

MEET ITALY AT GAMESCOM 2026

26–28 August

Hall 4.1,
Booth C031g–D040g
(Business Area)



GAMES IN ITALY





ITALIAN TRADE AGENCY

BENVENUTI!

Dear visitors,

I am pleased to welcome you to the Italian Pavilion at Gamescom 2026, Europe's leading business platform for the games industry. The Pavilion is organised by the Italian Trade Agency in cooperation with IIDEA, the association representing the video game industry in Italy.

From August 26th until August 28th, 14 Italian development studios will showcase the latest innovations and emerging trends to an international audience of industry professionals. We warmly invite you to visit us in the Business Area, Hall 04.1 Stand C031g – D040g.

According to IIDEA's latest report, the Italian video game market remained stable in 2025. Following the growth of recent years, the sector has entered a consolidation phase, while consumption habits continue to evolve.

In 2025, the Italian market was worth approximately €2.4 billion, showing a slight decline compared to the previous year (-1 %). Software content continued to drive revenues, accounting for 77 % of the total market with around €1.8 billion. The hardware segment showed mixed dynamics: consoles grew by 3 %, reaching nearly €400 million, while accessories declined by 5 % to €152 million.

Italian games are primarily export-oriented: 43 % are aimed at the European market and 40 % at North America, while the domestic market accounts for just 7 % of production. Italian studios are also interested in expanding into Asian markets.

In the previous edition, Gamescom hosted 1,568 exhibitors from 72 countries, showing an increase of +7 % compared to the previous year and attracted 357,000 total visitors, including 34,000 trade visitors from 128 countries.

In renewing my wishes for a successful participation at Gamescom 2026 and fruitful new business prospects, our ITA Berlin Office remains at your disposal for any information and assistance you may require.

Yours sincerely,

Ferdinando Fiore
Director ITA Berlin Office



THE ITALIAN GAME INDUSTRY

Nowadays, more than 200 companies are involved in game development in Italy, employing over 2,800 professionals.

Italian developers predominantly focus on creating premium video games for consoles and PCs, and they are gaining global recognition for their ability to develop high-quality video games at an independent cost. As well as developing commercial game titles, Italian companies are skilled in B2B projects in fields such as tourism, health, and cultural heritage, as well as work-for-hire projects.

Italian game development companies continuously expand their talent pool through international remote recruitment. They have a proven track record of successful collaborations with leading global industry players and stand out for their innovative approach to reimagining established franchises and creating new genres. In some cases, they set benchmarks for the wider video game industry.

Public institutions have started to support the sector by implementing a tax credit for video games, which grants a tax credit equal to 25% of a video game's eligible production costs, and by offering dedicated acceleration programmes across the country.

Since 2019, IIDEA has organised **First Playable**, Italy's leading business event for the video game industry. This event brings together developers, publishers, investors and institutions through conferences, networking activities, workshops and business meetings, with the aim of supporting the growth of the sector. With the support of the Italian Trade Agency, which facilitates the participation of international publishers, investors and industry stakeholders, the latest edition attracted over 700 professionals, including 55 companies from 13 countries, generating more than 1,250 meetings involving over 150 Italian development teams and 120 freelancers.

Recently, IIDEA launched **Games in Italy** (www.gamesinitaly.it), a platform designed to map and showcase the Italian video game industry. It includes a comprehensive database of Italian gaming companies and titles available on major platforms, and aims to become an evolving information hub providing international audiences with a clearer and more comprehensive view of the Italian gaming industry.



ITALIAN TRADE AGENCY

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The Italian Trade Agency – ITA is the Governmental Agency which supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of 87 Offices in 74 foreign countries, ITA provides **information, assistance, consulting, promotion and training to Italian small and medium-sized enterprises**. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

Under the supervision of the Ministry of Foreign Affairs and International Cooperation (MAECI), the Italian Trade Agency works together with business organizations and other public and private entities.

To support the Italian companies, the Italian Trade Agency organizes a wide range of initiatives worldwide, such as the participation in trade fairs, bilateral workshops and missions of buyers and journalists to the main sectorial events in Italy.

www.ice.it

Italian Trade Agency 

@ITAbBerlin_ 

ITA – Italian Trade Agency 

@itaberlin_ 



Italian Interactive Digital Entertainment Association

IIDEA is the trade association representing the video game industry in Italy. It was founded in the early 2000s with the aim of representing and bringing together the sector through a unified approach. It currently has more than 90 members, including console manufacturers, video game publishers and developers, as well as esports industry operators such as video game competition organizers and teams. IIDEA is part of an international network of industry associations and, at the European level, is affiliated with **Video Games Europe** and the **European Game Developers Federation**.

