

50 International Publishers & Investors, 70 Development Studios, 530 Meetings and the IVGAs: Italy's *First Playable* Returns for 3rd Run this July

Milan, Italy - Tuesday 30 March 2021: Italian Interactive Digital Entertainment Association (IIDEA) is excited to announce that **First Playable** - Italy's leading international B2B gaming event - will return for a third time this July.

Reflecting the changing nature of the fight against COVID-19, First Playable in 2021 will be a hybrid event, combining online meetings with a physical presence in the beautiful Tuscan city of Pisa for this year's **Italian Video Game Awards (IVGAs)**.

The 2021 edition will build on the event's role of serving both as a showcase for the Italian video games industry, and as a bridge to the rest of the games scene across Europe and the world.

Thalita Malagò, General Secretary at IIDEA stated that *"We were so proud of how First Playable came together in the face of the global health crisis in 2020, and have ploughed our learnings into plans for this year's edition. It is a testament to the strength and resilience of the Italian games industry that we can produce this event for 2021. Whilst our ultimate goal is to bring Italy's game makers together and welcome the World back to Italy, we can only do this the time is right - staging the Italian Video Games Awards as a safe, physical event in Pisa at the iconic Museo delle Navi Antiche serves as an important first step for IIDEA and our members."*

Stefania Ippoliti, General Manager, Tuscany Film Commission added: *"We greatly admire the talent, skill and resourcefulness of the Italian Videogames sector here in Tuscany and, as such, the fact Pisa will host a live gala to celebrate 2021's Italian Video Game Awards is a great source of pride for us. Of course, this is the next step in the history of First Playable, which - after launching in 2019 - was naturally a digital-only event last year. It's great therefore that we will be able to host some in-person events at the Museo delle Navi Romane in 2021. It's an especially iconic venue, which spans a thousand years of Italian history, and will serve as a suitably grand stage to celebrate Italian game developers and champion a bright future for Italian creativity. We look forward to welcoming everyone to Tuscany with IIDEA."*

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First Playable 2021 will include:

- Free preparatory coaching “Ready to Pitch” online sessions with international professional **Edward Valiente** for developers. **Valiente** will draw on experience gained over 20 years in the industry for his sessions, having worked with AAA publishers, first-parties and micro-developers.
- Two days of **Pitch & Match** sessions between Italian developers and international publishers through matchmaking partner, **MeetToMatch**, a leading company in the planning and management of B2B digital events in the gaming industry. .
- Streaming of talks by selected international guests and partners through **Tuscany Film Commission’s “Più Compagnia” platform**.
- Streaming of the **IVGAs ceremony**, streamed live from the **Museo delle Navi Antiche in Pisa** and hosted by international presenters.
- A package of Italian food and wine will be sent to international publishers and partners that will join the event.

This year’s event will build on First Playable 2020, which featured more than 50 international publishers and investors, more than 70 Italian game development studios, and a total of 125 companies in all amassing more than 260+ hours of meetings.

For more information, please visit the IIDEA website at www.iideassociation.com.

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For more information, please contact:

Stefano Petruccio – Renaissance PR
Stefano@renaissancepr.biz +44 (0) 7828 692 315

Emily Britt - Renaissance PR
Emily@renaissancepr.biz +44 (0) 7530 081 191

Keith Andrew - Renaissance PR
Keith@renaissancepr.biz +44 (0) 7834 237 322

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ABOUT IIDEA

We are the Association representing the video games industry in Italy. We give voice to our members on common sector-wide issues. We work to promote Italian companies abroad and to facilitate the access to the Italian market for multinational companies. We carry out a number of initiatives to amplify the value of the video games sector for economy, society, culture and education. Among them: Games Industry Day, annual forum between industry and public institutions to discuss about the present and the future of the sector in Italy; First Playable, the first international business event dedicated to indie developers in Italy, Round One, the first international business event dedicated to esports in Italy, Italian Video Games Awards, the celebration of video games and esports. Internationally, we are proud members of ISFE (Interactive Software Federation of Europe). We are an agile, slender and results-oriented Association. Our line of work is very pragmatic and based on the constant involvement of our members in order to ensure that our action keeps abreast of the industry steady evolution. Our members are at the heart of any choice or action carried out by the Association

ABOUT TOSCANA FILM COMMISSION AND MANIFATTURE DIGITALI CINEMA

Toscana Film Commission supports and assists all production companies interested in shooting in Tuscany and offers highly skilled producing assistance for international production:

- Welcome & general information about technical issues and logistics Assistance in obtaining shooting permits
- Database of audiovisual companies and professionals
- Database of locations & photoscouting
- Special fares for accomodation and catering
- New space studios for productions in Tuscany

Manifatture Digitali Cinema (MDC), provides: offices spaces, casting areas, makeup rooms and facilities, hairdressing and costume rooms, projection halls and theaters. Highly specialized courses in cinema and audiovisual professions: the textile and sartorial tradition of Prato and the new technologies of Pisa at the service of audiovisual industry of the future.

www.toscanafilmcommission.it

www.manifatturedigitalicinema.it

ABOUT MEETTOMATCH

MeetToMatch is the most used event networking service in the international games industry working on 22 game events in 2019 globally. For over ten years, the company ensures that people are meeting by choice rather than chance, enabling game developers to meet publishers, investors or other companies to do business and exchange knowledge. Since early 2019, the MeetToMatch service is also successfully used for online events in the games industry and beyond. This enables everyone globally to make connections by choice from the comfort of home, while removing travel costs and reducing carbon footprint. For additional information, visit <https://www.meettomatch.com/>

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