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E³, A.I.A.S. AND L.A. COUNTY MUSEUM OF ART'S GRAPHIC ARTS COUNCIL ANNOUNCE CALL FOR ENTRIES FOR NEW "INTO THE PIXEL" DIGITAL GAME ART EXHIBITION

Juried Exhibition at E³ 2004 Will Showcase How Digital and Traditional Art Worlds Increasingly Intersect

LOS ANGELES – March 11, 2004 – In celebration of its 10th anniversary, the Electronic Entertainment Expo (E³) today announced a call for entries for "Into the Pixel," a juried exhibition of computer and video game art to premiere at this year's E³, May 12-14, at the Los Angeles Convention Center (LACC). "Into the Pixel" is a celebration of video game art curated by interactive entertainment industry art veterans and experts from the traditional art field.

Computer and video games are an extremely influential aspect of pop-culture and entertainment which impacts perspectives on a wide range of areas of our culture, including art, cinematography, literature and even fashion. "Into the Pixel" seeks to explore the artistic achievements of today's computer and video game artists and the place their work holds in the realm of art as it is traditionally defined.

"Into the Pixel" is a joint project of E³, The Academy of Interactive Arts & Sciences, and The Graphic Arts Council of the Los Angeles County Museum of Art. The show will take place at the LACC and be accessible to the general public as well as to the more than 60,000 interactive entertainment industry executives, designers, developers, animators, journalists and retailers who attend E³.

Eligibility/Deadline: Art submissions must be taken from published, or soon to be published, computer and video games. Entry for "Into the Pixel" is open to Academy members and E³ exhibiting companies. Artists may submit up to three original works. **Deadline is April 5, 2004.** Artists may contact pixelquestions@e3expo.com for more information.

Jury members include:

Matt Gleason, COAGULA Art Journal

Mat Gleason founded *Coagula Art Journal* in 1992 and continues as its editor and publisher today. The *New York Times* described him as a famously provocative Los Angeles art critic, while the *L.A. Weekly* once referred to him as a cranky, self-exiled gossipmonger. Along with John Baldessari, Dave Hickey and Agnes Martin, Gleason starred in the 1998 art world documentary "Art City: Simplicity."

Jim Heimann, Editor in Charge, TASCHEN – World of Pop Culture

Jim Heimann is a graphic designer, writer, historian and instructor at Art Center College of Design in Pasadena, California. He is the author of numerous books on architecture, popular culture, and Hollywood history and serves as a consultant to the entertainment industry. He continues to write on popular culture, regional history and architecture for numerous publications including *TASCHEN*, the *Los Angeles Times* and *Rolling Stone*.

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David Perry, Shiny Entertainment

David Perry, the president and founder of Shiny Entertainment, has been a gaming industry visionary for the past 20 years. Shiny's most recent project was "Enter the Matrix," based on the sequel to the blockbuster action thriller "The Matrix" from Warner Bros and directors Larry and Andy Wachowski.

Jason Rubin, Executive Juror, Naughty Dog

Jason Rubin, co-founder of Naughty Dog, has developed games since 1985. Rubin, partner Andy Gavin and the Naughty Dog team are responsible for the creation and development of the first four "Crash Bandicoot" titles.

Billy Shire, La Luz de Jesus Gallery

Native Los Angeleno Billy Shire is best known as the prodigious owner of the Soap Plant, Wacko stores and La Luz de Jesus Gallery. Shire's gallery, La Luz de Jesus, is one of the most important, groundbreaking galleries in Los Angeles and has garnered a considerable reputation with collectors, galleries and artists around the world.

About E³

E³ is the world's premiere trade show for computer and video games and related products. The show, now in its 10th year, is owned by the Entertainment Software Association (ESA), the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. For more information, please visit www.e3expo.com or www.theesa.com.

About the Graphic Arts Council

Established as an independent institution in 1965, the Los Angeles County Museum of Art, LACMA, has assembled a permanent collection that includes approximately 100,000 works of art representing regions throughout the world from ancient times to the present, making it the premier encyclopedic visual arts museum in the western United States. LACMA has organized its curatorial departments into innovative centers for art that foster multidisciplinary collaboration across the museum. Located in the heart of one of the most culturally diverse cities in the world, the museum uses its collection and resources to provide a variety of educational, aesthetic, intellectual, and cultural experiences for the people who live in, work in, and visit Los Angeles. The Graphic Arts Council supports the Department of Prints and Drawings and encourages appreciation in the field of original works of art on paper.

About the Academy of Interactive Arts & Sciences

The AIAS is a non-profit member organization of over 3500 members, solely dedicated to serving the entertainment software industry. The Academy's board includes senior executives from the major videogame companies, including Sony, Nintendo, EA, Microsoft, Atari, Take Two, Activision, THQ and Ubisoft. Current members represent such varied fields as: art and graphics, animation, acting, interactive design, production, software engineering, sound design and music, testing and quality assurance, video and special effects, editorial and storyline writing, as well as the business segment of the industry. The mission of the Academy is to: Promote and advance common interests in the worldwide entertainment software community, recognize outstanding achievement in interactive content and the entertainment software community and conduct an annual awards show and enhance the image and awareness of entertainment software.

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