IIDEA's mission is to create a favorable environment for the development of the industry in Italy and to enhance the role of video games in the country's economy, society, and culture. To achieve these goals, the Association engages in activities such as publishing market reports, conducting surveys on industry operators, collaborating with public institutions, and promoting gaming culture through events and initiatives across the country. In addition, **it is committed to supporting companies' business activities, with particular attention to internationalization, and promotes the responsible use of video games** by providing consumers with useful information regarding the European video game rating system (PEGI) and parental control systems.

REPRESENTATIVES AT GAMESCOM 2026:

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FOR GAMES

ITTA®
ITALIAN TRADE AGENCY



34BIGTHINGS

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34BigThings is an independent Italian game developer based in Turin, known for creating high-quality PC and console titles with strong technical foundations, distinctive visual identity, and global commercial appeal. The studio combines original IP development with co-development and production partnerships, bringing deep expertise in racing, action, multiplayer, porting, and cross-platform delivery.



KEY PROJECTS AT GAMESCOM

34BigThings is the studio behind the Redout franchise, including Redout and Redout 2, as well as Redout: Space Assault. Its current flagship project is Carmageddon: Rogue Shift, a new roguelite car-combat experience that reimagines the iconic franchise for a new generation. The team also contributes to major international productions and licensed IPs, supporting development across PC, PlayStation, Xbox, and Nintendo platforms.

CARMAGEDDON: ROGUE SHIFT

Genre: Combat Raicing / Action Roguelite

Platform: PC, Console (PlayStation 5, Xbox Series X|S, Nintendo Switch 2, Steam Deck)

Stage of development: Released / Post-launch support and updates

Looking for: Networking, public relations



CORVOSTUDIO - EASY RED 2

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Corvostudio is an independent Italian game development studio focused primarily on historical videogames.



KEY PROJECTS AT GAMESCOM

Easy Red 2, a tactical World War II shooter that combines large-scale battles, infantry combat, ground and air vehicles, destructible environments, and historically inspired campaigns. The game aims to offer accessible but tactically engaging gameplay, allowing players to take part in major operations across different fronts while controlling individual soldiers, squads, armored vehicles, aircraft, and artillery. Particular attention is given to historical variety, including battles, armies, equipment, and theatres of war that are often underrepresented in other World War II games.

EASY RED 2

Genre: Tactical shooter / WWII combat simulator (FPS/TPS; single-player, co-op, PvP)

Platform: PC (Windows, macOS, Linux), Nintendo Switch, Xbox One, Xbox Series X|S, PlayStation 4, PlayStation 5

Stage of development:

Released — live with continuous updates. Latest DLC released in July 2026

Looking for: Press contacts, Networking, Investors



DIGITAL LIGHTHOUSE STUDIOS

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Digital Lighthouse Studios is a gaming & media company spreading passion and creativity through B2C/B2B games, advertising, movies, documentaries and virtual experiences of cultural heritage.



KEY PROJECTS AT GAMESCOM

Encryption is a cinematic first-person horror adventure mixing exploration, puzzles and stealth mechanics. The game is set in Italy, in one of the oldest cities in the world - Matera - where a father is looking for his missing daughter while the world is literally ablaze due to climate change and a mysterious message from space has just been received.

ENCRYPTION

Genre: Horror Adventure

Platform: PC / Console

Stage of development: Currently in production

Looking for: Press contacts, Networking, Investors



ITALIAN GAMES FACTORY

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Italian Games Factory S.r.l. is an independent studio based in Milan. Founded in 2017, we develop and publish video games. Our current project is Hell Galaxy, an action RPG set in a dark sci-fi universe. We are a small team and we focus on high-quality gameplay and storytelling, currently releasing on Steam Early Access.



KEY PROJECTS AT GAMESCOM

Hell Galaxy is an action RPG set in a dark sci-fi universe with survival and exploration elements. The game features combat, character progression and a narrative-driven space adventure. We are presenting the game to meet publishers and partners and to expand visibility for the title on PC/Steam.

