

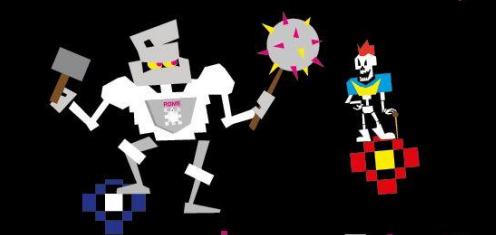
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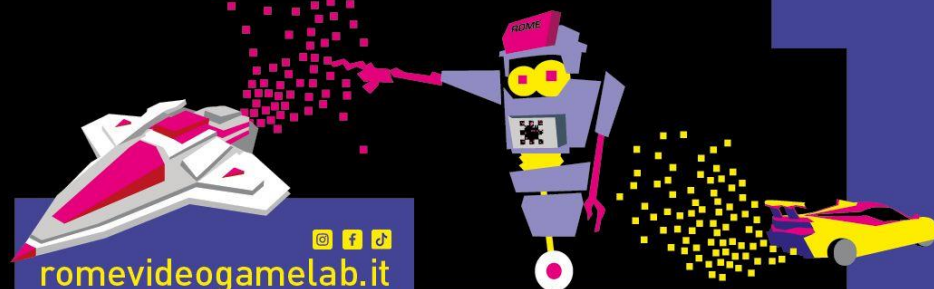
8 > 11 MAGGIO 2025

WEGIL | ROMA

Largo Ascianghi 5 (Trastevere)



ROME VIDEO GAME LAB



[romevideogamelab.it](https://www.romevideogamelab.it)

INGRESSO LIBERO

PROGRAMME

THURSDAY, MAY 8

INSTITUTIONAL DESKS

SPAZIO LEDWALL

The Ministry of Culture – Directorate General for Cinema, the Internationalization and Investment Attraction Office of Lazio Region (Lazio Innova), ICE – Agency for the promotion and internationalization of Italian enterprises, and Creative Europe Desk Italy present current measures for the video game sector to professionals.

Time: All day

INDUSTRY

INDIE SHOWCASE // AUDITORIUM LET'S PLAY

16 game development studios will present their new video games, allowing the public to test them and engage with industry experts.

AIV | *Beat Of Rebellion* // **Arkbits** | *Rising Army* // **Bastet Paw** | *Hungerless* // **Bean Adventure Agency** | *The Adventures of Tango Rio* // **Bob's Cult Studio** | *Necrologium* // **Falling Saints** | *Revver* // **Forge Studios** | *Gauntlet Force: Rise of the Machines* // **Leftovers Games** | *Project Burden* // **Lost Satellite** | *Motoscafo* // **Lullabyte Games** | *Little Repair Shop* // **Matteo Lippera** | *Condominium* // **MADIT ENTERTAINMENT** | *Roots in the Sky - The Hand of Glory 2* // **Mazzutakgame** | *Jet Aicko* // **Red Hog Studio** | *Project ReMind* // **STEMBLOCKS** | *Numeria* // **Un-Lock Studio** | *Poker Monsters*

Time: All day

Target: Everyone

B2B // SPAZIO ZELDA

21 Italian development teams, selected through national (13) and regional (8) calls, will meet with international gaming industry buyers and national buyers from other sectors. The initiative aims to foster networking among the participants, gather valuable feedback for project growth, and create the conditions for the establishment of concrete collaborations. A valuable opportunity to broaden horizons and develop new professional connections.

Development teams selected through national call: *ArkBits, DPStudios, EGameX, Hufu Interactive, Leftover Games, Maker Camp, Melazeta, More Games Studio, StemBlocks (spin-off dell'Università dell'Aquila), Stratos, Studio Cima Games, Studio Evil, Un-Lock Studio.*

Development teams selected through regional call: *7 Heroes, Pochi Studio, Bamboo Innovation Studio, Opiware, Lost Satellite, Forge Studios, Stealth Company, AR Market.*

Time: 15:00 AM – 18:00 PM

Target: Registered participants only

ENTERTAINMENT

DRIVING SIMULATOR // SPAZIO HALO

Designed for racing enthusiasts and aspiring drivers, these simulators offer a realistic and safe virtual environment to experience speed and precision driving, while learning advanced driving techniques.

Time: All day

Target: Everyone

WORKSHOP

MINECRAFT WORKSHOP – MAKER CAMP // SPAZIO HALO

An educational dive into the world of Minecraft, designed to spark curiosity and develop digital skills through storytelling and problem-solving.

Duration: One hour, repeated from 9.00 am to 2.00 pm

Target: Students aged 8–18, accompanied by their teachers

Reservation: info@romevideogamelab.it

LET'S PLAY FORTNITE AND ROCKET LEAGUE! – MAKER CAMP // SPAZIO HALO

Gaming sessions focused on teamwork and strategy in dynamic settings, using titles like Fortnite and Rocket League.

