



ITALIAN TRADE AGENCY

ICE Agência - Escritório de Maputo

Romevideogamelab 2022

ICE Agency inform you that from 3 to 6 November 2022 will be the 5th edition of **RomeVideoGameLab (RVGL 2022)** in Rome, in the Cinecittà studios, a project developed by Luce Cinecittà in close collaboration with IIDEA (Italian Interactive Digital Entertainment Association), with the support of the Ministry of Culture, of the Lazio Region (in competition with Unioncamere del Lazio and CCIAA of Rome), and of Roma Capitale.

The proposed initiative is focused on a particular segment of the videogame industry such as that of applied games, i.e. those interactive virtual simulations of reality that through play achieve educational, training, marketing and social and cultural awareness objectives. The event, which takes place in the Cinecittà studios, was born with the aim of raising awareness of the world of video games created not only to entertain, but mainly aimed at learning in various fields: health, scientific dissemination, education, heritage, cultural and more. The main clients of this type of video game are cultural institutions, museums, universities and schools, ministries and public bodies.

The Festival - which combines moments of play and entertainment with in-depth studies and workshops - in the 2022 edition will have "Natural & MetaNatural" as the theme, linking the world of gaming with research in the field of artificial intelligence, robotics, 'agro-food and fashion, reflecting and showing experiences in the metaverse and NFT (non-fungible token).

RVGL 2022 It will make use of the collaboration of researchers from the major Italian Scientific Institutes (CNR, IIT of Genoa, La Sapienza University of Rome), companies and professionals of virtual reality (directors, producers, VR technicians and programmers with specialized know-how) and the best Italian gaming studios.

On the event, ICE Agenzia organizes an incoming of foreign operators. The ideal profile of buyers to select are companies and cultural institutions that may be interested in using video games for marketing or promotion activities.

Mozambican operators interested in participating must send an email to maputo@ice.it no later than October 4, 2022.

VIDEO
GAMES
LAB

ROME

CINECITTÀ

ROMA STUDI DI CINECITTÀ'
3 & 6 NOVEMBRE 2022

V edition

ROMEVIDEOGAMELAB

Why a festival of the applied games



To promote the potential of videogames, to improve activities in a variety of social and cultural areas.

**THE
APPLIED
GAMES**

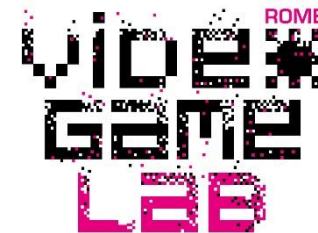
are not just about entertainment, but also *learning or practicing a skill*

are characterized by *multiple functions and dynamics*: cultural, educational, research, enhancement, promotion, didactic

increase *students engagement and motivation*

Ensure everyone a fun and socializing experience

THE VIDEO GAME INDUSTRY STATISTICS IN ITALY



Turnover of € 2.2 billion and a growth of 21.9% compared to 2019.



A sector that has 160 companies and 1600 employees (of which 79% are under 36 years old)

43% of the Italian population between 6 and 64 years old plays videogames; 56% male and 44% female; only 17% of women work in the gaming industry



66% of video games released on the Italian market in 2020 are suitable for audiences between 3 and 12 years old (PEGI classification)

SOURCE: IIDEA «I videogiochi in Italia dati 2020»

THE VIDEO GAMES



FUN

INCLUSIVE

RELATIONAL

EASY TO USE

- For 71.6% of Italians (85.9% among young people) video games are **fun**, because they spend time in a pleasant way, for 68.2% (82.1% among young people) are **engaging** because they make passionate and transmit emotions
- For 60.8% they are **easy to use** because they are intuitive and 42.2% are **socializing** (55.7% among young people) because they create relationships and allow group activities.

