

Sony Computer Entertainment and *Joue le jeu* at La Gaîté Lyrique

For seven weeks this summer, ***Joue le jeu / Play along*** will transform Paris' **Gaîté Lyrique** digital culture center into a playable world, inviting visitors to discover new ways to interact, share, and engage. Focusing on the tremendous artistic energy and creative output of recent independent and commercial games, *Joue le jeu / Play along* (June 20th – August 12th) explores new ways to play in the 21st century, including giant games, video games, handheld games, social games, and even board games. This groundbreaking show pools the collective experience and vision of Lynn Hughes, Heather Kelley and Cindy Poremba, three international curators who are themselves members and participants in the contemporary digital game scene.

La Gaîté Lyrique would like to offer Sony a unique opportunity to feature your brand within the context of this major Parisian exhibition demonstrating the future of our medium. La Gaîté is a prominent emerging center for digital arts and culture, in one of the world's most culturally significant cities. La Gaîté attracts an enviable range of visitors, from trend-savvy digital natives, to schoolchildren, to tourists from around Europe, Asia, and North America. Close to 200,000 visitors are expected to attend *Joue le jeu / Play along* over the course of the exhibition's summer run, and we anticipate the show will attract both significant mainstream and industry-specific media attention.



Featured SCE games within the exhibition:

The curators plan to incorporate notable upcoming Sony game titles into our main exhibition, and are seeking SCE's collaborative support to provide development hardware and pre-release software for this purpose, if needed. Specifically, these games are:



Papo & Yo (Minority):

Minority, the developers of PSN game *Papo & Yo*, has accepted our invitation to show their upcoming game. We will be featuring the game (demo version if necessary) in an exhibition area devoted to exclusive high-profile game previews and debuts. Optionally, we can offer you the opportunity to celebrate the European launch of the game at a private or semi-private event.



Datura (Plastic Studios):

After seeing impressive footage of *Datura* at GDC 2012 we would like to invite Plastic and Sony to feature a pre-release version of the game in our exclusive preview area within the exhibition. Depending on the development status of the game, this may require arranging dev kits to be loaned by Sony, which would be needed for a minimum of nine weeks to allow for installation and return shipment.



Co-promotional Concert Events:

The curators are particularly interested in helping Sony promote several upcoming (or newly released) music performance games as featured events for *Joue le jeu*. We propose that Sony would provide full support for staging these events in the Grande Salle (capacity 800), in exchange for co-promotion with *Joue le jeu*.



Pixeljunk 4AM performance event with Baiyon (JP)

Preferred date: June 23, 2012 (note: this is the Vernissage/opening weekend for the show)

Room fees (Security, attendants, technicians)	Artist fee (Baiyon)	Return Flight (Tokyo – Paris)	Artist accommodation and per diem	TOTAL:
€6,000	€1,000	€1,200	€500	€8,700

Sound Shapes performance event with Deadmau5 (CA) and Shaw Han Liem (CA)

Room fees (Security, attendants, technicians)	Artist fee (Deadmau5)	Artist fee (Shaw Han Liem)	Flight (Toronto – Paris) x 2	Artist accommodation and per diem	TOTAL:
€6,500	€10 000 (TBD)	€350	€2,400	€750	€20,000



Sony Exclusive weeks in the Espace Jeux Video (EJV):

The Espace Jeux Video is a dedicated public space within the Gaîté lyrique featuring playable videogames—particularly console-based games. We can offer an exclusive display opportunity in this highly visible and well-trafficked area for a maximum of six (6) Sony platform games in the EJV, and are particularly interested in games with spectacular architectural environments, or unique spatial interaction, such as *Journey* and *Uncharted*. Playstation Vita games are also welcome - game hardware provided by Sony will be physically secured within the space.

During your Sony Exclusive in the Espace Jeux Video:

- The Sony logo will be featured in prominent video signage in the space, including on display screens in the EJV.
- Your products (Sony games and devices) placed within display vitrine inside the EJV
- Sales of Sony products at the Gaîté concept store, next to the EJV



1 Week (6 day) Sony Exclusive in EJV (6 game stations, running between 1 and 6 unique games)	€30,000 Exclusive of taxes and personnel
Continuing weeks with <i>identical</i> set of games	€10,000 Exclusive of taxes and personnel
Continuing week with <i>changing</i> set of games	€20,000 Exclusive of taxes and personnel



Skybox Gallery Cafe:

Directly accessible at street level at the front of La Gaîté, the architecturally distinct Skybox gallery café (capacity 60), fully equipped with video projection and sound system, is ideal for small events and branded promotional displays. Furnished with a built-in café/bar, this unique public space can be configured as a standing café, or as a fully customizable demo or display gallery.

1 Day Skybox Gallery branded to promote and display Sony games (all genres, games and/or consoles welcome)	€4,500 Exclusive of taxes and personnel
1 Week Skybox Gallery branded to promote and display Sony games (all genres, games and/or consoles welcome)	€25,000 Exclusive of taxes and personnel
Continuing week with <i>identical</i> set of games	€10,000 Exclusive of taxes and personnel
Continuing week with <i>changing</i> set of games	€15,000 Exclusive of taxes and personnel