



PUBLIC RELATIONS

FOR IMMEDIATE RELEASE

Contact: Stefanie Santo 215.448.1152

Noah Lattanzi 215.448.1388

PRESS START ► *GAME MASTERS: THE EXHIBITION*
A LANDMARK EXHIBITION WITH 100+ PLAYABLE VIDEO GAMES
EXPLORES THE EVOLUTION OF GAMING AND THE NAMES BEHIND THE GAMES
OPENS SATURDAY, MARCH 31 AT THE FRANKLIN INSTITUTE
TICKETS NOW ON SALE

Philadelphia, PA February 1, 2018—*Game Masters*, a landmark exhibition celebrating five decades of the world's most ingenious video game designers, and featuring a remarkable 100+ playable video games debuts Saturday, March 31 at The Franklin Institute in Philadelphia—tickets are now on sale. The 14,000 square-foot exhibition explores the evolution of gaming from arcade classics such as *Space Invaders* and *Pac-Man*, to iconic console-based games featuring *Sonic the Hedgehog* and *Rock Band*, through to today's indie hits like *Real Racing 2*, *Fruit Ninja*, and *Angry Birds*. The highly-anticipated spring/summer exhibition will be housed in the Nicholas and Athena Karabots Pavilion and the Mandell Center, and feature an additional 1200 square feet of interactive programming space within the exhibit developed by The Franklin Institute to explore topics such as coding, robotics and technology, gamification and learning, and problem-solving. A workshop on game design suitable for ages 10-13 plus monthly “after hours” events to engage adults 21+ further complement *Game Masters: The Exhibition*.

ABOUT THE EXHIBITION

The exhibition is presented in three chapters: Arcade Heroes, Game Changers, and Indies. More than 30 legendary game designers who have made a significant and ongoing impact in the field are profiled throughout the exhibition, including the most famous and influential creators in the history of the medium. The designers' work is explored through a combination of rare concept artwork, specially commissioned interviews and playable games.

Arcade Heroes spotlights pioneering designers from the trailblazing and revolutionary arcade era, including Shigeru Miyamoto (*Donkey Kong*, 1981), Ed Logg (*Asteroids*, 1979), Toru Iwatani (*Pac-Man*, 1980) and Tomohiro Nishikado (*Space Invaders*, 1978).

Game Changers focuses on leading contemporary designers who have had a significant impact on shaping the medium as we know it, including Will Wright (*SimCity*, 1989), Yuji Naka and the Sonic Team (*Sonic the Hedgehog*, 1991), Alex Rigopulos and Eran Egozy (*Rock Band 3*, 2010) and Blizzard Entertainment (*Diablo III*, 2012).

Indies explores the groundbreaking and future-focused world of independent game designers. Artists such as Rovio (*Angry Birds*, 2009), Halfbrick (*Fruit Ninja Kinect*, 2011) and Markus "Notch" Persson (*Minecraft*, 2014) are profiled in this section.

Created and curated by ACMI (Australian Centre for the Moving Image), and designed to inspire ingenuity, creativity, and nostalgia—and deliver widespread appeal, *Game Masters* features unique experiences, such as a spectacular multiplayer dance stage for a large-scale version of *Dance Central 3* (2012), hands-on experiential music booths, and a selection of 20 original classic arcade machines from the 1970s and '80s acquired especially for

the exhibition, all playable in their original form.

"*Game Masters* is the first large-scale exhibition to take an in-depth look at the evolution of video games by revealing the stories of the legendary game designers behind them all," said Larry Dubinksi, President and CEO of The Franklin Institute. "It appeals to audiences of all ages and abilities—from the original generation of gamers to the average smartphone user to even the budding game developer. It's an exhibition that will spark nostalgia in some, and inspire an interest in exciting fields like design and computer science in others, and for those reasons, *Game Masters* is the perfect summer exhibition for The Franklin Institute."

Game Masters: The Exhibition will be on display beginning March 31 through September 3, 2018. PECO, Premier Corporate Partner of The Franklin Institute, is the Presenting Sponsor of *Game Masters*, and Liberty Coca-Cola is the Associate Sponsor of the new exhibition.

TICKET INFORMATION

GAME MASTERS: THE EXHIBITION

March 31, 2018 – September 3, 2018

Daytime Tickets (Includes General Admission to The Franklin Institute)

Adults \$30.00; Children (3-11) \$26.00

Evening Tickets (Admission to *Game Masters: The Exhibition* after 5pm)

Thursday – Saturdays only

Adults: \$20.00; Children: \$15.00 (ages 3-11)

Member Tickets: \$9.00 Adults; \$8.00 Child

About ACMI

ACMI is Australia's national museum of film, video games, digital culture, and art - situated at the very heart of Melbourne, in Federation Square. The world's most visited moving image or film museum, ACMI exists to celebrate, support and explore the past, present and future of the moving image through a vibrant calendar of exhibitions, screenings, installations and commissions, festivals, workshops, as well as public and education programs, in Australia and beyond. More at acmi.net.au.

About The Franklin Institute

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit www.fi.edu.

NOTE TO EDITORS: Hi-res images are available at <https://www.fi.edu/press-room/press-kits/game-masters>

###