SOURCE: The economic and social value of video games - IIDEA Censis research October 2021

THE VIDEO GAMES

- For 52% of Italians (70.9% among young people, 58.6% among graduates) playing helps to **develop skills such as solving problems, making decisions quickly, and 49.5% facilitate the learning of specific skills.**
- For 51.6% of Italians (58.4% among graduates) video games are useful tools for **school education**, for 44.9% (51.2% among graduates) they are very effective for **the transfer of skills and for professional training.**
- For 59.1% they are excellent for **scientific dissemination and for simple communication of notions, studies, research**, for 56.5% they could be used to promote territories or cities using them as a setting and 57.9% highlights the expected benefits from a more intense use of video games as therapeutic tools for the treatment of disorders and pathologies and in general in healthcare "
- 56.5% of Italians believe that a video game set in a specific territory is a powerful tool **to promote its tourist attractions.**

THEY DEVELOP
SKILLS

THEY FACILITATE
THE TRANSFER
OF SKILLS

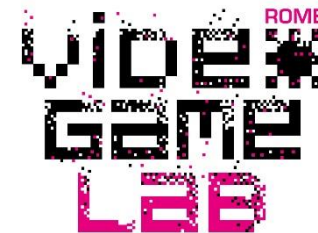
SOURCE: The economic and social value of video games
- IIDEA Censis research October 2021

ROMEVIDEOGAMELAB STATISTICS - EDITIONS 2020 AND 2021



RVGL 2020 on line	RVGL 2021 on site
4 days	4 days
Streaming 64 hours total	4100 Attendants + 1000 students of primary, middle and high school
1000 recordings on the platform (1 recording for 28 classes with 20 students) and 2000 streaming connections New website users: 2,315	4000 square meters occupied 75 retrogaming machines + 10 Arcade machines + 2 flight simulators 75 PCs for school workshops 10 VR viewers
12 panels / 4 lectio magistralis / 43 workshops - talks / 7 events	3 exhibitions/ 3 lectio magistralis/ 26 workshops repeated 15 times / 21 talks / 8 events / 3 areas dedicated to the gamebook/ board games / editorial innovation / 1 area dedicated to VR
B2B: 19 development studios 10 international and 18 national buyers	B2B: 24 development studios 18 international and 9 national buyers

ROMEVIDEOGAMELAB TARGET



Families and Visitors Entertainment and Events

Mostly 18 - 45 years old
The majority from outside Rome



Professionals & Influencers Lectio Magistralis Talks B2B

Developers
Industry experts
Artists
Start-uppers
Researchers

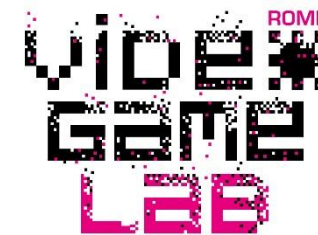
Students Teaching and Education

Primary school children
Middle and High School students
Young people interested in the profession



SOURCE: RVGL21 monitoring on sample of 537 people

ROMEVIDEOGAMELAB21'S WEBSITE, SOCIAL AND APP



Growth of the fanbase
+ 48,1 % compared to 2021

Gender of the fanbase
65% of the followers are men

Age range of the fanbase
25-34 years old
35 - 44 years old
18-24 years old

Romevideogamelab21 Data

ROMEVIDEOGAMELAB22

V EDITION – November 3 / 6, 2022 - Cinecittà Studios

NATURAL & METANATURAL

«Everything you can imagine, nature has already created.»

Albert Einstein

ROMEVIDEOGAMELAB22

What is **NATURAL** and what is **ARTIFICIAL**?

«I don't know where the artificial stops and the real starts.» *Andy Warhol*

Are the so-called artificial processes nothing more than the reproduction of **processes in nature**?

What place will there be for **humans** in the digital future?

Is the **technocentric** position more correct, which assigns all the tasks to technology, or the **ecocentric** one, which wants to counteract the destructive action of man against nature?

Or is perhaps the **dialectical** position, that wants to promote a better balance between natural and artificial, more reasonable?

