

Dutch Games go Global



82

HIGHLIGHTS OF THE
DUTCH GAME INDUSTRY



MODERN CREATIVES

DISCOVER THE NEW DUTCH MASTERS

When you think of Holland, do you think of cheese, windmills and tulips? Or do you think of Van Gogh, Rembrandt and Vermeer? Or maybe, you're more contemporary and think of Big Brother and The Voice, of Heineken and TomTom.

No matter what kind of person you are: we would love the opportunity to expand upon to whatever comes to your mind when thinking of Holland. We would like to invite you to explore the thriving Dutch game industry. To explore the many facets of this little gem and to re-discover the Dutch Masters.

Welcome to the new Dutch Masters, welcome to our game industry.



RANKING HOLLAND

- Land surface #134
- Population #60
- GDP #16
- GDP per capita #8
- Value of exports #6
- FDI abroad #5
- GDP per capita within EU #2
- Highest FIFA world soccer ranking #1
- Broadband connections #1
- Pension system #1

ECONOMIC PERFORMANCE

Gross Domestic Product..... EURO 566.5 billion
 GDP growth..... 2.4%
 GDP per capita..... EURO 28,000
 Consumer Price Inflation.... 1.8%
 Unemployment rate..... 4.5% of total labor force
 Export of goods & services EURO 463.5 billion
 Import of goods & services EURO 400.8 billion

GEOGRAPHY AND DEMOGRAPHY

Area 41,543 sq.km / 16,033 sq.mi.
 Climate Temperate maritime
 Average temperatures 16C / 61F summer; 3C / 37F winter
 Population..... 16.7 million
 Density 484 persons per km2
 Labor force..... 8,0 million
 Average life expectancy..... men: 77,6 years; women: 81,7 y.
 National language..... Dutch
 English spoken by..... 85% of the population
 Major religions..... Catholic (30%), Protestant (20%)

WANNA COME?

■ Find out why companies like Gamania, Perfect World, Cyberstep, Samsung Electronics, Danone, Abbott Laboratories, FedEx, Cisco Systems, Nike, and Starbucks Corporation have already invested in the Netherlands .

Contact the Netherlands Foreign Investment Agency (NFIA)

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The background image shows two soldiers in a futuristic, green-hued environment. The soldier on the left is seen from the back, wearing a tactical vest and carrying a rifle. The soldier on the right is also seen from the back, wearing a hooded jacket and tactical gear. The environment is filled with green energy and light effects, suggesting a high-tech or sci-fi setting.

FOCUS ON ENTERTAINMENT GAMES

KILLZONE FRANCHISE

■ The biggest thing in game development and perhaps even in entertainment coming from the Netherlands is Guerrilla Games' Killzone. The combined episodes of this Sony exclusive title have sold millions of copies worldwide. Killzone is a pivotal instrument for Sony's push of new technologies like Stereoscopic 3D-gaming, the PlayStation Move and the PlayStation Vita.

Developer // [Guerrilla Games](#)

■ **The Dutch are rightfully proud of their ability to design and produce unique and innovative games that appeal to a mass market. Dutch products, designed and built using their own technology, have successfully become an integral part of mainstream international gaming. Prepare to experience an increasing amount of original Dutch titles throughout this thriving industry.**



TOKI TORI 2

■ Eleven years after its initial release on the Game Boy Color, the yellow chick Toki Tori is finally ready for a proper sequel. In those eleven years he has puzzled his way through games on almost every conceivable platform selling over a million copies. Toki Tori 2 will be out this year.

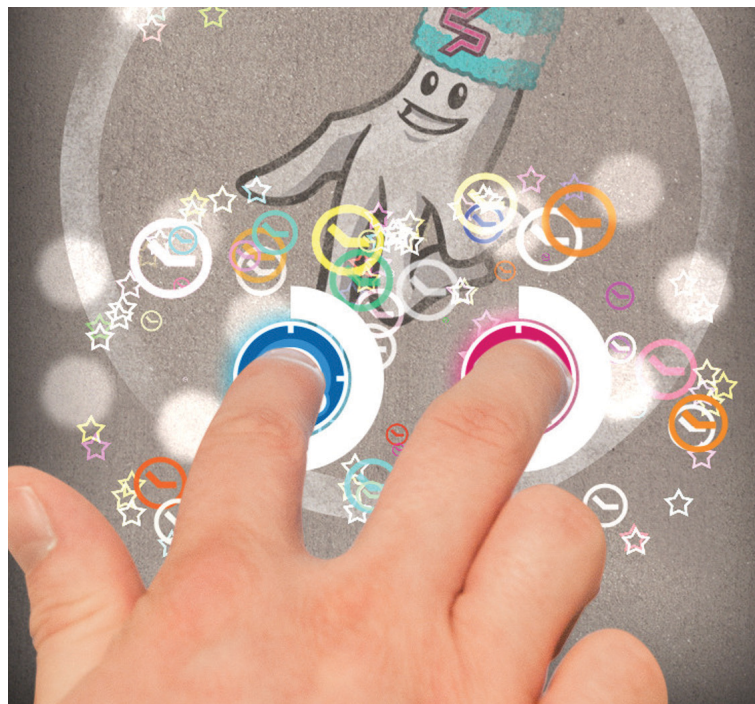
Developer // [Two Tribes](#)



GATLING GEARS

■ Gatling Gears is a non stop action, twin-stick top-down shooter developed for XBLA, PSN and PC. The game is part of a larger world called Mistbound where resources are scarce and different factions fight for their existence. Expect to see more explosive action from these guys soon.

Developer // [Vanguard Games](#)



DANCEPAD

■ This unique dance game has you tapping, twisting, sliding and moonwalking your fingers over the iPad screen. DancePad went directly to the number 1 spot in the App Store thanks to the endorsement of none other than Jennifer Lopez. Still going strong, still doing crazy moves!

Co-development // [Triangle Studios](#)



ADAM'S VENTURE TRILOGY

Adam's Venture is an adventurous puzzle action game with a charming cast of characters. Adam, a clumsy hero is traveling around the world with his dad and his girlfriend Evelyn to unveil the biggest mysteries. Running on the Unreal 3 engine the Adam's Venture trilogy continues to impress.

Developer // [Vertigo Games](#)



NUCLEAR DAWN

Nuclear Dawn is a Source engine based multiplayer game that combines the visceral action of a First Person Shooter with the deep branching gameplay of a Real Time Strategy title. This proved to be a hit on Steam.

