



ITALIAN TRADE AGENCY

ICE Agência - Escritório de Maputo

FIRST PLAYABLE - Pisa 6-8 July 2022

FIRST PLAYABLE is organized by IIDEA (Italian Interactive & Digital Entertainment Association) in collaboration with Toscana Film Commission and the support of Fondazione Sistema Toscana, and its main objective is to create a privileged showcase for Italian video game production companies to potential buyers. international - in particular publishers and investors in the gaming sector. Now in its fourth edition, First Playable will be back in attendance after two years (2020 and 2021) of a digital event due to the pandemic. The event will take place at the Republican Arsenals of Pisa from 6 to 8 July. Due to the travel restrictions still in force in some countries, a digital version of the event is also planned to be realized on the MeetToMatch matchmaking platform.

The ICE Agency will support the event by organizing an incoming of foreign businessmen.

Check if your profile meet below indications in order to participate and write to us (maputo@ice.it) by 25 May 2022

1. Publisher: video game companies that specialize in publishing and distributing video games from smaller studios worldwide. These companies, in addition to publishing the titles, often also carry out PR and marketing activities in order to give maximum visibility to the products.

2. Investors: which can be VCs or Business Angels or other types, whose main objective is limited to financing projects and enriching the network of contacts of smaller firms with various other players in the sector.

Exhibitor

34BigThings

Est. in 2013, 34BigThings is a leading Italian developer for premium games across PC, console, and mobile devices which uses cutting-edge technology to create innovative genre-leading games that receive critical acclaim and capture the imagination of gamers around the world. The studio has released over 10 premium



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games topping charts on most gaming platforms. 34BigThings joined Saber Interactive in November 2020.

Orbital Games

Orbital Games is a team made of young engineers from Modena which aims to build videogames to link people all around the world. Many years of experience in the development of scalable cloud solutions, mobile applications and VR/AR software targeting different industry sectors. The team has already presented innovative projects to various international exhibitions. Key strengths: vertical technical skills, multidisciplinary and team spirit.

Black Mastiff Studio

Black Mastiff Studio is a 4-person indie team that develops PC games. Founded by two gamers with the desire to create worlds, full of fantastic and immersive stories for each player. Inspired by the mastiff symbol, the team pursues the aim of emulating the same values that characterize that magnificent creature. Power and calm, loyalty and elegance, are all concepts that are always kept in mind when the work of Black Mastiff Studio is completed.

Cordens Interactive

Cordens Interactive is an innovative start-up which aims to craft interactive dreams, with stunning 2D visuals and a gameplay focused on telling meaningful stories. Placed in Milan, the studio is made up of four young people, all under 30: their first game, Vesper, was well-received by critics and public, gaining a 78 on Metacritic.com.

C-Skål Productions

Initially born as a collective of minds on May 13, 2020 and as SRL in Rome on May 6, 2021, C-Skål Productions Srl is an emerging Italian video game development team made up of a new generation of creatives. We love to create intense Story Driven experiences and captivating new narrative universes. We are a team made up of young, versatile and dynamic people.

DreamBits Studio

DreamBits Studio is a team of professional artists and developers, who have been working for some time in the video games industry, collaborating with small and big companies in the field. It was born at the beginning of 2021 with the intention of developing apps for VR devices and create a game on their own. They are currently working on "Gladiators Wheels", one of the winning projects selected by Bologna Game Farm, a frenetic multiplayer fighting game with cars in a original "medievalpunk" environment.

GhostShark Games





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GhostShark is a development studio working in the industry since 2011, mainly supplying development, optimization and porting services for third parties, as well as working on its own IPs. Among his works stand out Blockstorm, an online multiplayer FPS set in a Minecraft-style voxel world, published by Indiegala in 2015 on Steam, and Still There, a 2D point and click graphic adventure, published by Iceberg Interactive on Steam and GOG and on Nintendo Switch.

