

Game Design Today



The exhibition presents selected contemporary video game productions ranging from blockbusters to indie games to playful media with a focus on the underlying design processes and their significance in the context of socially relevant issues. The exhibition focuses on the working methods and design processes behind contemporary video game productions. The exhibition brings together positions from international studios of the most diverse sizes and also targets the experimental, innovation-driving fringes of game culture. Equally crucial to the selection of games on display is that it highlights the potential of the medium on a content level. The selection focuses on games that deal with socially relevant topics such as war, climate change, disease, diversity, or the relationship of human and nature or human and technology. The exhibition pays special attention to the aspects of design, craft and social relevance. The fluid boundaries between entertainment, design, activism and art find themselves represented in the sum of the positions on display. The exhibition intends to target a specific thematic focus with each of the video games presented and to reveal the diversity of approaches to the respective development processes. Since video games are an interactive medium, visitors will be able to play a variety of titles.

The exhibition appeals to a very broad audience that does not necessarily have a great deal of prior knowledge of video games. However, even without playing the game, visitors will gain a comprehensive insight into its plot and finesse on a design level. Making-ofs (video), trailers (video), artefacts borrowed from the games, concept art, and sound design excerpts provide a wide variety of approaches to the titles. Thematically related contributions are found in proximity to one another, and there is no strict division into chapters.

2023 Museum für Gestaltung Zürich

Available	from 2024
Content	approx. 25 Games (Europe, Asia, North America, Africa, Australia) 2 interactive installations, 4 costumes, various videos, prints and analog exhibits
Space	400–1000 sqm
Infrastructure	must be provided by the exhibitor (45 screens, 5 beamers, 10 ipads, 17 computers, of which 4 are high performing gaming computers)
Fee	On request