Developer // [InterWave Studios](#)



AWESOMENAUTS

Awesomenauts is a side scrolling multiplayer online battle arena game that mixes 80's cartoon graphics and platforming action with team-based gameplay and a modern upgrade system. Initially only available for download from XBLA and PSN, but now also playable on PC and Mac through Steam.

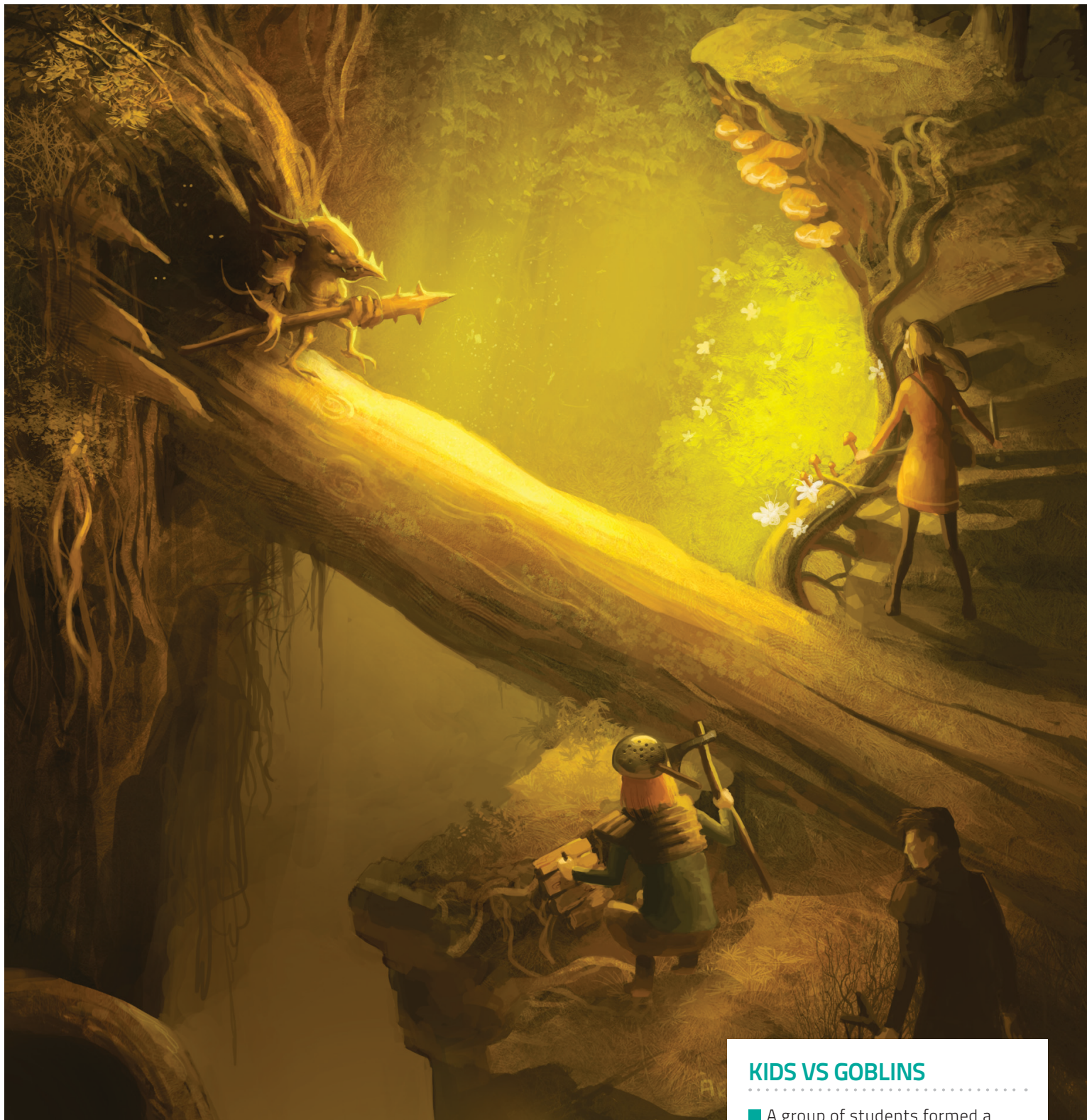
Developer // [Ronimo Games](#)

IRON GRIP: MARAUDERS

Iron Grip: Marauders is a turn-based strategy browser game with full 3D battles. An addictive and free-to-play MMO. Popular on the free-to-play section on Steam.

Developer // [ISOTX](#)





■ **The online and mobile capabilities of current platforms opened new ways for developers to distribute their games. XBLA, PSN, Steam and the App Store are very suitable for creative games produced by small, focused teams. Developers in The Netherlands embraced the opportunity and delivered some of the best examples of easily accessible and highly playable games.**

KIDS VS GOBLINS

■ A group of students formed a team to do a school project. After graduation they decided to stick together and create quality games... or die. Well, they're alive and kicking after their first game Kids vs Goblins, an unique tactical action RPG with intuitive controls and a compelling story.

Developer // [Stolen Couch Games](#)

Love Emily

FOCUS ON CASUAL GAMES



DELICIOUS SERIES

■ As part of Real Networks, Holland based developer GameHouse Europe is one of the largest developers and publishers of high budget, high quality casual games worldwide. And pretty successful too. One of its portals -Zylom.co.uk- was voted UK's most popular website, beating giants like Google and Play. The GameHouse studio is responsible for all things Delicious: Emily. Emily has been a household name for years for an ever growing group of loyal fans. Her latest adventure sees her getting married in 25 thrilling episodes, a new one every week. Will she finally say "I do" and marry her dream guy? Hundreds of thousands of women are rooting for her.

Developer // [GameHouse](#)

■ The market for casual games has exploded in recent years and the Dutch were part of the leading edge in developing this business. Unlike traditional video games the demographic of casual gamers consists of a large percentage of elderly and female players. The universal popularity of casual gaming has broadened both the appeal and exposure of interactive video games as a whole.



SPIL GAMES: #1 WORLDWIDE

Spil Games is a games developer and publisher, scouting the best content from around the world to entertain the 180 million visitors to their portals each month. The games are tailored to three channels: Girls, Teens, and Family. Spil has outfitted its gaming platforms with all the social features players need to challenge themselves and each other, share their creativity, and connect with their fellow players.

