

Freeplay



Freeplay 2009 announces dates and venue

Freeplay, Australia's most exciting independent games festival, today announced that it will take place in Melbourne at The State Library of Victoria on Friday, August 14th and Saturday, August 15th.

The festival event focuses on the creative and artistic side of making games, delivering a varied lecture and workshop program, and engaging with regional and interstate developers, educators, and industry practitioners in an environment designed to stimulate debate, foster new ideas, allow creative exploration, and drive discussions and industry development.

Over the past few years, the opportunities for independent developers to find distribute their projects has increased dramatically. With the introduction of the iPhone App Store, Microsoft's XNA, Nintendo's WiiWare service, and along with the increased availability of low-cost development tools, it has never been easier to create unique and innovative games and for developers to find an audience. Victoria, with almost half of all Australian game developers, is well placed to explore these new options, and Freeplay will showcase their exciting work.

Freeplay co-director, Paul Callaghan, says, 'we're incredibly excited to have the State Library support Freeplay. With an already diverse range of games events, it's the perfect venue, and attendees can expect a broad range of panels, workshops, demonstrations and social events when they come along in August.'

For more information on Freeplay, contact Paul Callaghan or Eve Penford-Dennis

www.freeplay.net.au, info@freeplay.net.au, or 03 9386 1540

About Freeplay

Freeplay is an independent games festival run by Next Wave in 2004, 2005, and 2007. In 2009, the event was handed over to Paul Callaghan and Eve Penford-Dennis, both veteran Australian developers and strong supporters of the independent community.

Freeplay is supported by the State Library of Victoria and the Victorian Government.



State Library
of Victoria