



Monday, 20 January
Nordeus HUB

14.00

Welcome notes

Amila Lagumdžija, British Council
Kristina Janković, SGA
Miloš Đurićanin, Nordeus

14.15 – 16.15

Building the Unique World of Observation

Masterclass by Jon McKellan, Creative Director/Writer NO CODE

This masterclass is a dive into how the team built one of 2019's most critically acclaimed games "Observation" with its director, looking into how the story, environment, art, and even user interface all helped to build a unique experience that is played from a very different perspective from the usual: playing as a space station AI, rather than the crew. This session would be useful for anyone interested in story development, art, user interface, and game direction.

Jon McKellan

With over a decade of experience in the industry, working on genre-defining games such as Alien: Isolation and Red Dead Redemption 2, Jon formed his own studio No Code with business partner Omar in 2015. Since then, Jon has been the studio's creative director, writer, and artist on their two critically acclaimed and BAFTA-winning games Stories Untold (2017) and Observation (2019). Having started out in User Interface design and Motion Graphics, Jon's stories and vision merges his old role with his new, building exciting and surreal narrative experiences that center around UI driven technology.

16.30 – 18.30

A Technical Analysis Behind the Audio of Observation

Masterclass by Omar Khan, managing director NO CODE

This masterclass provides a technical overview of the audio of Observation. The session will look at the initial platform and technical considerations through to the creation of audio assets in traditional DAW's, and the implementation of audio middleware to create the final audio mix and master.

Omar Khan

With over 20 years of experience in audio and music production, Omar formed No Code with business partner Jon in 2015. As



the Audio Director, behind BAFTA Award winning *Stories Untold* and *Observation*, Omar specialises in all aspects of sound design and music production. Omar has developed a signature style that combines intricate atmospheric subtleties through to the gut-wrenching crescendos that underpin these titles.

Tuesday, 21 January
Nordeus HUB

10.30 – 12.30

The path from prototype to funding - a deep look into the various funding models available, and how not to get caught out

Masterclass by Callum Underwood

Callum will begin with insights into the mind of a publishing scout, and how they generally look for games to sign. Following this, he will dive into specific funding models that most of the publishers and funds employ, and what these can mean for you as a developer once your game launches. This is not a pitch-training session but aims to give you valuable information and context on how the industry operates behind closed doors.

13.30 – 15.30

Merging Worlds - being both a technical and creative developer to make better games

Masterclass by Jodie Azhar, CEO/Game Director at Teazelcat Games

Video games can be complex to create, requiring many specialist skills and sometimes entire departments focused on a single area of development. However, having individuals focused solely on one area can lead to them losing sight of the big picture and what's most important to making the best experience for players. Drawing from her experience as a AAA Technical Art Director and now directing independent games Jodie will look at how all developers can utilise different skills and ways of thinking to develop game features with both the technical and artistic requirements in mind, to save themselves time and create a better game experience.

Jodie Azhar

Jodie is the CEO of Teazelcat Games, a studio creating inclusive story-driven games, and is currently directing their unannounced debut title. Prior to this she spent a decade working as a technical artist at various game development studios, most recently as the Technical Art Director for the Total War franchise at Creative Assembly.



She is an award-winning developer, in 2019 was featured as one of 100 of the most influential women in games in the UK, and in 2016 was one of BAFTA's Breakthrough Brits.

She is one of the founding members of POC in Play, a racial equity & inclusion movement aiming to address the lack of representation & inclusion of People of Colour in the UK video games industry. She also works as a STEM Ambassador to inspire future generations of potential game creators.

16.00 – 18.00

Open screens – networking event

Wednesday, 22 January
Nordeus

10.00 – 12.30

UK gaming ecosystem

Keynote presentation by Dr Jo Twist, CEO UKie

Dr Jo Twist OBE

Jo is CEO of UKie, the trade body for UK games and interactive entertainment, making the UK the best place in the world to make, sell and play games. She is also Deputy Chair of the British Screen Forum, London Tech Ambassador, Chair of the BAFTA Games Committee and BAFTA Trustee, an Ambassador on the Mayor of London's Cultural Leadership Board, Creative Industries Council member, and Honorary Visiting Professor at Ravensbourne University. She is a VP for games and accessibility charity SpecialEffect, Patron of Safe in Our World a mental health and games charity, as well as a Trustee for Royal Historic Palaces. Her previous roles include Channel 4 Education Commissioning Editor where she commissioned Digital Emmy-winning Battlefront II (not the game), free to play browser and iOS games and social media projects. She was also Multiplatform Commissioner for BBC Entertainment & Switch, BBC Three Multiplatform Channel Editor, and technology reporter for BBC News. Her doctorate in the late 1990s was an ethnography exploring identity, community and difference in place based and social virtual communities. In 2016 she was awarded an OBE for services to the creative industries and won the MCV Women in Games award for Outstanding Contribution. In 2019 she was named MCV Industry Hero and Devcom Hero for Leadership in the European games industry. She was also named as one of the Evening Standard's Progress 1000 Most Influential People in 2019.