Developer & publisher // Spil Games



GOVERNOR OF POKER

The name of this studio is something clever. Youda means "You are the..." So with titles like Governor of Poker, Survivor, Camper or The Island: Castaway you are put firmly in control of these games. Youda develops the games in their own studio, but the website offers a place for games from all around the world.

Developer & Publisher // Youda Games



BURNIN' RUBBER SERIES

Xform is an independent developer that creates 3D browser games for publishers, advertising agencies and game portals. They are well known for their incredible racing series Burnin' Rubber, Rally Point and Traffic Slam.

Developer // Xform

BOOSTER MEDIA

A mobile games distribution company with direct access to millions of mobile gamers via partner portals: the fastest growing network of mobile games destinations worldwide. Booster Media's platform supports HTML5 and most other mobile standards.





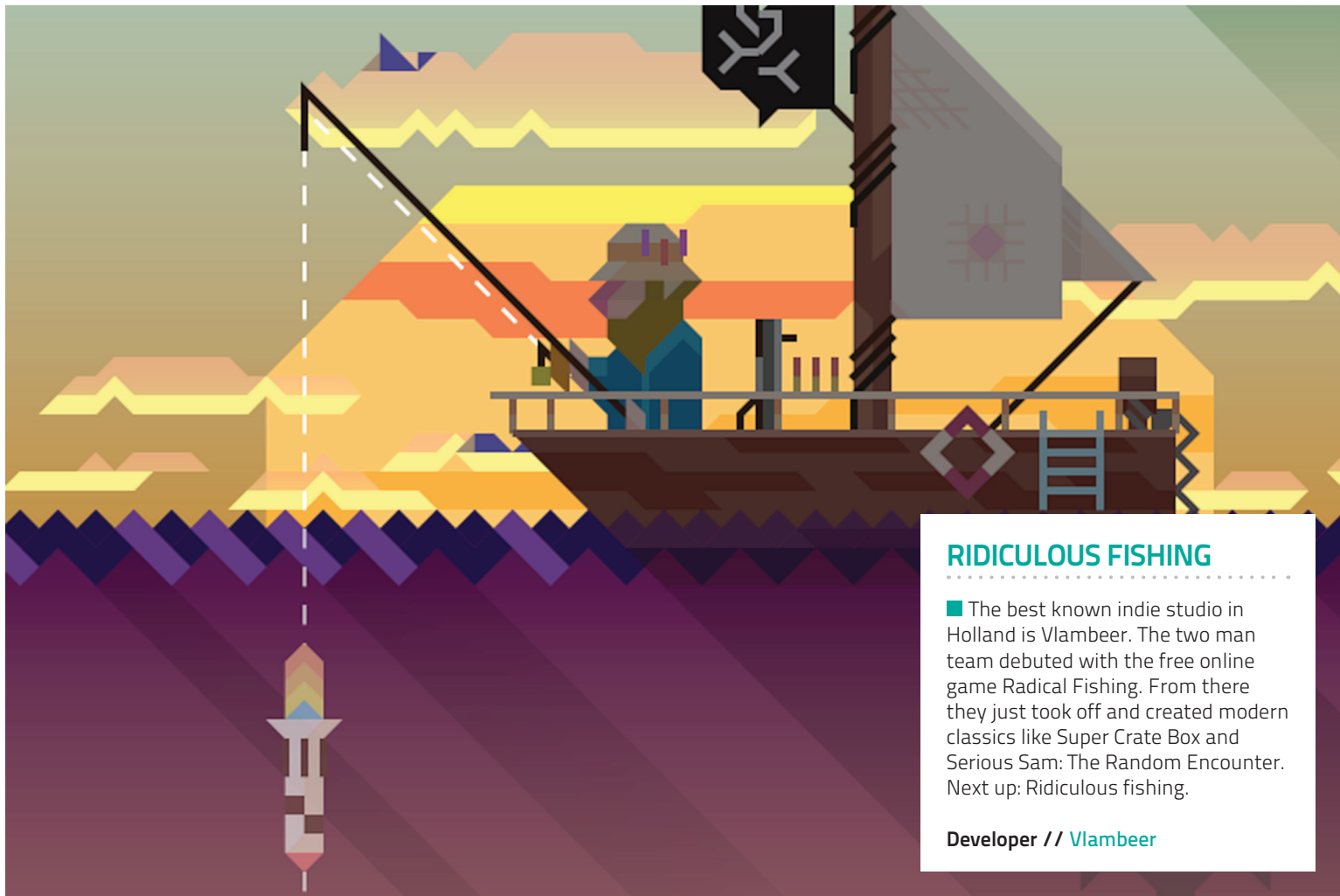
FOCUS ON INDIE GAMES

IBB & OBB

■ A cooperative puzzle platformer starring Twintonian gravity artists ibb and obb. Master the art of fallcrobatics on a fantastical journey through a dreamy world full of life and danger. Imaginative use of gravity on both sides of the middle line and the fact you have to team up with a friend to play, makes ibb and obb something very special indeed.

Developer //
Sparpweed

■ If the number of IGF nominations are indicative of a healthy indie community, the Dutch could be athletes. An increasing number of small - independent - studios is tasting success, and whether that comes in the shape of awards and nominations or as a top 10 hit in the various app stores: it sure tastes good.



RIDICULOUS FISHING

■ The best known indie studio in Holland is Vlambeer. The two man team debuted with the free online game Radical Fishing. From there they just took off and created modern classics like Super Crate Box and Serious Sam: The Random Encounter. Next up: Ridiculous fishing.

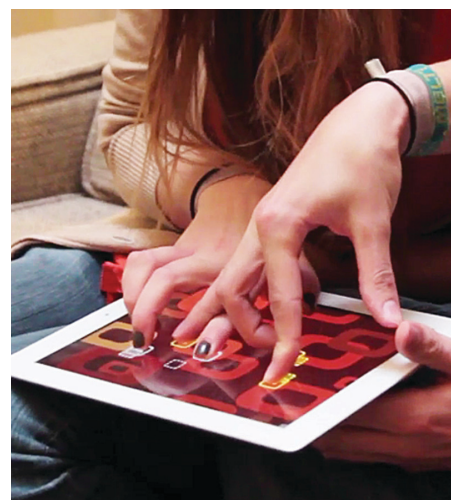
Developer // [Vlambeer](#)



MUNCH TIME

■ This charming puzzle game that has a cute chameleon overcome all sorts of obstacles to get to his lunch, skyrocketed to the number 1 spot in dozens of countries after it was picked as Game of the Week in the American App Store. And just look at the little fella, hard to resist isn't, he?