Idra Interactive Studios

Idra Interactive Studios is specialized in applied games, gamification projects, and 3D reconstructions. The studio, founded in 2020 and based in Rome, Italy, has already developed and launched Code DNA (Biology Department, University of Rome Tor Vergata), and Behind the Light (Cineteca Milano). Idra Interactive Studios was also involved in the 3D reconstruction of the face of Raffaello Sanzio, currently part of the permanent exhibition at the Museum Casa Natale di Raffaello, in Urbino.

Iter-Research

Founded in 2011, after over 20' years experiences in music production and post-production for indie features and from the early days of digital video. Iter-Research has entered into exclusive worldwide administration and publishing agreement with highly creative roster of artists, composers, sound designers, coders, connected with music and transmedia content production. Based on a studio network, Iter-Research clients are directors, documentarist, producer of movies, advertising agencies, creatives, videogame developers and publishers, multimedia publishers, software house, museums, transmedia content producers.

Just Funny Games

Just Funny Games is an Italian videogame development studio with over 11 years of activity. Provides professional services for game development, ranging from 2D and 3D graphics, UI/UX concept design, SKU development, multi-platform game development and porting, Virtual Reality and Augmented Reality development and R&D. The company has self-produced and published several original IPs on multiple platforms (PC, Mobile, Console) and digital stores.

Magari

"Wouldn't it be great if...?". "Magari!" any Italian would answer. Following such remark, the small studio in the province of Parma has started giving shape to innovative projects, ranging from virtual production solutions to video games, focusing on Virtual and Augmented Reality experiences through real time engines. This is achieved thanks to high-level professionals cooperating with young developers, highly motivated by a shared passion for new technologies and the desire to keep on experimenting.





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ONE-O-ONE GAMES

ONE-O-ONE GAMES, the game development label created by Centounoperceto – 101% and Reddoll. We develop premium video games with stunning visuals and memorable stories. From PC and console to mobile and VR, our goal is to create unforgettable virtual experiences for everyone. We have been able to position ourselves as one of the leading Italian companies in the innovation and gaming field. We are now focused on producing the largest AA game ever developed in Italy.

Open Lab

Open Lab is a small independent studio based in Florence, Italy that designs and develops applied and commercial games since 2012. We created about thirty applied games for education and health (“games for health”) working with universities and research institutions. In 2019 we launched our first commercial game, narrative and sports managerial, Football Drama for mobile and desktops. We are currently producing our new narrative and sports managerial game, Roller Drama, for all platforms.

Operaludica

Operaludica designs, produces and publishes video games for PC, console and mobile, using both Unity3D and Unreal and the long experience of the founding members, both in the field of video games and information technology. Operaludica is currently working on a fantasy-RPG videogame based on an important IP, for PC and console, not yet announced; it also provides technological and software services to other companies in the sector. The company and most of the development team is based in Bologna, with several collaborators working remotely.

Reply Game Studios

Reply Game Studios is the development studio of the Reply Group, a team of dedicated professionals who work hard to present players with exciting AA games that feature high production values, deep experiences and engaging stories on PC and new gen consoles. Reply Game Studios is now working on Soulstice, a hack ‘n’ slash game with stylish combat elements and a grim setting, inspired by the masterpieces of Japanese dark fantasy fiction. Soulstice will be out in 2022 on PC, PS5 e Xbox Serie X|S.

Storm in a Teacup

Storm in a Teacup is a video game development studio created by industry veteran Carlo Ivo Alimo Bianchi in 2013. In 2014 Develop indicated the company as one of the top 100 startups in the world to keep an eye out for. With a unique art style and a skilled international team, Storm in a Teacup has published 4 titles, available on





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PC/Xbox One/PS4/Switch. The latest game developed, Close to the Sun has been awarded “Best Italian Game” during the IVGA – Italian Video Games Award 2020. Storm in a Teacup’s mission is to tell stories; to create experiences; to make videogames that propagates the best of “Made in Italy” across the world.

Stormind Games

Stormind Games is the studio specialized in the development of premium video games with intense stories for PC and consoles. Founded in 2016, it won Best New Studio at the DStars Awards 2019 and Outstanding Italian Company at the IVGA 2020. Following the development of the award-winning survival horror saga Remothered, Stormind Games is now working on its first proprietary IP, the isometric action RPG Batora: Lost Haven, which will be published by Team17 in 2022.

