

## Into the Pixel - Media Release

Contributed by tara j. brannigan  
Monday, 08 May 2006

I thought I'd post this for any of you that might be attending E3 this year. I highly recommend checking out the exhibit if you have the chance. While still somewhat small in nature, the Into The Pixel art exhibit helps recognize excellence in artistic design and direction within today's games. While a great deal of focus has been placed on high end graphics in the end product, all too often the initial concept artwork and promotional pieces remain unrecognized for their contribution to the game development process.

\*\*\*\*\*MEDIA ALERT\*\*\*\*\*

2006 "Into the Pixel" Art Collection  
to Be Unveiled May 10th During Gallery Opening at E3Expo

Third Annual Game Art Exhibition a Unique Collaboration of  
Electronic Entertainment Expo, Academy of Interactive Arts and  
Sciences, and Los Angeles County Museum of Art

Presented by GameTap

### WHAT:

Sixteen pieces of video game art selected from a field of more than 150 submissions to be in the 2006 "Into the Pixel" (ITP) juried art exhibition will be unveiled at a special ITP Gallery Opening event, sponsored by GameTap.

ITP jurors representing both the traditional and digital art worlds and selected artists will be available for interviews.

### WHEN:

Wednesday, May 10, 2006  
5:30 p.m. - 7:30 p.m.

### WHERE:

E3Expo 2006  
Concourse Foyer at the Los Angeles Convention  
Center (LACC)  
(Off the West Hall Lobby)  
1201 S. Figueroa Street  
Los Angeles, CA 90015

### WHO:

ITP is a collaboration of:

- Electronic Entertainment Expo (E3Expo)
- Academy of Interactive Arts and Sciences (AIAS)
- Prints & Drawings Council of the Los Angeles County Museum of Art (LACMA)

### JURY:

ITP 2006 jury members:

- Kevin Salatino - Lead Juror, LACMA: Curator and

Department Head, Prints and Drawings

- Cynthia Burlingham - Hammer Museum: Deputy Director of Collections
- Ryan Church - Freelance Concept Artist
- Caryn Coleman - LA gallery sixspace / art.blogging.la: Co-owner and Director
- Tim Langdell - University of Southern California: Professor / EDGE Games: Chairman
- Lorne Lanning - Oddworld Inhabitants: President/Creative Director
- Louis Marchesano - Getty Research Institute: Collections Curator, Prints and Drawings

SPONSORS:

Presenting Sponsor: GameTap  
Major sponsor: GameCity

**\*\*IMPORTANT:**

Although the "Into the Pixel" art exhibition is in a public area of the L.A. Convention Center, ITP does not provide access to the E3Expo exhibit halls. E3Expo is a trade event, and is not open to the general public.

WEBSITE:

For more information on selected art, artists and jurors, please visit <http://www.IntoThePixel.com>.