Developer // [Gamistry](#)



FINGLE

■ Fingle is the iPad equivalent of Twister. It makes people touch each other's fingers and for some that's way outside their comfort zone. Fingle is social in a way that it makes people interact with each other in ways they normally wouldn't.

Developer // [Game Oven](#)

PHOENIX HD

■ Phoenix HD is a gorgeous top down bullet hell shooter that milks the iPhone and iPad for all the graphical abilities it has. An absolute feast on the eye, but at the same time a ruthless space shooter. Classic time killer.

Developer // [Firi Games](#)

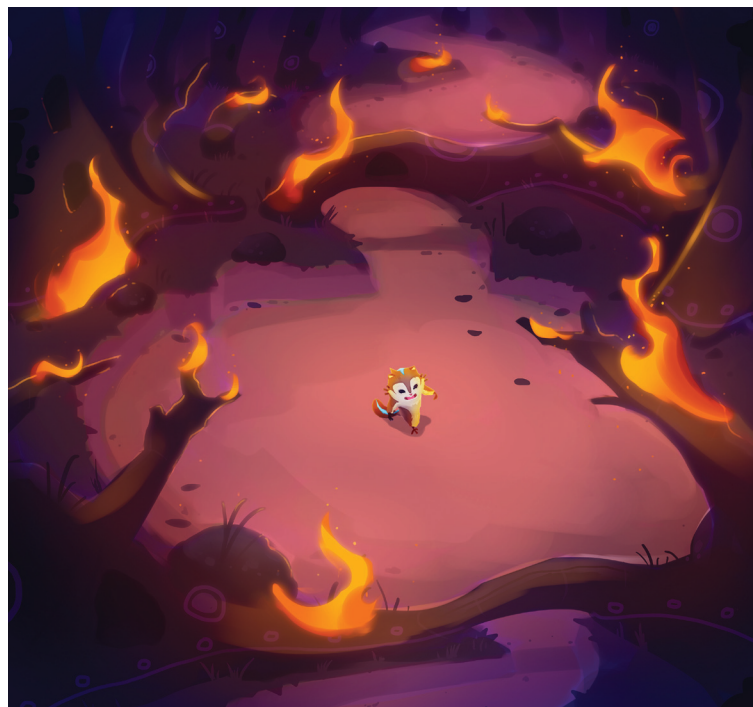




PROUN

■ From the creative mind of Joost Van Dongen (Ronimo Games) comes Proun, a fascinating mash-up of art and racing. The game's stunning graphics are inspired by the abstract works of painters Lissitzky and Kandinsky, though you don't have to be an art aficionado to fully appreciate the experience. Currently Proun is being reworked into a full fledged commercial release by Ronimo Games.

Developer // Ronimo / Van Dongen



MOMONGA PINBALL ADVENTURES

■ Paladin Studios is an independent studio with a lot of experience in applied games. But right now they're working on their passion project. Momonga Pinball Adventures will bring a fresh experience to smartphones and tablets. Original gameplay, surprising story and a super cute hero will make sure of that.

Developer // Paladin Games



INC

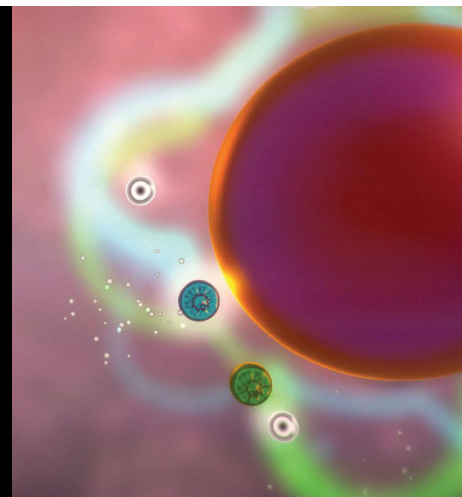
■ Orange Pixel loves the 80's. The time of arcades and 8 bit videogames still serves as a big inspiration for all the games this independent studio creates nowadays. The gameplay and graphics bring you back to the good old days.

Developer // Orange Pixel

CATCH-22

■ Overall winner of the 2012-edition of the Global Game Jam in the Netherlands, Catch-22 engages the player in a battle against him- or herself. A seemingly simple, yet clever mechanic. Currently being developed into a full release for iOS.

Developer // Mango Down



FOCUS ON

PLAYFUL INSTALLATIONS

■ Not all games need a console. These developers specialise in playful installations.



CHICK'N'RUN

■ Chick 'n' Run is a playful and loony game installation especially made for use at festivals and events. People rock adult-sized play garden chickens in order to achieve the ultimate goal: to beat their opponent in a frantic and hilarious race to the finish line.

Developer // [Fourcelabs](#)



DO-IT-YOURSELF DJ

■ Do it yourself DJ is a musical installation that lets you mix audio samples using old school cassette tapes. Place a tape on one of the four symbols and mix drums, basses and melodies together. You can even record your own samples in the mini-recording station! Great fun at festivals, parties and soon playgrounds.

Developer // [Monobanda](#)



SYNERGY

■ Synergy is a game for 3 to 7 players who cooperate to play their way through otherworldly landscapes. The players have to use their entire bodies while standing on the platforms to control the game and coordinate their movements together. A game coach guides the players through the game-world.

Developer // [Blewscreen](#)



FOCUS ON
SERIOUS & APPLIED
GAMES

SHIPSIM FRANCHISE

■ Developer VStep in Rotterdam created this training tool for the Port of Rotterdam authorities. Used in a classroom training on incident management. The instructor can configure elements such as size of the fire, wind speed and direction, day/night, fog, and environment. The view can be changed between helicopter top-down view or that from an incident response ship nearby. After creating the virtual incident, the instructor discusses the best course of action with the class. This tool has become vital in the training of skilled workers. Besides, VStep developed several versions of their ship simulator ShipSim, for entertainment as well as serious goals.

Developer // **VStep**

■ **Serious problems require serious solutions. The Dutch have a long history of successfully battling the elements. This makes them perfectly positioned to create training games & interactive simulations that are accurate, in-depth and**

potentially life-saving. But the Dutch know games can serve many more purposes. Recruitment, education and raising awareness, to mention a few.



GAMES FOR MUSEUMS

■ The only Dutch game studio to ever win a BAFTA, IJsfontein is a specialist in interactive communication and media productions. In several Dutch Museums visitors are challenged through playful installations to become a part of history.

