



## Freeplay 2010 Program Launched

**Monday July 19th 2010:** The Freeplay Independent Games Festival today launched their 2010 program, speakers, and ticketing details.

Freeplay 2010 will take place at the State Library of Victoria on August 14 and 15, with both paid workshops and panel sessions, and a free, open to the public gaming expo.

'Freeplay is Australia's only independent games festival,' said Paul Callaghan, co-director of the event, 'and we're excited about bringing it back to the State Library of Victoria. This year, we have over 50 speakers across our 29 sessions on play, innovative business development, and game design - as well as the inaugural Freeplay awards to highlight the best in local and international independent game development.'

'Our commitment to bringing innovative international speakers out to share their experiences continues with Adam Saltsman, creator of the iPhone hit Canabalt, and Brandon Boyer, the new chairman of the Independent Games Festival,' he added.

Panel & workshop highlights include:

- Sessions with international speakers **Adam Saltsman** and **Brandon Boyer**
- **The design of everything** looks at the creative process from the perspectives of writers, animators, product designers, and artists
- **The first one is free** explores products as services, remixing culture, and giving your work away for free
- **Beyond the controller** showcases the emergence of transmedia and alternate reality games
- **One man band** highlights the challenges and advantages of going it alone as an independent developer
- **Government secrets** looks at the funding options available for independent studios & experimental projects

Free public program highlights include:

- **Everything old is new again** digs deep into the resurgence of pixel-art, chip-music, and early game mechanics
- **What does it take to develop a game** is an interactive workshop that looks at the development process from start to finish
- **Ask a game developer** gives you the chance to ask our experienced industry panel anything you want to know about game development

- **Play is everywhere** explores games and their place in the wider culture
- A showcase of unique & innovative local **independent games**

The full program is available on the Freeplay website - [www.freeplay.net.au](http://www.freeplay.net.au)

Tickets for the workshop & panel sessions are \$22 (inc GST) + booking fee for the whole weekend and are available from Moshtix –

<http://www.moshtix.com.au/event.aspx?id=38827>

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

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### About Freeplay

Freeplay is Australia's only independent games festival. Started in 2004 by Next Wave, it was handed over to Paul Callaghan and Eve Penford-Dennis, both veteran local 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