



Open Call – Cinekid Game & App Award 2022

36th Cinekid Festival, Amsterdam, 15-30 October 2022

REGULATIONS:

1. The 36th International Children's Film and Media Festival Cinekid will take place from 15 to 30 October 2022. The MediaLab programme will take place from the 12th to the 21st of October in Amsterdam and from the 15th till the 30th of October in 6 other cities in the Netherlands.
2. Cinekid is an independent festival organized by the Cinekid Foundation. The New Media & Digital Culture department is responsible for organizing the MediaLab programme.
3. Programme
The MediaLab Programme consists of:
 - Interactive and immersive art installations
 - Games
 - Workshops
 - Masterclasses
 - The selection for the Games & Apps Award
4. Cinekid Festival invites international artists, designers, students, studios and collectives to submit games and apps for consideration of the Cinekid Game & App Award.
5. The organization applies the selection criteria on three main levels: quality, innovation and authenticity.
 - Regarding quality, the following are specific areas of attention: artwork, interaction design, usability, sound, storyline or narrative structure.
 - Regarding innovation, the uses of new technologies receive specific focus.
 - Regarding authenticity, productions which are a continuation in a series, or a new or different version of an existing production with no further developments, are not eligible for participation.
6. The MediaLab is for children ages 3-14 and all works presented in it should be suitable for (a part of) that age group, however it is not necessary for a project to be especially created for children only.
7. Submitted projects are considered for the Cinekid Game & App award. A full overview of the Cinekid Media Awards can be found on the organization website.
8. The project should be made accessible on one (or more) of the following platforms: mobile, VR, web, PC, console or interactive installation.
9. The project should be completed between January 2020 and June 2022. Projects that are not fully completed may be submitted but must be substantially playable and be made accessible for the jury.
10. A professional committee will make a selection of a maximum of 10 productions out of the Cinekid Game & App award entries before the 20th of August 2022. This selection will be presented in the Cinekid MediaLab exhibition during the 2022 festival.
11. It is imperative that the production can physically be properly presented at the festival.
12. The entry forms must be submitted before or on the 13th of June 2022.
13. If selected, the submitter must provide Cinekid with any publicity materials necessary for promotional and educational purposes. Cinekid is free to unlimitedly use the production's publicity materials (fragments, photos).
14. The submission of an entry implies acceptance of these regulations.

For all further questions, kindly contact Cinekid New Media via digitalculture@cinekid.nl.