**SGA: Gaming in Serbia**

Presentation by Nikola Čavić, Chair of the Serbian Games Association

Nikola Čavić

Nikola Čavic is Managing Director at the GameBiz consulting firm and Chairman at the Serbian Games Association. Previously, he served seven years as the Head of Business Development at Nordeus – the independent gaming studio best known for Top Eleven, one the world's most successful mobile sports game. Prior to Nordeus, he spent 5 years with CCP Games where he was responsible for global distribution of EVE Online. During the last 12 years, Nikola has been involved in a number of international projects with global leaders in the sports & games industry.

14.00 – 16.00

Blast Theory

Presentation by Ju Row Farr

Blast Theory is a pioneering artist group creating interactive art to explore social and political questions, placing audience members at the centre of their work.

Since 1991, they have been using interactive media to create groundbreaking new forms of performance and interactive art that mixes audiences across the internet, live performance and digital broadcasting. Led by artists Matt Adams, Ju Row Farr and Nick Tandavanitj, they create interactive art that puts you at the centre of the work. Drawing on popular culture, technology and games, the work often blurs the boundaries between the real and the fictional.

In virtual and physical spaces from pubs, canals and abandoned warehouses to libraries, museums and apps – we go to unexpected places to make their work accessible to everyone.

Ju Row Farr

Ju Row Farr is one of the founder members of Blast Theory. She trained to be a dancer until she was 20, then went to Canterbury College of Art to do a BTEC and Goldsmiths to do a degree in fine art and textiles.

She has taught and mentored extensively around the work of the Blast Theory, most notably a module in devising at De Montfort University, Leicester and mentoring artists in Australia and the UK. In 2000 she was one of seven live artists involved in the Legacy Project – based at Arnolfini and Prema. In 2001 she received a Live Art Development Agency bursary for professional development. During the same year she



was commissioned by the Robert Pacitti Company to make Ease a short video work.

In 2006 she took part in a creative cross-disciplinary lab called Concepting Pervasive Multi-User Applications organised by Sagasnet.

Ju Row Farr has sat on panels including for the Combined Arts Fund at Arts Council England and Shooting Live Artists.

14.00 – 16.00

LED Game Hardware Workshop (capacity 15 participants)

Workshop by Robin Baumgarten, Experimental Hardware Game Designer

We're going to build tiny experimental hardware games that run on LED strips, using sensors of your choice! No previous hardware knowledge required, but basic programming knowledge is helpful. We're going to be using Python. Bring your own laptop, we'll provide everything else! We've got lots of programmable LED strips, microcontrollers, buttons, dials, joysticks and other things.

Robin Baumgarten

Robin Baumgarten is a German Indie based in London, UK. After researching Artificial Intelligence in Games and working on mobile titles, he is now fully focused on creating playable interactive installations that straddle the divide of games and art, such as Line Wobbler and Wobble Garden.

16.00 – 18.00

Open screens – networking event

Museum of Applied Arts

20.00 – 22.00

PLAYUK 2020 – Official launch

Welcome:

Clare Sears, British Council

Rebecca Fabrizzi, British Embassy Belgrade

Jo Twist, UKie

Nikola Čavić, SGA



The Gift

BLAST THEORY – Launch of the mobile app
Introduction Ju Row Farr

GIFT looks at the idea of 'gifting' museum collections through a mixture of physical experiences and digital experiences.

With the app you pick someone you care about. And then you create the perfect digital gift for them on your phone. Choose beautiful objects, choose the perfect soundtrack, wrap it up and send it. Through this project Blast Theory is exploring the future of museums.

Thursday 23 January
Nordeus HUB

10.30 – 12.30

Promoting games in public spaces

Presentation by Marie Foulston, curator

Maire will speak on curation of videogames reflecting on her recent practice working at the V&A and also as part of the collective Wild Rumpus. In general, the talk is a call for more radical thinking and approaches on how we consider bringing videogames and videogame culture into public spaces.

Marie Foulston

A playful curator with a love for the alternative and disruptive. Marie was lead curator of the V&A's headline exhibition 'Videogames: Design/Play/Disrupt' and is co-founder of UK based videogame collective the Wild Rumpus.

Her practice focuses on exploring radical ways videogames can be brought into cultural spaces and has worked alongside MoPOP, AGO, Channel 4, Somerset House, GDC and the Smithsonian Institution.

13.30 – 15.30

An Introduction to Making Authentic Chiptune: Beginner's LSDJ Workshop

Workshop by Chipzel, video-game composer, producer performer,

Chipzel

Chipzel is the alias of Niamh Houston, an independent Northern Irish chip-musician who indulges in the use of Gameboy to create energetic, melodic dance tracks. Through taking the original 8bit sound and manipulating it into something frantically hard-hitting, Chipzel has seen



crowds of all ages turn to “raving loons”, taken right back to their days of retro gaming.

