

February 8, 2015

To Whom It May Concern:

I am writing in support of UCLA Game Lab's grant proposal to the National Endowment for the Arts.

I met Eddo Stern, Director of Game Lab, as he was developing the first festival that was held at the Hammer museum in 2011 and drew 1000 visitors. One of the most powerful aspects of that experience was not only the number of students who attended, but the depth of their engagement. Young game creators milled about with game enthusiasts, who mingled with our more traditional museum audience. The crowd and the content made for an electrifying evening.

As Curator of Public Engagement, my specialty is working with artists to create new connections between visitors and the museum. I can attest, unequivocally, that game night achieves and exceeds any engagement goals the museum set for it. Not only would it be a boon to the Hammer, its visitors, and the UCLA community to host another game festival at the Hammer, which this grant would enable, but it would be of immense benefit to game art more broadly to be able to expand offerings with a publication timed to next the next festival. The publication, which I would assist with in an editorial and curatorial capacity, would provide the kind of content that the field is in great need of. And, in the inventive spirit of Game Lab, it would take a unique form—a board game box containing games, game-related art, and other game-related commentaries and artifacts. It's brilliant idea, and one that only Game Lab could execute.

Another Game Art Festival, with the benefit of a truly unique publication, would dovetail into a distribution cycle for the latter that would enable its inclusion in other game art festivals both nationally and internationally. I curated an exhibition of Game Art at the Hammer Museum in 2012 and so I am particularly attuned to the importance of more widely circulating information about this work and to creating platforms for its presentation. A National Endowment for the Arts grant would go a long way toward creating greater visibility and understanding for this burgeoning genre of art.

Sincerely,

Allison Agsten
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Friday, February 6, 2015

To the grant review panel,

As a past participant and as a long admirer of the UCLA Game Lab, I would like to express my support for the UCLA Game Art Festival.

The Game Art Festival occupies a unique space at the intersection of fine arts and independent game development. In recent years we've been witnessing an unprecedented experimentation with the game-form, both digital and non digital, by creators coming from a variety of backgrounds. And yet, experimental games still struggle to find appropriate venues: too exotic for commercial video game fairs, too loud and dynamic for conventional art galleries.

New contexts have to be created, and the Game Art Festival is setting an outstanding example in this new field by presenting groundbreaking work in an accessible way, and eschewing corporate sponsorships that would compromise the curatorial vision. I'm also pleased that the UCLA Game lab is proposing to further extend the context for experimental games by developing a game art publication. As a member of the publication's editorial board, I am eager to see games exhibited for new audiences in new venues. Going beyond the limitations of a gallery or festival setting, a publication will express the Game Art Festival mission and philosophy in a more portable and flexible format.

Additionally, I am pleased to be a part of a new publication proposed by the UCLA Game Lab—a game art publication that would extend the

I am extremely excited by NEA's willingness to support projects from emerging media fields, and I believe awarding the UCLA Game Art Festival and the new game art publication would have a major impact on a multitude of artists and creators.

If I may be of any other assistance, please contact me at: paolo@molleindustria.it or at +1 412 916 5106.

Sincerely,

A handwritten signature in black ink, appearing to read 'Paolo Pedercini'.

Paolo Pedercini
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To Whom it May Concern:

We at the Hand Eye Society are very excited about being involved with the UCLA Game Art Festival. As a Toronto videogame arts organization, we have been working to distinguish the games produced by the commercial industry from the games that are being made primarily with creative and artistic motives. We see the UCLA Game Art Festival as a valuable showcase for this kind of artisanal game making as well as providing a critical curatorial eye on the most interesting work and themes.

Personally, I am particularly pleased to see the plans progress for a game art print publication. As an editorial board member I expect to bring to bear not only my game art experience but my experience publishing graphic novels and my experience at Adbusters magazine as the managing editor.

Please feel free to contact us for more information or details.

Jim Munroe

Executive Director