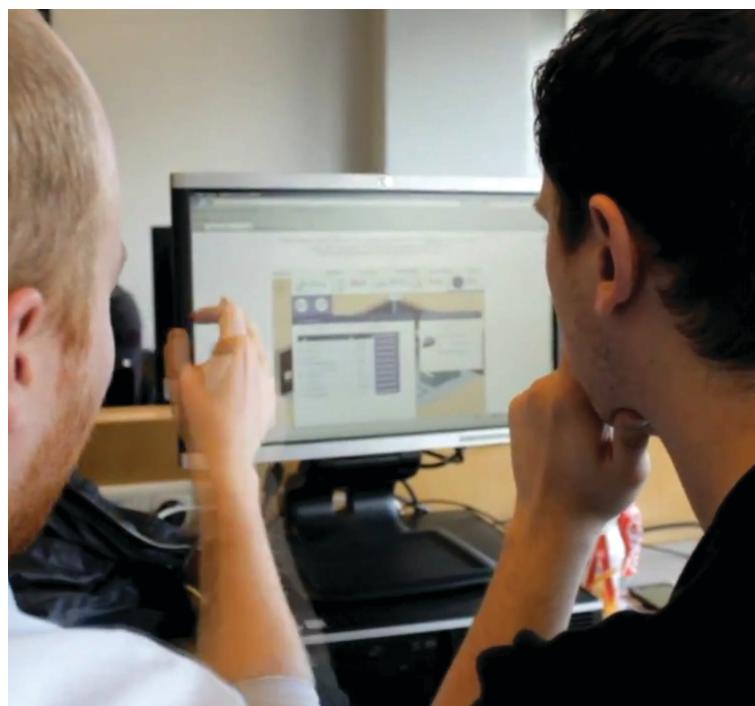
Developer // [IJsfontein](#)



FIRE BRIGADE TRAINING

■ Dutch serious game studio E-Semble has developed several incident command simulation suites with proprietary software to create a unique educational and training concept. Now Fire Brigades all over the world can visualize all types of incidents and train their staff in a safe and controlled environment.

Developer // [E-Semble](#)



SOLAR TYCOON

■ In Solar Tycoon, each player owns a solar panel producing firm, and has to compete with other players to make their firm the most thriving in the industry. It is a fun way of learning how to run a company, and gives insight on how small changes can have a major impact on market position.

Co-development // [Digital Dream \(a.o.\)](#)

SERIOUS & APPLIED

HEALTHCARE

GAMES FOR HEALTH

THE WORLD OF DIFFERENCE

■ In order to help young children deal with the pain of losing a loved one, Monkeybizniz created a gameworld where they can store memories of that person and visit anytime they like. The environments in the game represent the different stages in the grieving process.

Developer // [MonkeyBizniz](#)



GAME FOR SURGEONS (AND OTHERS...)

■ Normally if surgeons want to hone their laparoscopic surgery skills he needs a simulator. These devices cost thousands of euros and aren't exactly the most exciting training thinkable. A Dutch conglomerate is working on a much cheaper, and much more fun simulator that can also be sold in regular game stores.

Developer // [Cutting Edge Games](#)



HEARTVILLE

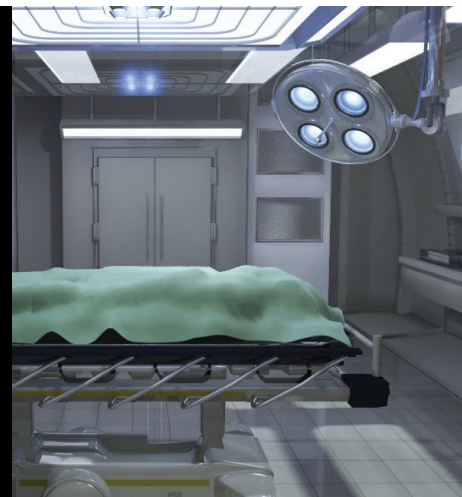
■ HeartVille is a social game that helps people to persevere in their lifestyle improvement. The initial target group are psychiatric patients, whose life expectancy is 25 years (!) less than the average population, mainly because of their lifestyle.

Developer // [QLVR](#)

AIR MEDIC SKY-1

■ Developed by medical games pioneer Pamela Kato, this biofeedback game teaches young doctors to stay calm during stressful situations. Its goal is to prevent medical mistakes and thus saving lives.

Developer // [Pamela Kato \(a.o.\)](#)





PROJECT PATIENT SAFETY

■ Hospitals face increasing demands in the field of patient safety: preventing unintentional, avoidable harm to patients in the hospital. Damage that occurs, for example by lack of communication, inexperience with certain situations in the hospital or stress in the operating room. Serious gaming offers an opportunity to handle these issues in an innovative way.

The Academic Medical Center in Amsterdam, Dutch Game Garden, TNO and the Task Force Innovation Utrecht Region cooperate in a project to tackle these issues on patient safety. Together they organized a week-long boot camp with surgeons, students and game companies to develop concepts for serious games that improve team work in these hectic, high stress environments, as well as the individual skills doctors need. The assignments were focused on resuscitation procedures and gallbladder surgery. The results were very promising. At the moment the partners are working on validation of a number of concepts.



TEACHER-IN-A-BOX

■ Good writing education gives a child a lifetime advantage. Unfortunately, in current basic education, little attention is paid to this. RANJ's Teacher-in-a-Box combines the challenge, feedback and fun of computer games with an adaptive learning method.

Developer // RANJ Serious Games



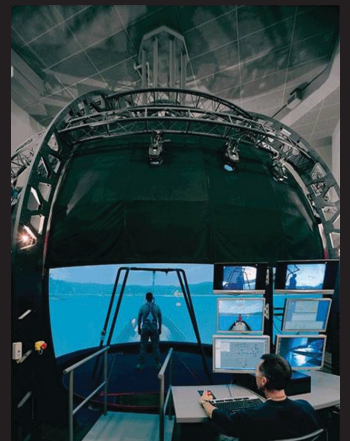
SILVERFIT

■ The SilverFit is a system for virtual rehabilitation. It has been developed for people who have to exercise regularly as part of a rehabilitation program. The system is designed specifically for elderly users. Anyone who can sit on a chair can participate.

CAREN PLATFORM

■ Motek Medical provides innovative products for rehabilitation, like the CAREN platform. Integrated virtual reality environments that combine motion platforms and a range of technical features give patients the absolute best in care. Used by the US Army.