Studio Evil

Studio Evil is a video games and interactive experiences development business based in Bologna, Italy. The team has released four original titles on PC, console, and mobile, with a fifth on the way. Among these are the action RPG Super Cane Magic ZERO (2019) and the shoot 'em up Syder Reloaded (2020). The B2B portfolio of the team includes applied games, VR experiences and tailor-made products developed for clients such as Heineken, Scrambler Ducati, Motul and FAAC.

Studio V

Studio V is a development team focused on creating highly impactful narrative experiences. Founded in 2019 and based in Rome, Italy, the studio has already launched the dystopian thriller Dry Drowning, nominated to “Best Italian Debut Game” at the Italian Video Game Awards, and is currently at work on Dark Renaissance, an historical drama inspired by the beauty and the real events of the Italian Renaissance, and written by the award-winning author of historical novels Matteo Strukul.

Synesthesia

Founded in Turin in 2011, Synesthesia is a digital experience company that supports Italian companies in digital transformation. It offers marketing services and the development of digital applications; the company designs also applied games for B2B on web and mobile platforms. Synesthesia Academy, a unit dedicated to training, uses the video game as a key tool within the training paths designed for customers and partners.

Tiny Bull Studios

Tiny Bull Studios is an indie game developer based in Turin (IT) founded in 2013. The studio started small, but now counts 20+ professionals working on brand new games while taking care of work for hire projects. The studio's mission is to craft new experiences for the player, allowing them to discover unique worlds through a mixture





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of captivating narrative and smooth design. TBS released two original games: the narrative adventure “Blind”, and the Lovecraftian gamebook “Omen Exitio: Plague”.

Untold Games

With 8 years of experience in creating content and consulting for the creative industries with UE4, Untold Games creates PC, console, and VR video games with deep storytelling and a strong emotional impact. Currently working on City20, a survival game with adaptive environment and AI driven storytelling, the studio also provides development services for third parties, such as porting to the major gaming consoles. Among the titles Untold Games has worked on are Journey to the Savage Planet for Switch and Assetto Corsa Competizione for PS5 and Xbox Series X|S.

Virtual

Virtual is the first online platform that wants to satisfy all the needs of gamers (professional and not) and streamers. It offers competitions of all kinds such as tournaments, leagues, private leagues, opportunities to increase streamer audiences, innovative challenges and a constantly updated national ranking divided into categories (gamers, teams and streamers). It also offers a "showcase" service for all professionals who gravitate around the world of gaming and eSport, such as psychologists, nutritionists, clothing brands, graphic designers, composers, agencies, federations, etc.

Xplored

Xplored is a game innovation studio working in full development, from concept to release, for HW & SW IPs. Founded in 2008, Xplored is the creative technology partner of renowned brands such as BandaiNamco, Ravensburger, Clementoni, 505 Games, and has released over 100 games always delivering on time and budget. Thanks to consolidated organic growth, today Xplored has a 30 multi-disciplined team on staff, based in a villa on the Italian Riviera that features the latest kit





FIRST PLAYABLE
WHERE GAMES GROW

6 - 8 JULY 2022



Italian Interactive Digital Entertainment Association

■ TOSCANA
■ FILM
■ COMMISSION

THE MAIN ITALIAN BUSINESS EVENT FOR THE GAMING INDUSTRY

BETWEEN PHYSICAL & DIGITAL

Born in 2019 as a physical event, First Playable was reworked into a digital format during the pandemic. 2022 will see a fourth hybrid edition: again in presence in Pisa, with the possibility for buyers to be able to connect digitally.

First Playable is promoted and organized by **IIDEA**, the trade Association of the sector in Italy, in collaboration with **Toscana Film Commission** and the support of **Fondazione Sistema Toscana**.



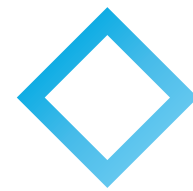


AN EVENT THAT PROMOTES ITALY

PISA CAPITAL OF VIDEO GAMES

For 3 days, Pisa becomes the center of business in the world of video games, hosting hundreds of Italian and international operators in the sector. An exclusive moment of encounter, able to exalt both the Italian productions and the Italian culture.

