



MONTREAL INTERNATIONAL GAME SUMMIT 08

Press release

For immediate release

Montreal International Game Summit to Open to the Public for the First Time

Activities now open to the public include a visual arts exhibition, Jonathan Blow's closing conference and the Gamma Party.

Montreal, November 12, 2008 – Now in its fifth year, the Montreal International Game Summit (MIGS), the premier event dedicated to video game artists, programmers, designers and producers, will be opening its doors to the public for the first time ever.

Taking place on **November 18-19** at the Palais des congrès de Montréal, the Summit will offer several exciting activities geared towards the general public.

Created to meet the growing needs of the industry, the MIGS is the most important gathering of video game designers in Canada and is widely considered to be one of the world large-scale events in this sector. And as part of its mandate to more widely promote the Canadian video gaming industry, this year will feature a special public exhibition dedicated to the visual and digital arts.

Open door on November 19th

The MIGS will open its doors to the general public, **free of charge**, on Wednesday, November 19th, from 3 pm until 7 pm. Video game enthusiasts will be able to visit the exhibition zone, meet with the representatives of local video game companies and discuss job openings in Quebec. The public will also be able to attend the much-anticipated **Jonathan Blow's** closing conference. Jonathan Blow is an independent designer whose game, *BRAID*, received a warm welcome, from critics and gamers alike, at the beginning of this year.

Visual arts exhibition

As digital arts and video games share much in common, the Summit wishes to promote the artistic aspect of the video games – which has more to do with fine art than technique. For this reason, the Summit features a unique “concept arts”, industry exhibition dedicated to what the industry refers to as the which will take place in the exhibition zone of the Palais des

congrès. This exhibition will allow the visitors to discover sketches of settings, objects and characters which will take life later in the animation process. This exhibition is a display of Quebec creativity and know-how.

Closing Party and independent stereoscopic game competition

To end the celebrations in style, the public are invited to the Summit closing party for the Gamma third edition, an event challenging the independent developers creativity through a competition. The selected projects will be presented to the public, who will be invited to play and test the games. The prize-winner will be announced that evening.

Important partners

The MIGS, presented in collaboration with Telefilm Canada, can rely on the support of Microsoft, Gold Partner, and of its partners of the public sector, including Canada Economic Development, Canadian Heritage, the ministry of Economic Development, Innovation and Export Trade, and the Quebec Ministry of Culture, Communications and Status of Women, as well as on High Road Communications, for its public relations.

About MIGS

MIGS was created in 2004 to serve members of the video game industry, which currently employs over 6,200 people in Quebec. The gathering promotes the transfer of knowledge and expertise, raises the international profile of the Quebec video game industry and cultivates information sharing and dialogue among industry stakeholders. A specialized, top-tier event, MIGS covers a broad range of fields, from artistic creation and technology through to design, production, programming and serious games.

About Alliance numérique

Alliance numérique, Quebec's digital industry network, is dedicated to supporting and accelerating the growth and competitiveness of the industry. Focusing its efforts on private companies and SMBs, it has more than 200 members in the game, eLearning, education and Internet services and applications sectors. For anyone seeking to work with professionals in the field of interactive digital content, Alliance numérique is the gateway.

– 30 –

Source :

Wendie Godbout - High Road Communication
514 908-0110 ext. 311
wgodbout@highroad.com

Olivier Champion – Director of Communications
Alliance numérique
514 848-7177 ext. 226
ochampion@alliancenumerique.com