Developer // Motek Medical



SERIOUS & APPLIED


ADVERGAMES

GAMES FOR MARKETING

SHERLOCK HOLMES A GAME OF SHADOWS

■ Hollywood made in Holland... Sticky Studios makes high quality 3D web based games for clients like Warner Bros and Nickelodeon. The image here is a still taken from the game for the movie Sherlock Holmes - A Game of Shadows (2011), starring Robert Downey Jr. and Jude Law.

Developer // [Sticky Studios](#)



Quickly press the keys that appear on screen

■ Games have become so much more than just entertainment. Nowadays they act as a viable tool to attract consumers to specific products. Games are fun — any advertiser would want to be associated with that! Advertising agencies recognize the power of branded games to realise an awareness of products and brands in the consumers' minds. These advergaming now are an integral part of any advertising campaign all over the world.



RAVELEIJN THE GAME

■ When the largest amusement park in the Netherlands opened a new park show, they needed a strong online game to support it. Well, leave that to Little Chicken. They built an online Role Playing Game that attracted thousands of players who later went on to see the show in the park.

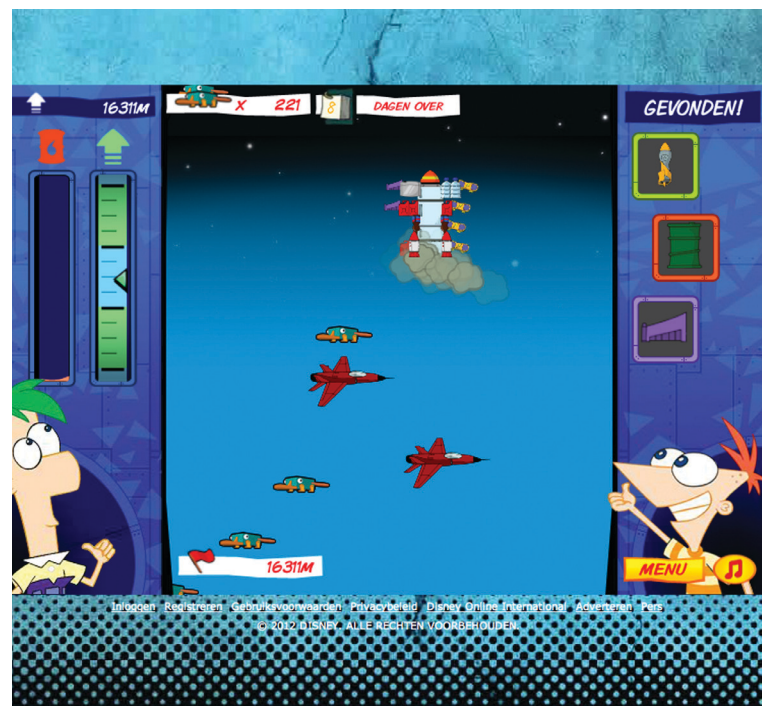
Developer // [Little Chicken](#)



ROADSIDE ASSISTANCE

■ When you get stranded with your car, you call the roadside assistance. If the roadside assistance organisation needs assistance, it turns to Mad Multimedia. Over the years they have built several games to raise brand awareness and increase understanding of campaigns and trainings.

Developer // [Mad Multimedia](#)



PHINEAS AND FERB: OUT TO LAUNCH

■ With a name like Weirdbear you expect a bunch of bearded man doing all sorts of weird stuff right? Well that's true. And they develop both applied games and entertainment games. One of the great examples of a well thought out and fun game to promote a brand is Phineas and Ferb Out to Launch.

Developer // [Weirdbear](#)

FOCUS ON TOOLS & SERVICES FOR GAMES

DEUS EX: HUMAN REVOLUTION FOR PC

■ When a company is entrusted with the tech behind gaming's biggest hero's (and heroines), they must know their business. Nixxes worked on several Tomb Raider titles for PS2, Xbox, 360 and PS3 and recently delivered Deus Ex: Human Revolution to PC. Their work includes full conversions of titles to different platforms, for near simultaneous release, and they have also been called in to save the day on projects that needed some last minute expertise. Any way you look at it, they see it as their job to help other developers getting the best out of their game content.

Co-development // [Nixxes](#)

■ **Technology, tools, localisation, the Dutch don't have to look abroad to find these essential ingredients of proper game development. The Netherlands house some of the worlds' most respected technology companies. Even Hollywood uses Dutch technology for location independent motion capturing. And some of the biggest blockbuster games we all know, are ported to different platforms by Dutch companies.**



RUNES OF MAGIC FOR BROWSERS & FACEBOOK

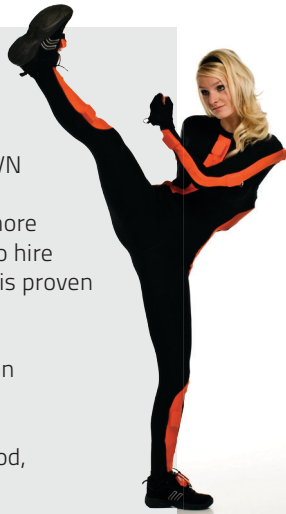
MMOs are absolute beasts to install. So normally it takes a couple of hours before a player can finally start. Not with the smart solution of Kalydo. Within a minute you can start playing any MMO from a browser and even from within Facebook. No wonder big MMOs go the Kalydo way, like Runes of Magic.

Developer // [Kalydo](#)

XSENS MVN

Motion Capture has left the building. Literally. With Xsens MVN mocap sessions can take place everywhere: out in the open or, more probable, at the office. No need to hire expensive mocap studios with this proven technology.

Xsens MVN is already being used by EA, Gearbox Software, Activision and Guerrilla Games. And it's becoming increasingly popular among movie studios in Hollywood, for previs and final mocap alike.



GAMEMAKER STUDIO DEVELOPMENT FOR IOS, HTML5, PC/MAC

Over a decade after game professor Mark Overmars developed the first GameMaker, a game engine so simple even his own kids could build games, it went pro. GameMaker Studio generates builds for HTML5, iOS, Android, PC and Mac from the same source.

Developer // [Mark Overmars / YoYo Games](#)



U-TRAX

U-trax is a localization studio for many of the highest profile titles in the industry. And not only for Dutch but all relevant languages. An example project is the Sony PS3 exclusive Heavy Rain, featuring actress Carice van Houten (who starred in Game of Thrones). U-trax worked on over 2000 titles. Besides localization they handle Quality Assurance testing and advertising for multimedia projects.