HELL GALAXY

Genre: Action RPG, sci-fi, horror

Platform: PC (Steam)

Stage of development: Early Access

Looking for: Publisher networking, funding/partners



LEONARDO INTERACTIVE

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Leonardo Interactive is an award-winning video game publisher based in Rome, producing and publishing titles across all major platforms in both physical and digital formats. Its passionate team combines extensive industry expertise with investments in development studios and original productions, bringing distinctive and memorable gaming experiences to players worldwide.



KEY PROJECTS AT GAMESCOM

Build your stable, breed and train champions, manage staff, facilities and horse care, explore an equestrian world and compete in thrilling races to create a legendary dynasty.

CHAMPIONS STABLE: EQUESTRIAN DYNASTY

Genre: Horse Racing Management / Simulation

Platform: PC (Steam), Consoles

Stage of development: Alpha

Infamous sinners battle demonic hordes across Dante-inspired circles of Hell. Master unique weapons, upgrade abilities and create custom builds in this fast-paced, irreverent and replayable 16-bit experience.

HELL ARCHITECT: SURVIVORS

Genre: Action Roguelite / Bullet heaven

Platform: PC (Steam), Consoles

Stage of development: Beta



MAGA ANIMATION | FOR GAMES

CONTACT:

Max Carrier Ragazzi

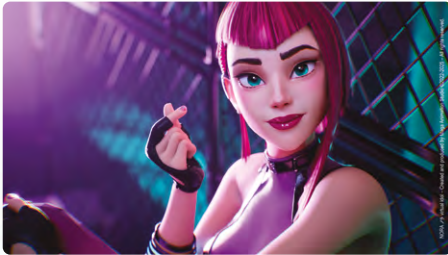
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Maga means Magic and was born in 1996 with the aim of developing animation and projects for the entertainment and video game industry. The studio's activities are focused on cinematic animation (in-game real-time or rendered), trailers, gameplay animation, art, and cinematic direction. With very solid production management, our team follows with care and passion any aspect of a project, from concept, storyboard, animation 3D/2D/mixed, VFX, to final output. We are using real-time engines such as UE, Unity, or proprietary tools. Our recent collaborations: Ubisoft / Nintendo, Nacon, Reply Game Studios, Memorable Games, Milestone, Day 4 Night (Bradley The Badger), Sanrio Japan.



KEY PROJECTS AT GAMESCOM

NORA ノラ is the first virtual idol Made in Italy, brought to life with a real human voice and a handcrafted approach that merges music, animation and digital experimentation.

NORA ノラ

Genre: Adventure, Action and Music

Platform: All platforms

Stage of development: In developing

Looking for: Networking, Funding, Partnership



MEMORABLE GAMES

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Memorable Games, previously known as MixedBag, is a 25 people award-winning Italian video game development studio focused on the creation and development of ambitious original IPs.



KEY PROJECTS AT GAMESCOM

SWEET PAPRIKA OH! OFFICE HEAT

Genre: Dating Sim Visual Novel

CREATOUR MUSIC FESTIVAL

Genre: 4 player co-op music management game

FOREST

Genre: Psychological Action Adventure

Plattform: PC / Console

Stage of development: Various stages of development

Looking for: Publisher, funding and networking



MOVE&FEEL

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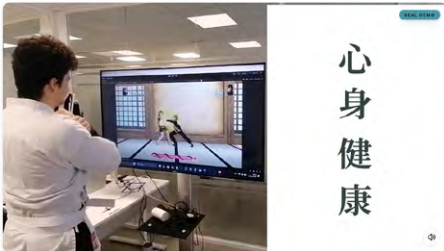
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Move&Feel (M&F) is an innovative startup dedicated to redefining how humans interact with digital environments by bridging the gap between physical movement and virtual sensations. The startup is developing a global platform that serves as a hub for next-generation user experiences, leveraging state-of-the-art wearable systems.

For 40 years, your fingers played the game.

Your body just watched.



New to fighting games? Perfect.

Tsunagari has multiple difficulty levels - from relaxed full-body movement to precise martial-arts posture. You do not need to be a champion to connect.

