

NEWS RELEASE

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For Immediate Release • December 1, 2015 • No. 58

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Into the Pixel on Display at PDX

Into the Pixel, a one-of-a-kind exhibition of art created by acclaimed international video game artists, is on display through Sept. 12, 2016 at Portland International Airport.

Created in 2004, and now in its 11th year, the annual art exhibit honors video game artists who continue to push the interactive entertainment art form forward. This collection was shown for the first time at the Electronic Entertainment Expo (E3), the world's premier trade show for computer and video games and related products.

"Video games are a remarkably dynamic and impactful fusion of artistry, storytelling, and creative expression," said Michael D. Gallagher, president and CEO of the Entertainment Software Association (ESA), the trade association that represents U.S. video game industry. "These works exemplify the best of our industry and we are incredibly proud of the designers and their achievements."



Title: Good Knight Stories; Game: King's Quest; Artist: Evan Cagle

The ESA began the exhibition series in 2004. The association now partners with the Academy of Interactive Arts & Sciences to honor video game artists who play a vital role in the development of innovative storytelling, art and entertainment.

A juried panel—comprised of leading art historians, curators and experts—selects new pieces each year via a competitive process open to video game artists and storytellers from around the world. Various work from the past few years is showcased in the PDX international arrivals area near baggage carousel 10 in the bag claim area.

“We welcome the exhibition to our PDX art program,” said Greta Blalock, Port of Portland art program administrator. “Art enhances the experience of travel at PDX and offers a perspective on Northwest culture. This particular exhibition, located near international arrivals, offers a look at artwork being created by international artists.”

Nearly 2,500 people are employed by the video game industry in Oregon; among more than 146,000 Americans employed in this sector, according to the ESA. More information on the collection is available at www.IntoThePixel.com.

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