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B3 focus on gaming: Culture! Art! Funding!

(Offenbach, October 11, 2017) Over the past 25 years computer games have advanced to become the most expressive medium for storytelling for millions of people. Since the B3's debut in 2013, games have been a central component of the Biennial of the Moving Image. "This year more than ever, there's no ignoring the computer games industry", says Professor Bernd Kracke, Artistic Director of the B3. "Lust, passion, longing, indeed obsession – everything that constitutes the world of computer games is manifested in our overriding theme 'ON DESIRE'."

Despite being generally recognized as an artistic and cultural asset, the matter of funding remains a lingering source of discontent in the industry. The German funding system needs urgent reform, claim leading representatives of the industry and its associations. This is a topic that will also be on the agenda at the B3 Biennial of the Moving Image (Nov. 29 – Dec. 3, 2017) in Frankfurt as part of the main focus of "Games". Hence representatives of the film, gaming and finance industries will discuss future financing models for films, games and the media industry. In the B3's conference program, a total of six events will be dedicated to current artistic and economic questions relating to the computer games industry. "VR and games – top or flop?" is another top theme that will be debated as part of the B3. After initial euphoria, a current Deloitte study attests to the fact that virtual reality is "still a long way from a mass phenomenon".

The exhibiting artists, speakers and presenters here will include: Petra Fröhlich (gaming industry), Alexander Ganz (Ganz & Stock), Michael Liebe (Booster), Rene Meyer (Haus der Computerspiele Leipzig), Shalev Moran (Games Program Curator for Print Screen Festival, Israel), Christoph Nagel (Kickstarter), Tom

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Putzki (Wargaming Europe), Robin Resch (Urbandialogues/La Bour Games), Igor Simic, Joscha Steffens, and Thorsten Unger (Target Games).

The program at a glance

B3 Festival (conference)

Panel: First-person shooter, war games, epic online battles: Power for the powerless or simply the fun of gaming? With: Joscha Steffens, Tom Putzki and Shalev Moran

Nov. 29, 2017, 1.30 p.m., Festival Center at Four Frankfurt

Keynote: Crowd versus state funding. Culture made to order – the most honest form of funding?! With: Christoph Nagel, International Manager Europe, Kickstarter

Nov. 30, 2017, 10 a.m., Festival Center at Four Frankfurt

Panel: Market research 4.0 – Wishes fulfilled thanks to smart data. Transmedia, gamification and big data are modernizing market research. With: Thorsten Unger, Robin Resch, Igor Simic

Nov. 30, 2017, 1.30 p.m., Festival Center at Four Frankfurt

Presentation: The mimetic crisis of video games. Is the medium of video games facing a crisis of representation? The growing divide between visual and systematic representation in popular computer games. With Shalev Moran

Nov. 30, 2017, 1.30 p.m., Festival Center at Four Frankfurt

Interview: 2017 – the year of truth for VR games? Top or flop? With the case study DuelVR. With Michael Liebe and Petra Fröhlich

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Nov. 30, 2017, 2.45 p.m., Festival Center at Four Frankfurt

Panel: Future strategies for classic funding models in the film, gaming and media industries. Which funding models will dominate over the coming years? What is the position of state funding both nationally and internationally? Film, games, VR – how can mutual monetary cannibalization be prevented? With: Prof. Klaus Schäfer, Executive Director of FilmFernsehFonds Bayern, Susanne Schmitt, Creative Europe Berlin.

Dec. 1, 2017, 10 a.m., Festival Center at Four Frankfurt

Main exhibition ON DESIRE, Festival Center Four

Joscha Steffens (D) – Filia Athenae (world premiere)

Joscha Steffens examines war games and the aestheticization of violence in virtual and analog form. His new video installation “Filia Athenae” is dedicated to the feminine side of e-sports and the first-person shooter game “Counter Strike” – the only game of this kind in which women also play an important role. “Teen Spirit Island” is the result of three years of research into the elite of the pro-gamers in the League of Legends. Joscha Steffens follows the zestful young heroes of the world’s biggest online game as they compete in the arenas of Europe, South Korea and the USA.

Igor Simić (Serbia) – SPINE 2.0 Installation and film X <3 Y (world premiere)

Igor Simić is an artist, filmmaker and author. He has a degree in Film Studies and Philosophy from Columbia University New York. His short films, particularly “The Thinker in the Supermarket”, “Cost-Benefit-Love” and “Melancholic Drone” have been shown at international film festivals. Igor has also designed two mobile video games; a third with a soundtrack is planned for this year. The B3 is showing

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SPINE 2.0 Installation and film X <3 Y as a world premiere. “Spine 2.0, a smart bionic implant. In the heart of Silicone Valley we are building the right prostheses for everyone in the Custom Spines Lab. Spine 2.0 represents a further development in human beings, as it takes them to the next level both physically and mentally. Have you got no backbone? Then get yourself one!”

B3 For You (children and youth program)

Rene Meyer. King of consoles.

Leipzig-based journalist Rene Meyer owns more than 1,000 consoles and home computers, the biggest collection of historic gaming systems in the world. It’s even earned him a place in the Guinness book of records. For the B3, he will be exhibiting a selection of the most interesting and original consoles, games and accessories from 40 years of computer gaming history in the Festival Center. Visitors can marvel at the exhibits and even try them out! Those wanting more will also find information and photos.

B3 2017

The B3 Biennial of the Moving Image takes place for the third time over the core dates of November 29 to December 3, 2017 (the B3 accompanying exhibition runs until December 20, 2017). With an overriding theme of “ON DESIRE”, 250 invited national and international top players in the worlds of art, media and technology will present their projects and ideas in Frankfurt and the Rhine/Main region. Their disciplines range from art and TV/film to games and VR/AR. As part of the event modules Parcours, Festival and Campus/Market, they reflect politically, aesthetically, and technologically on the latest trends relating to the moving image. In 2017 the B3 is placing its geographic focus on North America, Canada, China and Israel, and presents innovative artists and contributions to the moving image industries of these countries. The aim of the Biennial is, on the one hand, to create a broad-based, interdisciplinary and genre-spanning alliance for the moving image, and on the other to offer the international creative and culture economy an overarching platform for exchange and business. The organizer of the B3 Biennial of the Moving Image is Offenbach University of Art and Design (HfG).

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The B3's major partners are FOUR Frankfurt, Canon and EVRbit. The event is supported by the Hessen Ministry for Science and the Arts (HMWK), the Hessen State Institute for Private Radio and New Media (LPR Hessen) and the City of Frankfurt/Main. The sponsors of the B3 are the Frankfurt Rhine Main Culture Fund, Creative Hub Frankfurt, Frankfurt Economic Development, Sparda Bank, Frankfurter Sparkasse 1822, and Sylvia and Friedrich von Metzler. International cooperation partners include the Central Academy of Fine Arts Beijing (CN), the College of Design & Innovation at Tongji University Shanghai (CN), Sichuan Institute of Fine Arts Chongqing (CN), Zurich University of the Arts (CH), the Center for Collaborative Art and Media at Yale University (USA), and Laval Virtual (F). Parcours partners are: Frankfurt theater and opera, Frankfurter Kunstverein, PORTIKUS Frankfurt, the German Film Museum, Cinema Frankfurt, Kunsthalle Darmstadt, MUSEUM SINCLAIR-HAUS, Bad Homburg v. d. Höhe, Nassauischer Kunstverein Wiesbaden, and the Cluster of Excellence on "The Formation of Normative Orders" at Goethe University Frankfurt.

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