FOCUS ON
EVENTS
FOR GAME
PROFESSIONALS



■ As a result of the growing and increasingly professional game industry in the Netherlands, several high-profile and successful events emerged. By combining regional talent with an international cast of speakers, the Dutch managed to organise a couple of internationally acclaimed conferences. The climate for game related events is a good one in the Netherlands, with Unity deciding to hold their annual Unite in Amsterdam and Games For Health Europe taking place in the same city.

**GLOBAL
GAME JAM NL**

■ The Dutch edition of this global event - organized by the Dutch Game Garden and others - has one of the largest numbers of participants of any territory. With five locations and a national finale the GGJ is popular among developers and students alike.



**INDIGO
SHOWCASE**

■ Yearly expo showcasing the best in independent Dutch game development. Organized by the Dutch Game Garden and attracting over a thousand visitors each year.





INTERNATIONAL CONFERENCES

■ **FESTIVAL OF GAMES** ■ The conference at the Festival of Games had a real stellar line up, featuring David Perry, Toru Iwatani (Pac-Man), Ian Livingstone, Masaya Matsuura (Parappa da Rapper) and Kellee Santiago (former President of ThatGameCompany). The Festival, however, is more than the conference, encompassing an expo, a career event, a matchmaking area and, of course, an industry party.

■ **UNITE 2012** ■ Unity3D hand picked the Netherlands as the venue for their annual conference: Unite. Hundreds will attend this event revolving around one of the world's most popular engines.

■ **GOT GAME CONFERENCE** ■ This conference is a new symposium in with speakers from companies such as Crytek and Epic combined with a slew of national developers.

■ **GAME IN THE CITY** ■ Bringing together the game industry and other branches, the Game in the City event appeals to both worlds.

FIRSTLOOK

■ In order to give consumers the opportunity to actually play the upcoming games of the Xmas season well in advance, Firstlook provides them with a two-day event in Utrecht in which gamers can just do that.



DUTCH GAME AWARDS

■ The Dutch Game Awards are the most important prizes for developers in The Netherlands. Hundreds of them attend the award ceremony, which doubles as the year's best networking event in the Dutch game industry. Industry veterans like Peter Molyneux (above left) and Keita Takahashi (Katamari) have both presented the overall award.



GAMES FOR HEALTH EUROPE

■ Building on the successful editions in Boston (MA, USA) 'Games for Health Europe' in Amsterdam is going into its second year. With hundreds of attendees from Europe, USA and Asia participating in presentations, experience state of the art demonstrations and share knowledge.



CONTROL GAMELAB

■ Control Gamelab is a bi-monthly live talkshow on game development. Hosted by industry magazine Control, it's a lively 2-hour event that covers everything from inspiration to business and from art to coding.



FOCUS ON MEDIA ON GAMES

■ As everywhere in the world, the national press took its time to get to grips with the newest form of entertainment. But nowadays, specialized media aren't alone anymore in writing knowledgeably about games. National news shows as well as quality papers are starting to take the subject matter seriously as the reports on Dutch-grown games shows. Still, the Dutch do have a very healthy amount of specialized gaming magazines, sites and television programs.



CONTROL

■ Control is the Dutch magazine for the game industry. With domestic and international publications it reaches thousands of developers.



IGN BENELUX

■ World famous games website IGN recently launched a localised version for the Holland and the Dutch-speaking part of Belgium.



GAMEKINGS

■ The most popular TV-show on games in the Netherlands. Targeted at the core games audience. Gamekings also enjoy a hefty online popularity.



TWEAKERS.NET

■ One of the biggest tech-communities in Europe; half of the content is game-related with articles easily being read by tens of thousands of visitors.



GAMER.NL

■ International publishing powerhouse Sanoma publishes a few of the nation's biggest game websites: Gamer.nl and InsideGamer.nl.



POWER UNLIMITED

■ The oldest but still relevant gaming magazine in the Netherlands. Power Unlimited reaches out to a younger audience.



FOCUS ON GAME EDUCATION

■ To ensure Holland's creative and business influence in the international games market, the Dutch have invested in creating courses in over thirty colleges and universities that reflect the technical, design and creative elements needed in the modern international market place. The future looks bright with the continuous supply of highly skilled professionals.

AMSTERDAM UNIVERSITY OF APPLIED SCIENCES

■ The Amsterdam University of Applied Sciences (HvA) offers a Bachelor's Degree in Game Development. The focus of this Game Development program is game technology, game design and game production for both the entertainment and the serious game industry.



FONTYS UNIVERSITY OF APPLIED SCIENCES

■ With its 40,000 students, 4,000 members of staff and a range of courses covering almost every sector, Fontys University of Applied Sciences is one of the largest institutions for higher education in the Netherlands. Fontys offers an ICT & Game Design and Technology Bachelor and several master degrees.



GRAFISCH LYCEUM ROTTERDAM

■ The Grafisch Lyceum Rotterdam offers college programs relating to graphic design, among which game developer and game art. The GLR is driven by their intense ambition to provide quality and innovative vocational education to students, companies and freelancers within the creative industry.



GRAFISCH LYCEUM UTRECHT

■ The Grafisch Lyceum Utrecht offers various college programs relating to graphic design, such as game designer and game developer. Recently, they opened their own studio in Dutch Game Garden. In this studio eight of their students work on assignments from the 30+ game companies that have offices in the same building.



MEDIACOLLEGE AMSTERDAM

■ The best way to learn is through practice. That's why Mediacollege Amsterdam started Basegames, a real game studio run by students. By taking on assignments and producing games or assets within time and budget, students experience first hand the demands of a professional life in games.



NHL UNIVERSITY OF APPLIED SCIENCES

■ With approximately 10,000 students, NHL University is a medium-sized university of applied sciences, offering higher professional education programs. One of the most popular courses is Game Design. On the new campus in Leeuwarden, in the north of the Netherlands, professional game developers prepare students for the real thing.



NHTV UNIVERSITY OF APPLIED SCIENCES

■ One of the bachelor's programs offered by NHTV Breda University of Applied Sciences is International Game Architecture and Design. Part of the four-year program is Game Lab, a fully equipped development studio in which students can work on assignments from real clients, preparing them for the real world of game development.



SAXION UNIVERSITY OF APPLIED SCIENCES

■ Saxion University of Applied Sciences is one of the largest institutions of higher education in the Netherlands, with over 22,000 students. Saxion's Gaming study programmes connect technology, creativity, innovation and human science so students will be ready to become the game specialist of the future



UTRECHT SCHOOL OF THE ARTS

■ The Utrecht School of the Arts (HKU) offers bachelor's and master's programs and research degrees in fine art, design, games and more. It is one of the largest art and culture-oriented institutes in Europe and one of Holland's main suppliers of new creative talent. Alumni have received four IGF nominations over the last years.