The line between natural and artificial is rapidly thinning. We experience it in chemistry, nutrition, biogenetics, robotics and artificial intelligence in video games and in the **METaverse**

ROMEVIDEOGAMELAB22

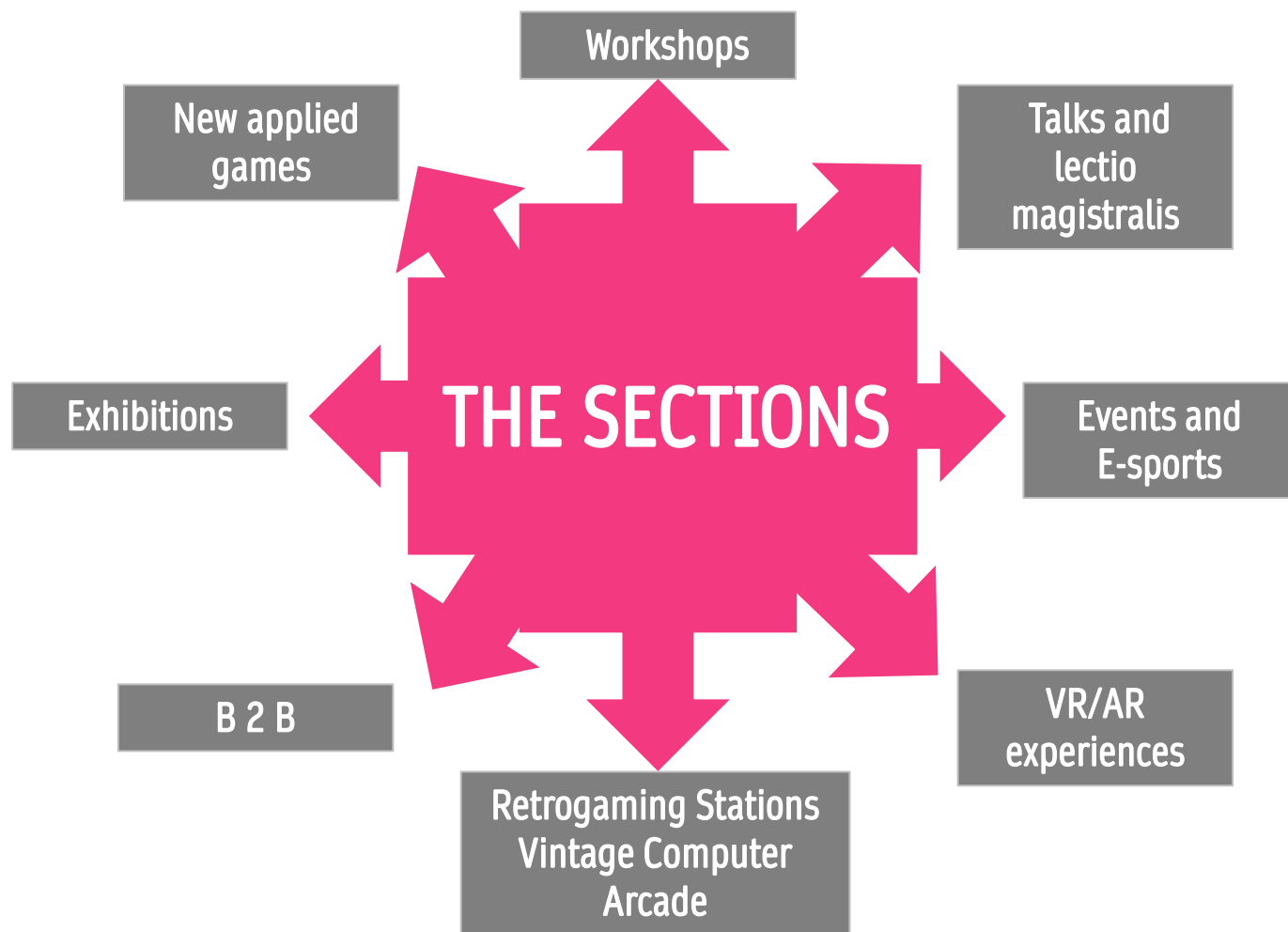


RVGL22 will move between these questions using video games: a fun, engaging, socializing way to approach **THE COMPLEXITY OF THE FUTURE** and to try to **DECIPHER THE PRESENT.**