16.00 – 18.00

Open screens – networking event

Friday, January 24
Nordeus HUB

10.30 – 12.30

Workshop by Alexander Leigh

13.30 – 16.00

Open screens – networking event

20.00

Launch of the Showcase PlayUK 2020

Exhibition curated by WeThrowSwitches

Mixing independent productions, alternative controllers, heart-felt experiences, and interactive narratives, the curation features a combination of upcoming releases and games recognised by exhibitions and festivals around the world, showcasing the breadth and quality of work being created by UK-based artists and game makers. The games that have been chosen represent a range of work from creators and designers operating across the medium. Some of the titles featured (such as *West of Dead* and *PHOGS*) will speak to the calibre of commercial titles coming out of independent UK studios right now; whilst other, more intimate experiences (such as *'The Things We Lost In The Flood'* and *'Can Androids Pray'*), may challenge some people's expectations of what videogames are capable of being.

CHIPZEL

Live act

23.00

After-party: Dreamscape w/ Spacewalker, Phillie P & Little Lu

Dj programme curated by KC GRAD

Saturday, 25 January
KC Grad

14.00 – 20.00

Showcase

Exhibition curated by WeThrowSwitches



Mixing independent productions, alternative controllers, heart-felt experiences, and interactive narratives, the curation features a combination of upcoming releases and games recognised by exhibitions and festivals around the world, showcasing the breadth and quality of work being created by UK-based artists and game makers. The games that have been chosen represent a range of work from creators and designers operating across the medium. Some of the titles featured (such as *West of Dead* and *PHOGS*) will speak to the calibre of commercial titles coming out of independent UK studios right now; whilst other, more intimate experiences (such as *'The Things We Lost In The Flood'* and *'Can Androids Pray'*), may challenge some people's expectations of what videogames are capable of being.

14.30 – 20.00

GameUP @ PlayUK

14.30 - 15.00 Event opening, GameUp 2020 announcement and introduction

15.00 - 17.00 Live Art Showcase

17.00 - 20.00 Drink & Draw: Socialize, grab some drinks and doodle!

Are you looking for guidance on how to develop your illustration and concept art skills or what the next step should be for you to become a better artist? Paired with the right mentor, artists can get advice, counsel, expertise, encouragement, and motivation that they need to achieve their goals. Through their Live Art session, Vanja and Ognjen will shed more light on the importance of mentorship and how it helps build new skills and self-awareness both for the mentor and mentee.

Vanja Todoric

Vanja Todoric is a graduate of the Academy of Fine Arts, Novi Sad (New Art Media Department). He is very proud of the fact that some of my work has been rewarded and published by: CGsociety, 3Dtotal, EXPOSE, SPECTRUM, 2D Artist Magazine, Imagine FX, and many others. He works as a freelance artist, and also a lecturer in Concept Art for Video Games and Film at the Academy of Arts, Novi Sad (Illustration Department). Having recently concluded his participation on a AAA project "PAGAN ONLINE", a collaboration between Mad Head Games and Wargaming, Vanja is currently working on two AAA IPs, and I hope I'll be able to talk more about them in the near future.

**Ognjen Sporin**

Ognjen Sporin was born in Zrenjanin in 2000, and graduated from the "Bogdan Šuput" School of the Arts in Novi Sad, where he is now undergoing studies in Illustration at the Academy of the Arts. Ever since he even thought of working as a concept artist or illustrator in the gaming industry, he had wanted to freelance (or even work in-house) for Blizzard, specifically on Hearthstone card art, largely because he is attracted to their style ever since he fell in love with WoW as a child. Artists such as Cole Eastburn and Laurel Austin had had a great influence on him, but lately he have been turning towards the realism of Jespera Ejsing and the Magic: the Gathering art team. He is also very impressed by the digital artists closer to the Russian school, such as Piotr Jabłoński i Sergei Kolesov, and he would find it a great pleasure to be able to work on a sequel to the Dishonored franchise, should that ever happen.

Drink & Draw is aimed towards bringing artists together, exchanging experiences and just having fun. Invite your friends, meet cool people, enjoy a few drinks while sketching with fellow artists. Don't forget your sketchbook and pencils! Two hours of drawing will be followed by an hour of introductions and feedback.

Sunday, 26 January
KC Grad

14.00 – 22.00

Showcase

Exhibition curated by WeThrowSwitches

Mixing independent productions, alternative controllers, heart-felt experiences, and interactive narratives, the curation features a combination of upcoming releases and games recognised by exhibitions and festivals around the world, showcasing the breadth and quality of work being created by UK-based artists and game makers. The games that have been chosen represent a range of work from creators and designers operating across the medium. Some of the titles featured (such as West of Dead and PHOGS) will speak to the calibre of commercial titles coming out of independent UK studios right now; whilst other, more intimate experiences (such as 'The Things We Lost In The Flood' and 'Can Androids Pray'), may challenge some people's expectations of what videogames are capable of being.

19.00

Closing event

KC GRAD DJ set