UTRECHT UNIVERSITY

■ The Utrecht University was founded in 1636 and is nowadays one of the world's top universities. Since 1901, twelve scientists related to the Utrecht University have been awarded with a Nobel prize and it has numerous prominent Dutch citizens amongst its alumni. The UU offers bachelor's and master's programs in gaming IT.

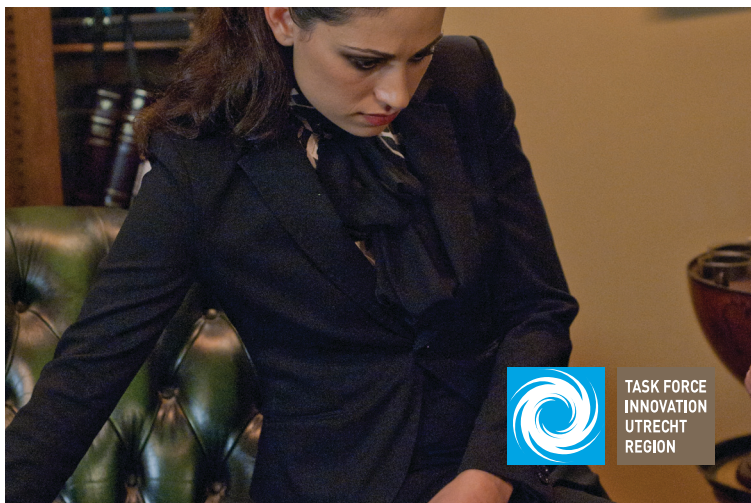


STUDENT HIGHLIGHT

■ 24 year old Freek Hoekstra from the International Game Architecture and design program in Breda constructed a tool with which anyone can create and decorate environments with minimal artistic input. After Freek posted a Youtube video of his project, he received numerous job offers from international corporations.

■ The Dutch know the game industry has a bright future. That's the reason the government as well as other organisations decided to support this dynamic economic player in every way thinkable. From short term project funding to long term support of the game industry, nationally and abroad.

FOCUS ON
SUPPORT
 FOR THE GAME
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SMART EXPERIENCE ACTUATOR (SEA)

■ The project Smart Experience Actuator (SEA) has focuses on implementing games and game/play concepts in the fields of tourism, retail and heritage. In these (relatively traditional) sectors, questions have risen on how to adapt and appeal to younger audiences, as well as on finding ways to innovate user experience to include the exciting possibilities that play and pervasive technologies have to offer. In SEA, knowledge and know-how on innovative applications and smart experiences will be combined with play and games, which will result in multiple examples of new and playful experiences in retail, heritage and tourism. The project will be concluded with a playful conference event in 2013.

DUTCH GAMES ASSOCIATION

■ The Dutch Games Association (DGA) is sector organisation that welcomes every company and individual involved in the game industry. Working closely with existing branche organisations such as NVPI and Saganet, the DGA covers all major area of the industry.



GAMESHIP

■ Gameship is a state of the art motion capture and multimedia studio. Their goals are not only commercial, but also innovative and educational. Wherever possible, Gameship works together with students, schools and universities to complete the commercial projects. That way the studio does not only deliver great work, it is also a unique training facility.



DUTCH GAME GARDEN

■ Dutch Game Garden accelerates the growth of the Dutch game industry by providing wide-ranging support and facilities for students, start-ups and established game companies.

How do we achieve this? We achieve this through our ongoing projects: the Business Center provides flexible and affordable housing at top notch locations for existing and growing companies; the Game Company Incubator helps young entrepreneurs setting up and developing their own business; our Developers' Club program stimulates entrepreneurship among students of various game-related study programs. We organize events and masterclasses and co-operate with the government, universities and companies to create the ultimate creative mix.

GATHER: (SERIOUS) GAMING

■ The Dutch national government has formulated an economical agenda for the coming years in a so-called top sector policy. The creative industry (including gaming) is one of these top sectors. The gaming agenda is called GATHER: Games for SafeTy, Health, Education and Industry – Empowering people and change through games.

The Dutch game industry has a large potential for growth, but is also a vulnerable sector. More than half of the companies were established since 2005. GATHER is aimed at strengthening the international position and the ecosystem for the Dutch game industry. Part of the agenda is a virtual innovation platform for matchmaking and dissemination, in which companies and knowledge institutions monitor the knowledge and innovation agenda. The Public Private Partnership focusses on three interrelated research themes in the period 2012-2016:

1. Game worlds,
2. Users and interaction and
3. Transfer of gaming (for example game design principles and measuring the effectiveness of serious games).

GATHER constantly keeps track of the themes and the context in which the questions appear. Emphasis is put on the domains safety, health, education, entertainment and heritage. GATHER is in line with current projects and resources and working on new initiatives that are relevant and well suitable for SMEs in particular (including short-term innovative pilot projects, medium practice-led research projects and innovation and design vouchers).



LEVEL UP!

■ Level Up! is a collaboration project between several partners in the Dutch game industry as well as knowledge and educational institutes. Level Up! is looking for internships and traineeships for Dutch graduate students in the international game industry. We offer excellent students from research universities, universities of applied sciences and vocational education, with backgrounds in for example game design, game and media technology, media design or computer science at various levels. Students that take their education at Dutch institutions have a clear focus on innovative ways of creating exciting and original games, both in the industry of entertainment games and serious/applied games. If you are looking for new student talent, please let us know and we will gladly introduce you to our network!



EXPERTISE CENTER FOR GAMES & GAME DESIGN

■ The Expertise Center for Games & Game Design (EGG) is a platform where knowledge on design, development and implementation of serious games meets the market: organisations that wish to 'do something' with games. This is done by sharing deduced best practices and lessons-learned on serious games amongst a wider audience through an online portal and seminars. EGG hopes to facilitate and stimulate the serious game industry in the Netherlands, both by 'educating' potential stakeholders as well as offering possibilities for designers and researchers to access and share knowledge and know-how. A database of lessons learned will be launched in november 2012. EGG is a project where TFI works together with knowledge institutions such as Utrecht School of the Arts and TNO Innovation for Life.

GETTING TOUGH

WWW.DUTCHGAMESGLOBAL.NL

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