**EXPERTS DEVELOPERS
SCIENTISTS ARTISTS YOUTUBERS
ENTREPRENEURS**

They will be our travel companions between workshops, talks, lectio magistralis, but also retrogaming, arcade, vintage computer, cosplayers and music

ROMEVIDEOGAMELAB22



ROME VIDEO GAME LAB 22

FIRST INNOVATIONS

- ✓ E-Sport School League: First Italian **E-sport** Tournament for high school kids
- ✓ **Minecraft** contest on Civic Education and Citizenship Rights
- ✓ Workshops also for children of the first cycle of primary school
- ✓ Gaming as a marketing tool with a high conversion potential in **the fashion world**
- ✓ **Farming and agricultural** games to re-establish the connection between society and modern agricultural practices
- ✓ **Lectio magistralis and talks** on the subject with scientists and experts from the CNR and other scientific institutes
- ✓ From multiplayer role-playing video games to the **metaverse**
- ✓ **Arcade, Retrogaming and Vintage computers**: the story of a revolution
- ✓ The **B2B** that will strengthen the presence of national and international buyers
- ✓ The Great Party with **Cosplayers** and **Concerts** on the final day of the Festival

Program soon to be completed

ROME VIDEOGAME LAB 22

**SCIENCE AND
SIMILAR**
in collaboration
with CNR and IIT
of Genoa

The "Natural & MetaNatural" theme of the Festival will have moments of in-depth study and workshops for children and teenagers thanks to the involvement of National research institutes. In particular:

- **The Institute for Cognitive Sciences and Technologies.** Artificial intelligence.
- **Istituto Nanoscienze,** acoustics laboratory with Carlo Andrea Rozzi and Marco Giordano
- **The Institute for Agricultural and Forest Biology.** Environment and agronomic techniques, with dr. Andrea Battistelli
- **The Institute for Calculus Applications.** Presentation of the last two issues of Comics & Sciences, with Roberto Natalini
- **The Institute for Photonics and Nanotechnologies,** "Zombie Apocalypse", "Mozart's dice", "The workshop of quantum mechanics", with Fabio Chiarello
- **The Institute of Sciences of Food Production.** Novel food and research
- **The Institute for Biological Resources and Marine Biotechnologies.**
- **The Institute for Educational Technology,** presentation of an exergame for the development of visual-spatial skills.
- **The Institute of industrial technologies and automation,** "Exploration of textile fibers with augmented reality" with Claudia Vineis and Alessio Varesano
- **The Istituto Italiano di Tecnologia di Genova..** Biorobotics and technologies for rehabilitation, with Barbara Mazzolai and Giacinto Barresi

Other interventions being defined

ROMEVIDEOGAMELAB22



Virtual reality
laboratory of Unitelma
Sapienza and IRCCS
Santa Lucia
Foundation and
Psychology
Department of La
Sapienza University of
Rome

“Discover how our brain works through immersive virtual reality, 4th edition”: new frontiers for scientific research and neuro-rehabilitation.

It will cover how virtual reality is changing the way of doing research in psychology and neuroscience, describing its advantages and future applications, and will provide a description of recent discoveries in the field of Psychology, Neuroscience and Neuro-rehabilitation. In addition, during the talks, participants will have the opportunity to try virtual reality viewers to live the direct and immersive experience of some of the themes told.

