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MEDIA ALERT -- MEDIA ALERT -- MEDIA ALERT

“INTO THE PIXEL” ART SUBMISSION DEADLINE EXTENDED TO MARCH 10

Third Annual “Into The Pixel” Art Exhibition Showcases the Art and Artists Behind the Videogame

WHAT: “Into the Pixel” (ITP) 2006 will feature 16 works of art from videogames, selected by a panel of experts from world-class museums, cutting-edge galleries, and interactive entertainment industry art veterans. This unique exhibition showcases the talented artists and inspirational art that goes into games, yet is rarely seen by the art-loving public.

Each year, the ITP Collection is printed, framed, and hung in the *Into the Pixel* Gallery at Electronic Entertainment Expo (E³), the world’s premiere trade show for computer and video games and related products. After its unveiling at E³, the ITP Collection then travels to other museums and exhibit opportunities.

WHO: “Into the Pixel” will be accessible to the general public, as well as to the more than 70,000 interactive entertainment industry executives, designers, developers, animators, journalists and retailers who attend E³.

CO-HOSTS: E³ is co-producing ITP with The Academy of Interactive Arts & Sciences and the Prints & Drawings Council of the Los Angeles County Museum of Art (LACMA).

WHEN: **The deadline for submissions is extended to Friday, March 10th, 9AM (EDT)**

SUBMIT ART TO: Artists should consult www.IntoThePixel.com for detailed information and to submit their art.

ELIGIBILITY: Entry for “Into the Pixel” is open to Academy members and E³ exhibiting companies. Art submissions must be from published, or soon to be published, computer and video games. Artists may submit up to three original works.

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2006 JURORS: Kevin Salatino, Curator of Prints & Drawings, **Los Angeles County Museum of Art**
Cynthia Burlingham, Director Grunwald Center for the Graphic Arts, UCLA/Deputy Director of Collections, **Hammer Museum**
Ryan Church, Freelance Concept Artist/Formerly Senior Art Director, **Industrial Light & Magic**
Caryn Coleman, Co-owner and Director, art gallery **sixspace / art.blogging.la**
Lorne Lanning, President and Creative Director, **Oddworld Inhabitants**
Tim Langdell, Professor, **University of Southern California**/Chairman, **EDGE Games**
Louis Marchesano, Curator of Prints & Drawings, **The Getty Research Institute**

ABOUT: E³ E³ is the world’s premiere trade show for computer and video games and related products. The show 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.

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ABOUT

AIAS: The Academy of Interactive Arts & Sciences is a non-profit organization of nearly 8000 members, solely dedicated to serving the entertainment software 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, enhance the image and awareness of entertainment software, and conduct an annual awards show. The Academy's board includes senior executives from the major video game companies, including Sony, Nintendo, Electronic Arts, 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.

ABOUT

LACMA: 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. Museum Hours: Monday, Tuesday, and Thursday noon-8 pm; Friday noon-9 pm; Saturday and Sunday 11 am-8 pm; closed Wednesday, Thanksgiving and Christmas. Call (323) 857-6000, or visit our web site at www.lacma.org for more information.

General LACMA Admission: Adults \$9; students 18+ with ID and senior citizens 62+ \$5. Admission (except to specially ticketed exhibitions) is free every evening after 5 p.m., the second Tuesday of every month, and for children 17 and under. LACMA is located at 5905 Wilshire Boulevard, Los Angeles, CA 90036.

Please Note: *E³ is a trade event, and is not open to the general public. No one under 18 will be admitted, including infants. This policy is strictly enforced.*

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