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E³ Media Relations Team

E³, AIAS AND LACMA ANNOUNCE ART SELECTED FOR 3rd ANNUAL INTO THE PIXEL

Art Exhibition at E³ 2006 Showcases the Talented Artists and Inspirational Art that Goes into Computer and Video Games

LOS ANGELES – April 28 – The Electronic Entertainment Expo (E³), The Academy of Interactive Arts & Sciences (AIAS), and the Prints & Drawings Council of the Los Angeles County Museum of Art (LACMA) today announced 16 works of art from video games selected for the 2006 *Into the Pixel* exhibition. Now in its third year, *Into the Pixel* (ITP) is the world's only juried art exhibition that brings together curators from world-renowned museums, cutting-edge galleries, and the interactive entertainment industry to explore the art of the video game. The 2006 *ITP* art exhibition will take place May 10-12 in the Concourse Foyer of the Los Angeles Convention Center during E³, the world's premiere interactive entertainment trade event for computer and video games and related products.

"The Academy is thrilled to provide a platform that demonstrates its members talents, and the artistry that is now a driving force behind today's compelling interactive experiences," said Joseph Olin, president, The Academy of Interactive Arts and Sciences. "There could be no better venue to celebrate these great works than E³."

The 2006 ITP Collection includes 16 pieces of art selected from a field of more than 150 submissions that spanned the globe. The jury's selections showcase game artists' work from the US, UK, Japan, Poland, Germany, France and Canada. Art in this year's Collection features a breadth of genres, including single-figure character art, landscapes, and fantasy – as well as art that is influenced by traditional Japanese art, panoramic paintings, line art, "woodblock", and much more. For more information about *Into the Pixel* art, artists and jurors, please refer to www.IntoThePixel.com.

ITP has established itself as the one annual opportunity for computer and video game artists to receive critical review of their creative achievements by peers in the both digital art world and traditional fine art experts. All 16 works of art that make up the *Into the Pixel* Collection are printed by a master printer, then framed and hung in the *ITP* Gallery at E³. This year's Gallery opening is sponsored by GameTap.

"*Into the Pixel* has established itself as the interactive entertainment industry's most prestigious opportunity to showcase the art of the game, and celebrate the artists whose talent creates these stunning images," says Doug Lowenstein, president of the Entertainment Software Association, the trade association representing U.S. computer and video game publishers and the owner of E³. "Through the unique partnership between E³, the Academy and the Los Angeles County Museum of Art, *Into the Pixel* has pioneered the digital game art exhibition and continues to facilitate this valuable conversation between the traditional and digital art worlds."

Interest in *Into the Pixel* has spurred requests from around the world to host the Collection. Over the past year, the ITP Collection has been on exhibit at E³, the Tech Museum in San Jose, the Academy's D.I.C.E. Summit conference in Las Vegas, and a private showing in Los Angeles. In October, ITP will make its European debut at GameCity in Nottingham, England. Additional venues are in the process of being finalized.

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Into the Pixel
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Into the Pixel: Selected Artworks & Artists

Winning Artwork Title	Artist	Company	Game Title	Country
Aegan Landfall	Radoslav Javor	10TACLE Studios	Elveon / An Elvish Action Epic	Slovakia
Alin Glass Desert	Dylan Cole	Big Huge Games/Microsoft	Rise of Legends	USA
Chicago Train Graveyard	Stephan Martiniere	Midway Games	Stranglehold	USA
Damascus Souk	Nicolas Bouvier and Patrick Desgreniers	Ubisoft	Project Assassin	Canada
Darkness	Brian Dugan	FreeStyleGames/Sony Computer Entertainment Europe	B-Boy	UK
Eyes	Gérald Obringer and Pierre Guillaume Baret	Lexis Numerique	Evidence - The Last Ritual	France
Floating Mosque	Daniel Dociu	Arenanet	Guildwars	USA
In the Garden of Eva	Yuji Shinkawa	Konami Digital Entertainment	Metal Gear Solid 3: Subsistence	Japan
Into the Fray	Daryl Mandryk	Buena Vista Games	Turok	Canada
Monster House Toy Room	Donald Caron	THQ	Monster House	USA
Rooftop	Tyler West	Electronic Arts	The Godfather The Game	USA
Rooftops	Daniel Dociu	Arenanet	Guildwars	USA
Screen_000027	Chris Davie and PGR3 Art Team	Bizarre Creations/Microsoft	Project Gotham Racing 3	UK
The Road	Damian Bajowski	CD Projekt RED	The Witcher	Poland
The Sphere	Ashley Welch	Human Head Studios	Prey	USA
Titan's Head	Eduardo Gonzalez	Sony Computer Entertainment America	God of War	USA

ITP 2006 Jurors:

- Kevin Salatino - Lead Juror, LACMA: Curator and Department Head, Prints and Drawings
- Cynthia Burlingham - Hammer Museum: Deputy Director of Collections
- Ryan Church - Freelance Concept Artist
- Caryn Coleman –LA gallery sixspace / art.blogging.la: Co-owner and Director
- Tim Langdell - University of Southern California: Professor / EDGE Games: Chairman
- Lorne Lanning - Oddworld Inhabitants: President/Creative Director
- Louis Marchesano - Getty Research Institute: Collections Curator, Prints and Drawings

Into the Pixel

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Sponsors:

Into the Pixel is presented by GameTap, with a major contribution from GameCity.

About E³

E³ is the world's premiere trade show for computer and video games and related products. The show, now in its twelfth 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 Prints & Drawings Council of LACMA

The Prints and Drawings Council [formerly the Graphic Arts Council] is a nonprofit organization which supports LACMA's Department of Prints and Drawings and encourages the appreciation of original works on paper. The Council raises acquisition funds for the Department of Prints and Drawings through membership dues and fundraising activities. Established as an independent institution in 1965, the Los Angeles County Museum of Art has assembled a permanent collection that includes approximately 100,000 works of art spanning the history of art from ancient times to the present, making it the premier encyclopedic visual arts museum in the western United States. 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 and cultural experiences for the people who live in, work in, and visit Los Angeles. LACMA offers an outstanding schedule of special exhibitions, as well as lectures, classes, family activities, film programs and world-class musical events. Call (323) 857-6000, or visit our web site at www.lacma.org for more information.

About the Academy of Interactive Arts & Sciences:

The Academy of Interactive Arts & Sciences® (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts. The Academy's mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and sciences; and conduct an annual awards show (Interactive Achievement Awards) to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community. In 2002 the Academy created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. The Academy has over 10,000 members, with the board comprised of senior executives from the major videogame companies including Bioware/Pandemic, Electronic Arts, Microsoft, Nintendo, Sony and Ubisoft. More information on AIAS and the D.I.C.E. Summit can be found at <http://www.interactive.org> and <http://www.dicesummit.org>

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Note to reporters/editors: To view and download the selected artwork, please go to:

<http://www.intothepixel.com/selected.php>. To find out more about the AIAS, please contact Wendy Zaas at (310) 854-8148 or wzaas@rogersandcowan.com.