CINECITTÀ

ROMEVIDEOGAMELAB22

FASHION

- The meeting of **FASHION** with gaming dates back to 2018, but it is rapidly reaching new levels after the series of experiments carried out by major luxury brands: experimentation at the level of advertising and corporate communication, merchandising and cobranding agreements. The creation of real video games and video games with real prizes is interesting.
- An increasingly important phenomenon in this sector is **the sponsorship by fashion brands of pro-gamer teams or individual athletes**, who have often reached such a level of fame online that they can be considered not only sportsmen in all respects, but also real influencers.
- The new target audience is the **Generation Z**, gamers who are passionate about consoles and specialized platforms, young followers and fans of social media stars.

A rapidly evolving market yet to be explored.

ROME VIDEO GAME LAB 22

AGRICULTURAL: FARMING GAMES AND IN-DEPTH ANALYSIS

- Strategic-management video games have had a great development in recent years applied to the most diverse fields: from school disciplines to tourism promotion, from civil protection to the enhancement of heritage, from correct lifestyles to **agricultural**.
- **Farming video games** faithfully simulate the management needs of an agricultural activity, offering a realistic reconstruction of the aspects that an agricultural entrepreneur must keep in mind when managing his farm, with a spotlight on smart farming technology
- These simulators are supported by development teams and industry experts and are proposed as an integrative method to traditional training methods, easily drawing the attention of young people, but also carrying out a valuable dissemination activity to a wider audience.
- The Festival aims to deepen this sector both by presenting new video games and by talking with experts and researchers, also to re-establish the connection between the society that inhabits large cities and modern agricultural practices.

ROMEVIDEOGAMELAB22

eSport
High school

E-sports School League

The Lega Sportiva E-sports is an initiative that brings together the world of **high school** with e-sports and does so by creating a **national competition** based on multiple competitive video games. Lega Sportiva E-sports believes that e-sports can be a beneficial addition to the educational experience of students in the same way that traditional sports are, especially in terms of enhancing soft skills.

Introducing e-sports as an extra-curricular activity allows the creation of safe and inclusive membership groups that help children to develop a sense of active participation in school life, it helps them to develop transversal skills such as teamwork, communication and leadership, to learn valuable technical skills for the most requested work sectors and to increase interest in STEM disciplines.

During the period **April - May 2022** 4 groups will be formed, each consisting of 8 school teams and will compete, through Rocket League, in online matches. Among these 32 teams, the top 4 of each group will qualify for the final stage. The 16 finalist teams will compete on site at the Rome Videogame Lab, on **November 6**, for the title of winner of the Esports School League.

ROME VIDEO GAME LAB 22

B2B
Friday,
November 4
and Saturday,
November 5

The video game sector has a strategic value for the development of Made in Italy, since it gives life to new intellectual properties with a digital vocation and a high dose of creativity, talent and innovation, to be launched in international digital markets, in which Italian companies of the sector, thanks to skills, professionalism, ability, can play a forward-looking leading role.

The best Italian development teams meet national and international buyers from public institutions and companies: opportunities for discussion, commissions, network.

ROME VIDEO GAME LAB 22

Lola Slug Primary school

Workshop on "Cinecittà" themed video game coding app, dedicated to children. The meetings include a moment of dialogue with a professional game designer.

1. Four creative coding and digital animation workshops for kids between 7 and 8 years old
2. Build your arcade game with scissors and glue. Tinkering workshop with the tender Lola Slug

ROMEVIDEOGAMELAB22

CONTEST CIVIC EDUCATION IN MINECRAFT

Primary school (2°
cycle)
Middle school and
High school

COMPETITION organized by Cinecittà S.p.A in collaboration with Q Academy impresa sociale s.r.l. and with the organizational support of Maker Camp S.r.l.s.

TARGET: schools of the second cycle of primary school, limited to the fourth and fifth classes, as well as middle and high schools of public and recognised private Italian institutes.

OBJECTIVES: to encourage and strengthen the school teaching of the fundamentals of civic education by combining the participation of citizens in political, economic and social organization with video game culture through storytelling and thematic settings created with the Minecraft video game, "Education Edition" version .

PARTICIPANTS: 422 schools throughout the country.