KEY PROJECTS AT GAMESCOM

Move&Feel presents Tsunagari, a new 3D fighting game experience that allows users to use their own bodies as controllers. Thanks to a wearable system based simply on a t-shirt that transmits data to the game with low latency, players can bring their own fighting style into the match and battle against friends. www.tsunagari.move-and-feel.com/it

TSUNAGARI

Genre: Fighting Game

Platform: PC

Stage of development: Alpha

Looking for: Funding, networking, software house for B2B partnership



OPEN LAB GAMES

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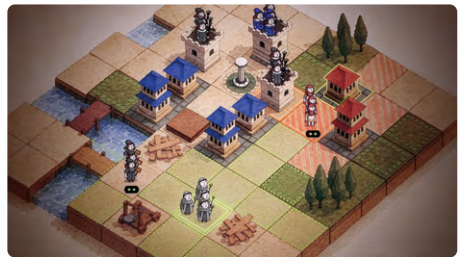
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Open Lab is a small, independent, award-winning studio based in Florence, Italy, that has been designing and developing applied and commercial games since 2012. Released 30 applied games, and three commercial games: Football Drama (2019), Roller Drama (2023), Becoming Saint (2025), the latter with the publisher Firesquid. Open Lab curates the whole design and development process, from the concept to the final publication on the stores, from the graphical asset to the video trailer.



KEY PROJECTS AT GAMESCOM

Revolt of the Commons is a medieval turn-based narrative and tactical strategy game where you convert towns to the revolt. Each town is a different evolving 8x8 puzzle, where you can use your units in different ways to convert the inhabitants; gameplay is deterministic, and the game state behaviour is roguelite. Starting from the Ciompi uprising in 14th-century Florence, you guide a popular movement across Italy's city-states, managing morale, persuasion, intimidation, and trust.

REVOLT OF THE COMMONS

Genre: Turn based strategy

Platform: PC / Console / Mobile

Stage of development: Alpha

Looking for: Publisher



PA360 TRAINING ON SKILLS

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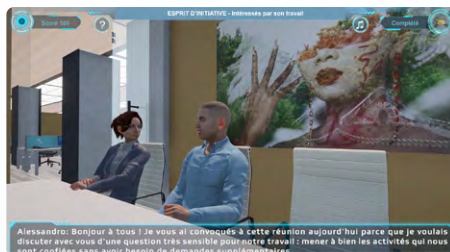
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PA360 Training on skills® is HR academy EdTech - Edugaming with focus on Soft & Life skills. We're building 270 interactive serious games to enhance the transversal competences required in job market by private and public organizations and useful in life: high school, university, family, friendships, social relationships. SOFT SKILL GAME is available in 8 languages (en-uk, en-us, es, it, de, fr, pt-pt, pt-br), 6 areas, 28 skills, 3 levels, subtitles and designed for everyone: Private and public employees of all roles and professional profiles; Managers, directors, executives, middle managers, department heads, officials, team leaders; New hires; students, NEET.



KEY PROJECTS AT GAMESCOM

270 serious games to develop and strengthen soft & life skills! Available in 8 languages (en-uk, en-us, es, it, de, fr, pt-pt, pt-br), 6 areas, 28 skills, 3 levels, subtitles. Compliant with major international guidelines. Open and competence badges, blockchain-certified. WGAC 2.2 level AA. **Use cases:** Corporate training for private and public employees of all roles and professional profiles. Innovative training for high school and university students and NEET.

SOFT SKILL GAME

Genre: Serious games aimed at supporting the development and strengthening of transversal skills for work and school.

Platform: PC

Stage of development: Open beta. Training games are open to the general public for mass testing and balancing, before the official market launch in September 2026.

Looking for: Publisher / Investors / Networking



RUNAWAYS STUDIO

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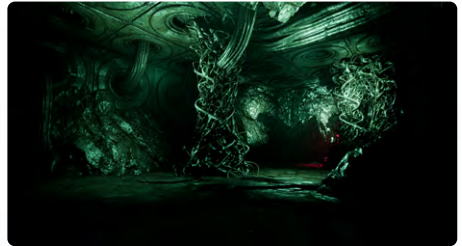
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Runaways Studio is a full-remote indie team working on its first project: Imperfection, a narrative FPS with survival mechanics. We aim to be active contributors within the indie game industry, by conceiving projects that resonate with our generation and current times. As game artisans, we challenge ourselves to intertwine features and mechanics beyond and across genres.



