



Milan Games Week 2018, David Cage will inaugurate the event

Italian enthusiasts will have the chance to meet a true poet of gaming in Milan, as the curtain is raised on the most important video game event in Italy, on October 5th

Milan, September 6th 2018 – **Milan Games Week**, the most important Italian video game show, scheduled from Friday 5th October to Sunday 7th October in the exhibition center at Fiera Milano Rho, has a special announcement to make: the eighth edition of the event will be inaugurated by one of the most important authors in the industry, David Cage. The versatile French author - he is also a writer and musician - will be hosting the ribbon-cutting ceremony on **Friday October 5th**, right before the doors of the pavilions of Fiera Milano Rho are opened to consumers.

But there is more: **David Cage will also be the Guru of this edition of Milan Games Week** – following other legends of gaming, such as Tim Schafer, John and Brenda Romero, Toru Iwatani or Nolan Bushnell. Mr. Cage will also be the protagonist of several appointments over the first day of the event: after the inauguration ceremony, he will engage in a fireside chat about his career. Then, he will hold a meet and greet session with his Italian fans on the central stage of Milan Games Week. Further details on his schedule will be available soon.

"The participation of David Cage is a great accomplishment for Milan Games Week; year after year, the event has brought to Italy international guests whose importance goes beyond the boundaries of the video games community. These creative talents truly stand out in the cultural and social landscape of our time", Paolo Chisari, AESVI Chairman, commented. "The works of David Cage represent an approach to video games that makes it possible for a wider audience to access quality content; these games are a source of inspiration for us all, as they reach the top of the ladder of narrative poetics. As the Guru of Milan Games Week, David will definitely add great value to the upcoming edition of the event. I am also sure that he will be pleasantly surprised by the warmth with which Italian fans are going to welcome him."

After a starting his career as a composer and a musician, David Cage founded the French video game development studio **Quantic Dream** in 1997, with the goal of adopting interactivity as a new means of expression. There, he has developed a creative vision rooted in emotion, innovation and immersive storytelling. Games like **Fahrenheit, Heavy Rain, Beyond: Two Souls**, and more recently **Detroit: Become Human** have all been milestones in the history of Sony PlayStation. Through them, Cage has offered a new approach to interactive storytelling: the Player can make decisions and actions that actively shape the game, thus becoming the co-author of the whole experience. David Cage's continual efforts to establish links between the worlds of cinema and gaming have resulted in his works being featured at film festivals, from LA Short Fest to Tribeca in 2013, when **Beyond: Two Souls** was the first video game to be officially selected at a film festival. David Cage has also been knighted in the orders of French Arts and Letters (2009) and the Legion of Honor (2013).

Milan Games Week ticket office is now open! All ticket types can be purchased online, through the event website (www.milangamesweek.it/biglietteria) and at the on-site ticket office.

For more information, visit the website www.milangamesweek.it

Milan Games Week, 5 - 7 Ottobre 2018 - Fiera Milano Rho - www.milangamesweek.it

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Milan Games Week is the most important consumer show in Italy that has been promoted by AESVI – the Italian Game Industry Association – since 2011 in Milan. The event is based on 360 degrees entertainment: meet and greet with developers and celebrities, game previews, esports, retro gaming, cosplay parade and live exhibitions. In its last 2017 edition there were 148.000+ visitors (+7% vs 2016) and 150 exhibitors (+50% vs 2016). In 2018 the event will take place at Fiera Milano City, from Friday 5th October to Sunday 7th October. www.milangamesweek.it

AESVI is the Italian Games Industry Association serving the public affairs needs of video game platforms holders, publishers and developers operating in Italy. The Association was established in 2002 with the aim to **represent, promote and defend** the collective interests of its membership to the Italian public institutions, international organizations, academics, or the public opinion. AESVI is the promoter of **Milan Games Week** (www.gamesweek.it), official Italian video game consumer show; **Italian Video Game Awards** (www.italianvideogameawards.com) official video game award ceremony in Italy and **Games in Italy**, a collective of Italian game developers running the most important international gaming events.

For further information on Milan Games Week and AESVI

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