SUBMISSION OF THE DOCUMENTS: June 9, 2022.

AWARD CERIMONY: at the Cinecittà Film Studios during the Rome Videogame Lab.

PRIZES: The winners will be awarded with a voucher for the purchase of educational and / or IT material.

ROME VIDEO GAME LAB 22

MINECRAFT WORKSHOPS AND MARIO KART

Primary school (2°
cycle)
Middle school and
High school

WORKSHOPS BY MARCO VIGELINI AND MAKER CAMP

1. An adventure through time. Minecraft workshop

Directly from the YouTube channel "At School with Minecraft", a series of adventures to be solved, also through the introduction of programming elements, will enliven the Minecraft laboratory. The famous video game becomes the ideal tool to involve young participants to enhance those skills deemed necessary in the near future: creativity, the ability to solve complex problems, develop logical thinking, know how to collaborate with others. A journey back in time between archeology, mathematics, music and missions to complete.

2. Your first Minecraft Add-on. The Bedrock Edition

Laboratory reserved exclusively for kids between the age 11 to 14 who want to "get their hands dirty" with elements of computational logic and create the first ADD-ON Minecraft prototype.

3. Drive together with Mario and Luigi on the Mario Kart track

A real Mario Kart track to drive against your favorite Nintendo characters. Participants will be able: to help Mario and Luigi protect the environment in a fascinating – no-holds-barred - electric Formula 1 race, to choose the best path, avoiding obstacles and recovering object cubes to hinder opponents or to accelerate vertiginously your kart, to improve the driving logic and strategy on the basis of the augmented reality tools made available in the laboratory that will catapult - for real - inside the kart according to a perspective never seen before.

ROME VIDEO GAME LAB 22

Retrogaming
Arcade
Vintage
Computer

An area dedicated to retrogaming with focus on farming and agricultural video games

Tournaments

The charm of the old computers still playable

Original arcade for fans

ROME VIDEO GAME LAB 22

EVENTS

1. Concert by Fabio Kenobit with chipzel

A real event to be held on Saturday November 5 at 9 pm: for the first time in Rome the Irish musician Chipzel will offer BitPop and Chiptune through a simple Game Boy together with Kenobit, a central figure of the Italian 8-bit scene.

2. Cosplay

The Cosplay of Epicos are back, leader in the organization of the Cosplay Contests who will propose the conclusion of an exciting competition immersed in a magical atmosphere in the afternoon of Sunday November 6.

3. Tour retrogaming

Entertaining tours on Saturday and Sunday to discover the video games that made the history accompanied by the eclectic Fabio Kenobit Bortolotti. Without nostalgia but with the pleasure of knowledge.

4. Closing concert with the band Movie Mania

RomevideogameLab will end with a concert dedicated to cinema and video game, in accordance with the themes of this edition to offer the public the best possible entertainment.

CREDITS

RVGL22 is produced by

CINECITTÀ

in collaboration with



Under the patronage of (requested)

Ministero della Politiche agricole alimentari e forestali

With the support of MiC, Regione Lazio, Comune di Roma Assessorato Grandi Eventi, Camera di Commercio di Roma, UnionCamere del Lazio

Project Partners

ITA/ICE, CNR, IIT di Genova e altri in via di definizione

Editorial Director Giovanna Marinelli

INFO



TICKET OFFICE via Tuscolana, 1055 – Roma

OPENING HOURS: 9.00am > 6.30pm (last entry 5.30pm)

TICKETS: FULL PRICE TICKET € 5;

REDUCED PRICE TICKET € 3 for children from 7 up to 14 years old; REDUCED PRICE TICKET FOR GROUPS (min. 5 people): 3 € per person

FREE TICKET: for schools and children up to 6 years old; carer of the disabled.

www.romevideogamelab.it

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CINECITTÀ GUARANTEES MAXIMUM COMPLIANCE WITH COVID RULES FOR A SAFE EVENT

CINECITTÀ