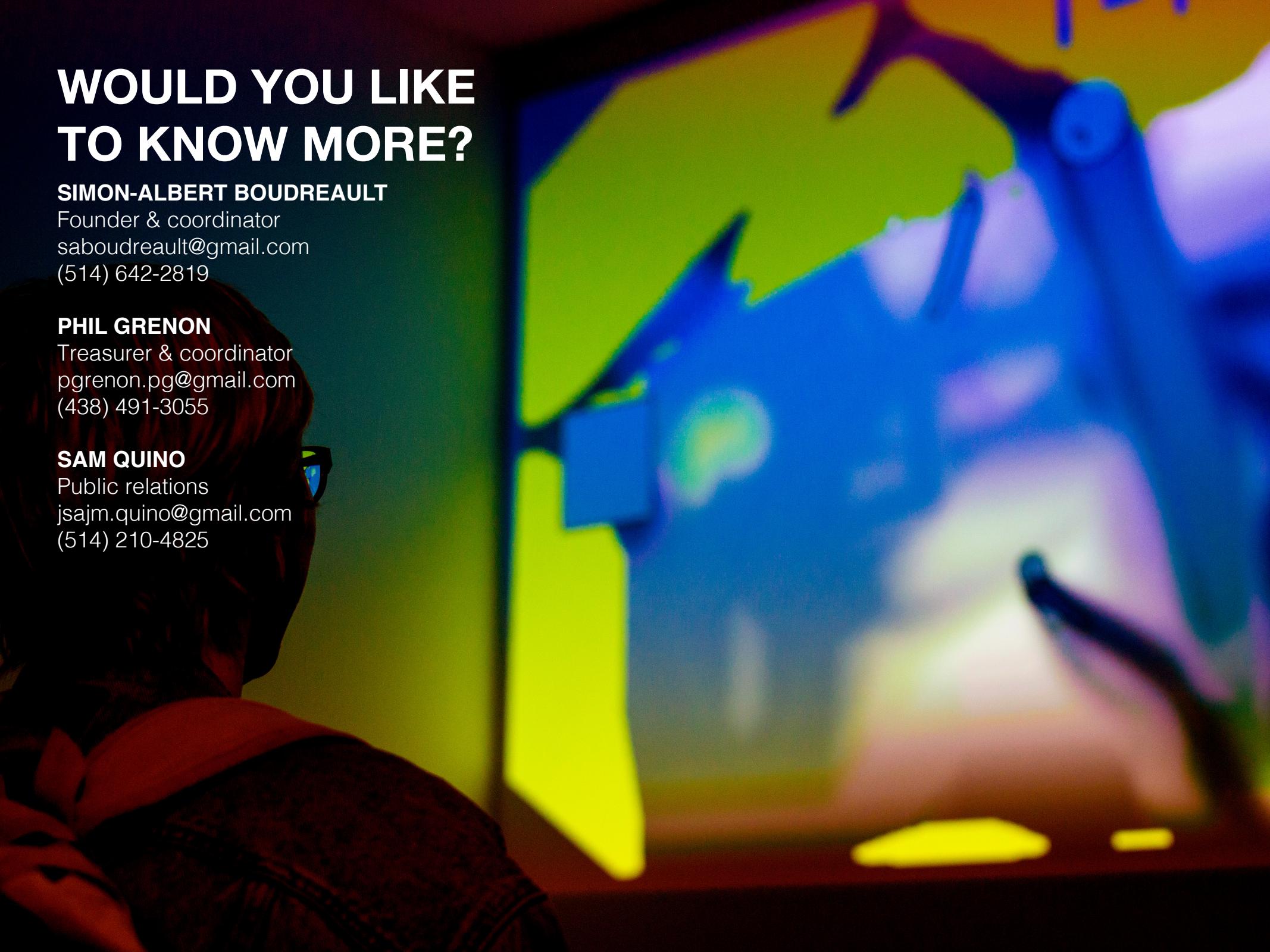
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