



**For Immediate Distribution**

## **Freeplay returns in 2011**

10-February, 2011: Freeplay announced today that the 2011 Freeplay Independent Games Festival will be held at the State Library of Victoria on 20-21 August 2011.

After the hugely successful 2010 event which saw over 1500 people make their way to the State Library to explore 'Play is Everywhere', Freeplay 2011 will be built around the theme of 'Handmade', and will look at the importance of individual creative expression, the essential tools and practical techniques of game development, and, as ever, the intersection between games, art, education, and culture.

'The State Library of Victoria offers Victorians the opportunity to explore the rich creative worlds and the new technologies of today's games', said Sue Hamilton, Acting CEO at the Library. 'Spaces at the Library such as Experimedia provide open learning environments where technology, community and Library services meet.'

'We're very happy to once again be returning to the State Library of Victoria in 2011,' said Paul Callaghan, co-director of the festival. 'The changes since Freeplay started in 2004 have been enormous,' he said, 'across production, distribution, education, and culture, but the one thing that has remained is the need for both the audience and creator to put their own individual stamp on a piece of work. If Freeplay 2010 was about play's wider influence, then 2011 is about turning that focus inward to the individual's place at the heart of the creative process and how to put your stamp on what you make.'

Freeplay 2011 will see the return of its conference and workshop program, public expo, awards, local and international speakers, and its unique mix of games, industry, culture, education, and play.

For more information contact Freeplay:

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## **About Freeplay**

Freeplay is Australia's only independent games festival, and focuses on the creative and artistic side of games, digital art, education, and culture. Started in 2004 by Next Wave in a converted Karate Dojo on Swanston Street, and run again in 2005, and 2007. Paul Callaghan and Eve Penford-Dennis took over in 2009, continuing the success of its core festival program, bringing it to a new home and new audiences with a hugely successful public program at the State Library of Victoria and introducing in 2010 the inaugural Freeplay Awards.