KEY PROJECTS AT GAMESCOM

Imperfection is a narrative FPS set in a retrofuturistic, godlike spaceship. You play as Owner, bound to Osiris. As the Ship is threatened by a mysterious entity, you'll start a conflicting fight for survival and freedom: our art blends New Deco, horror and sci-fi; your own blood is the only resource for everything; An imperfect or a flawless gameplay build two different voices of the same story, making mistakes a dynamic element of your experience.

IMPERFECTION

Genre: Survival-horror FP

Plattform: PC

Stage of development: Pre-Alpha

Looking for: Publishers and investors for shared goal, both business- and art-oriented.

We would also love to meet new developers to support with opportunities of co-development, or collaborators interested in our project



STRATOS: THE GAMING SPHERE

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Stratos Gaming Sphere is an Italian platform built to help indie game studios go from idea to market. We select promising titles, raise dedicated funding for each project, and support studios across the full publishing cycle: legal, marketing, go-to-market, and milestone management.

Founded in 2025 in Padua, we combine a data-driven selection engine with hands-on publishing expertise. We believe the best indie games are still waiting to be made. They just need the right structure around them. We are here to build that structure, one title at a time.



KEY PROJECTS AT GAMESCOM

THE FORTRESS | STUDIO: BARYONYX GAMES

Genre: Dark Fantasy Turn-Based A dark fantasy turn-based strategy game

TWO SIDES OF HELL | STUDIO: RED SKY GAMES

Genre: Roguelite Action Twin-Stick Shooter

SPLATCHINKO | STUDIO: STUPIDI PIXEL

Genre: Roguelite Pinball A rogue-like built on Pachinko mechanics

Plattform: PC

Stage of development: The Fortress Live on Steam Two Sides of Hell release September 2026 on Steam Splatchinko release Q4 2026 on Steam

Looking for: Publishers, investors, producers, consultants and industry professionals who share a long-term vision for creating distinctive and sustainable games for global audiences



TAMBÙ DIGITAL

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Tambù Digital is the videogame division of Tambù s.r.l., an Italian company founded in 2018 working across tabletop games, gamification, and videogames for public and corporate audiences, at the center of Italy's board game scene.



KEY PROJECTS AT GAMESCOM

Beatrix: A board-builder roguelite that pushes deckbuilding onto the battlefield, where you assign effects to the battlefield and layer them with your deck, relics, and the base archetype. The gameplay is spatial, you place cards to encircle enemies and convert them to your side. Descend nine Circles of Hell each with a unique eerie look based on their sin.

BEATRIX

Genre: Roguelite deckbuilder

Platform: PC / Console

Stage of development: Demo available

Looking for: Publishing Deal, New Partnership

An unannounced project: A turn-based RPG roguelite where a modern protagonist isekai'd into a fantasy world leads companions from various backgrounds and classes, with the protagonist being able to bend the turn order. Rescued companions populate a central hub where narrative and relationships develop. The visual direction draws from Korean and Japanese isekai animation.

UNANNOUNCED PROJECT

Genre: Roguelite RPG

Platform: PC / Console

Stage of development: Vertical Slice



WHITESOCK

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Whitesock's games aim to be sand in the gears of the world's trainwreck. Over the past few years we've built premium applied games on sustainability, wellbeing and citizenship — earning Best Applied Game (IVGA), Best in Impact, the iF Social Impact Prize and others — and got good at turning dense, complex content into original gameplay. We realized applied games struggle to reach the audience needed for real cultural impact, so we're now exploring the consumer market and looking for studio partnerships aligned on vision and complementary in resources and experience.



KEY PROJECTS AT GAMESCOM

At Cologne 2026 we bring *The Hero is Back*, our co-production with Tiny Bull: playable prototype, seeking a publisher. A roguelite with punchy combat and deep ludonarrative dilemmas, exploring power, responsibility, and the dark side of the hero's archetype. CREA MEDIA-funded for originality and theme depth. Plus five early-stage concepts for partnership scouting: *Ventura*, *GetLost*, *The Hexile*, *TheJammers*, *Unplugged*.

THE HERO IS BACK

Genre: Roguelite, card game, narrative games

Plattform: PC / Console

Stage of development: HIB: Playable prototype - Slidedeck for the other concept

Looking for: Publishers, Networking, funding and collaboration opportunities

NOTES



ITALIAN TRADE AGENCY

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