An opportunity to promote Made in Italy: artistic heritage, creativity, design, food and wine excellence. All in the setting of a city known throughout the world.



AN EVENT THAT SUPPORTS A GROWING INDUSTRY

According to the latest census released by IIDEA in 2021, in Italy there are more than **160 development studios** with more than **1,600 employees**, a number that is constantly growing.

According to research company Censis, with the support of the State in 2026 the Italian videogames industry could be worth **357 million euros** and offer work to over **3,000 people**.

HIGHLIGHTS

FIRST PLAYABLE

2019 - 2021

300+ Italian and international operators of the sector

1,000+ business meetings

50+ speakers from all over the world

225,000+ views for **15+** hours of streaming*



STREAMING

First Playable 2021 conferences were watched by an average of 2,000+ unique users.

An audience made up of professionals but also consumers interested in learning more about the industry.

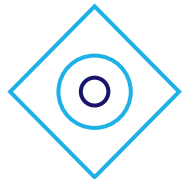
MEDIA COVERAGE

More than 200 articles from generalist and specialized Italian and international newspapers gave visibility to the last edition of the event, reaching 240 million users.

First Playable has thus positioned itself as the official appointment of the videogames industry in Italy.

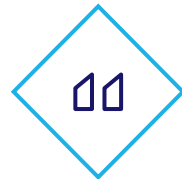


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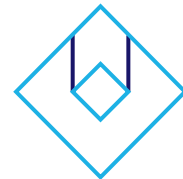
COACHING

PREPARATORY SESSIONS WITH AN
INTERNATIONAL EXPERT



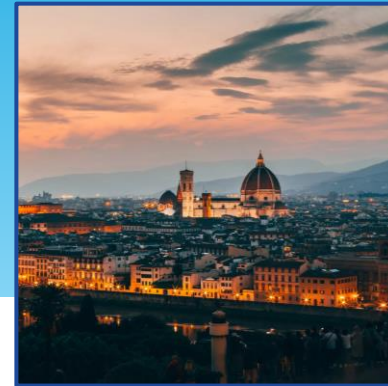
TALKING

LECTURES BY INTERNATIONAL GUESTS
AND PARTNERS



PITCHING

BUSINESS MEETINGS
WITH INTERNATIONAL BUYERS



FOCUS

RETROSPECTIVE ON VIDEO GAMES
AND CULTURAL HERITAGE



AWARDS

THE CELEBRATION OF THE BEST
ITALIAN VIDEOGAMES

BUSINESS & NETWORKING

AN EVENT FOR EVERYONE

First Playable's initiatives are aimed at everyone. Both veteran development studios, whose goal is to sign collaboration contracts with international buyers, and younger teams, who can take advantage of a training service prior to the event that will prepare them for business meetings in the best possible way.

During the event there will be two networking events aimed at promoting the territory in selected locations with local authorities and to create moments of informal conviviality useful to strengthen ties between companies and to facilitate the closure of business agreements.



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TALKING & COACHING

THE FIRST DAY FOCUSES ON
TALKS AND COACHING MEETINGS

EVENING: NETWORKING EVENT

7

PITCHING & COACHING

THE SECOND DAY FOCUSES ON
BUSINESS AND COACHING MEETINGS

EVENING: BEACH PARTY

8

PITCHING

THE LAST DAY FOCUSES EXCLUSIVELY ON
BUSINESS MEETINGS

EVENING: GOODBYE APERITIVO

EVENT AGENDA



ITALIAN VIDEO GAME AWARDS

Nominations and winners in each category are selected by a **Jury** of high-profile international professionals and experts.

The ceremony will take place in a **historic location** in Pisa and will be conducted by two exceptional **hosts**.

CELEBRATION OF MADE IN ITALY

Award ceremony to promote the best Italian videogames to a wide and international audience of over 37,000 people.

BEST ITALIAN GAME



BEST ITALIAN DEBUT GAME



BEST INNOVATION



OUTSTANDING INDIVIDUAL CONTRIBUTION



OUTSTANDING ITALIAN COMPANY





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