

INDIE GAME PROJECT

For Indie Game Area exhibitors

SENSE OF WONDER NIGHT

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OF
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NIGHT
2025

SENSE OF WONDER NIGHT (SOWN2025)

"Sense of Wonder Night (SOWN)" is an event that aims to discover game ideas that will trigger a "Sense of Wonder" (a feeling of something changing in one's world the moment one sees or hears the concept).

In addition to the exhibitors selected for the previous Selected Indie 80, SOWN2025 will also accept applications from companies that will be exhibiting in the Indie Game Corner for a fee.

Objectives of "SENSE OF WONDER NIGHT"

- To introduce game with a game design and ideas that are experimental and creative, and that cannot be called conventional or traditional
- To raise awareness of the great value of "Sense of Wonder" in games, which may transform the common sense of game, and lead to invigorate the game industry
- To provide future opportunities for those who are developing experimental and creative games.
- To create new domains in the game industry

SOWN targets games that meet the following five criteria.

❶ A game that realizes a totally new, never-seen-before gaming experience

A game that employs technologies that have not previously been used successfully, such as natural language processing, physics engines, image recognition or gesture control, to present a new kind of experience.

❷ A game that challenges the common sense of games

A game that pursues new ways of gaming expressions and changes the player's vision of the world after playing and experiencing it.

❸ A game with emergent features

A game that brings user's activities into the game world by embedding features such as AI interactions and social elements.

❹ A game that makes people want to play it immediately

A game that makes everyone thinks that they want to enjoy the new experience for themselves and feel that they want to treasure it.

❺ An amazing game

Any kind of new, eye-grabbing and impressive game!!

SENSE OF WONDER NIGHT 2025 Implementation Outline

Date : September 26 (Fri.), 2025 Japan Standard Time (time to be determined)

Venue : TGS2025 Scheduled in Makuhari Messe venue

Prize Money

Grand prix (Audience Award Grand Prix) : USD 3,000

Other awards : USD 500

Audience Award Semi-Grand Prix

Best Technological Game Award

Best Arts Award

Best Experimental Game Award

Best Game Design Award

Best Presentation Award



The presentations will be held on September 26 (Fri.) at Makuhari Messe, and will be broadcast on the official TGS program and will also be archived. On the day of the event, the winners of the "Audience Award Grand Prix," "Audience Award Semi-Grand Prix," "Best Technological Game Award" "Best Arts Award" "Best Experimental Game Award" "Best Game Design Award" "Best Presentation Award".

*Last year's "Sense of Wonder Night 2024" can be viewed on TGS Official YouTube channel.
https://www.youtube.com/watch?v=vS8ZMonvd9w&list=PLfuGgcBbCkUfPOwGi4ouFmZlZ_USnspCh

SENSE OF WONDER NIGHT 2025

Application conditions and qualifications

SOWN Eligibility: Selected Indie 80 exhibitors, Indie Game Area exhibitors (excluding online exhibitors)

SOWN Application Period and Method : June 2, 2025 - July 18, 2025

How to Apply : Entry via the application form

*TGS Management Office will send an entry guide to Indie Game Area exhibitors (from late May).

What can be exhibited

- A completely original game (Derivative content cannot be exhibited regardless of whether or not it is licensed.)
- Created for a platform for which an applicant has the right to develop.
- Works that comply with the CESA Code of Ethics and the CERO Code of Ethics
 - *CESA "Global Event Compliance Policy" <https://www.cesa.or.jp/compliance.html>
 - *About CERO <https://www.cero.gr.jp/en/publics/index/3/>
- And **do not fall under any of the following items:**
 - ① An expression that conflicts with or that may conflict with Attached Appendix 3 "Banned Expressions" of the CERO Code of Ethics (<http://www.cero.gr.jp/en/publics/index/18/>) is included.
 - ② Works for which an "Z" rating category was assigned by CERO or an expression equivalent to the "Z" rating category may be included.
 - ③ Works that have already been released overseas and for which a "17+" (MATURE) rating category was assigned by an overseas examination body (e.g. ESRB).
 - ④ Works planned to be released overseas for which a "17+" (MATURE) rating category is expected to be assigned by an overseas examination body (e.g. ESRB)(excessively bloody works that cannot be regarded as being equivalent to a "13+" (TEEN) rating category.

Regarding the selection of the 8 SOWN FINALISTS

TGS Management Office will contact the relevant companies from August onwards (date to be confirmed). The selection and decision will be made by the SOWN judges. Exhibitors selected as SOWN finalists will be finalized upon agreeing to the following conditions.

- *Participation in the Sense of Wonder Night (SOWN) (with a preliminary rehearsal)
- *Submission of a video introducing the exhibitor
- *Presentation by the game developer (with a question-and-answer session by the SOWN judges)
- *Simultaneous interpretation between Japanese and English will be provided
- *The content is subject to change.