Time: 9:00 AM – 2:00 PM, recurring

Target: Youth aged 14–18

TALK

FROM ENTERTAINMENT TO EDUCATION – THE IMPACT OF VIDEO GAMES ON INTERDISCIPLINARY LEARNING // CINEMA TROISI

Presentation of the GAMEON4SCHOOL project: A CHALLENGE FOR SCHOOLS

Organized by AIV – Italian Videogame Academy, in collaboration with QAcademy and with the support of the Department of Culture of the City of Rome and the Lazio chapter of the National Principals Association.

The Gameon4School contest targets high schools, aiming to turn students into interactive storytellers. Students will explore their creativity, develop tech skills, and work in teams to create their own video games. Teachers will explore new teaching methods to encourage interdisciplinary collaboration and active engagement.

Speakers:

- Institutional address from the Lazio Region
- Giovanna Marinelli (Q Academy advisor, Rome VideoGameLab Director)
- Elisabetta Giustini (Expert and advisor to the Ministry of Education)
- Cristina Costarelli (Principal of ITIS Galileo Galilei, Rome – President of ANP Lazio)
- Andrea Morini (Director of Education, AIV)

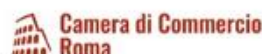
Moderator: Paola Guarnieri (Journalist)

Time: 9:00 AM – 10:30 AM

Target: High schools, teachers

Reservation: info@romevideogamelab.it

BEYOND THE IMAGE – THE POWER OF PERSUASIVE DESIGN AND THE PSYCHOLOGY OF INFLUENCERS IN VIDEO GAMES // CINEMA TROISI



Persuasive design and influencers can shape user behavior on cognitive, emotional, and social levels. Video games, being interactive ecosystems, are fertile ground for such influence. This talk explores how these mechanisms impact players and how to guide or regulate them to prevent abuse.

Speakers:

- Institutional address from the Lazio Region
- Loredana Cerbara (CNR – Institute for Research on Population and Social Policies)
- Francesca Pozzi (Director, CNR Institute for Educational Technologies)
- Gaetano Tieri (PhD in Cognitive, Social, and Emotional Neuroscience; Director, Virtual and Digital Neuroscience Lab at UNITELMA La Sapienza)
- Cristina Costarelli (Principal of I.T.S. “G. Galilei” Rome – President ANP Lazio)

Moderator: Federico Ercole (Journalist, Videogame expert)

Time: 10:30 AM – 12:00 AM

Target: High schools, teachers

Free entry

VIDEO GAMES AND COPYRIGHT – INTELLECTUAL PROPERTY IN GAMING // CINEMA TROISI



Intellectual property protection is crucial in the gaming industry. From contracts and licensing to ethical issues like inappropriate content or minors' involvement, this talk will cover it all with industry experts.

Speakers:

- Institutional greeting from the Lazio Region
- Paolo Bigazzi Alderigi (Music and transmedia publisher, SAE Institute lecturer)
- Lorenzo Nicolosi (Music department, licensing and collections director)
- Andrea Micciché (President, Nuovo Imaie)

Moderator: Luca Marinelli Brambilla (Editorial Director, Stay Nerd)

Time: 12:00 AM – 1:00 PM

Target: Industry professionals, experts

Reservation: Eventbrite

THE INDIE WORLD // SPAZIO HALO

An exploration of the independent video game universe, between experimentation, personal visions, and out-of-the-box production. An opportunity to reflect on the role that indie developers have earned in the international gaming landscape, contributing to innovation and the diversification of the medium.

Time: 4:00 PM – 5:00 PM

Target: Industry professionals

Free entry

FRIDAY, MAY 9

INSTITUTIONAL DESKS

SPAZIO LEDWALL

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LET'S PLAY FORTNITE AND ROCKET LEAGUE! – MAKER CAMP // SPAZIO HALO

Gaming sessions focused on teamwork and strategy in dynamic settings, using titles like Fortnite and Rocket League.

Time: 9:00 AM – 2:00 PM, recurring

Target: Youth aged 14–18

TALK

GAME RESET: INVESTMENTS AND RESTRUCTURING IN THE GLOBAL GAMING INDUSTRY // CINEMA TROISI

The talk will explore the current phase of transformation within the gaming industry, marked by a combination of heavy investments and significant corporate restructurings. It will analyze the causes behind recent large-scale layoffs and the parallel consolidation of the sector, with strategic acquisitions and the entry of new players. The focus will be on how these changes are reshaping the balance between creativity, economic sustainability, and innovation.

Speakers:

- Daniele Azara (Stormind)
- Giorgio Catania (Excaliber)

Moderator: Claudio Pollina (Pochi Studio)

Time: 11:00 AM – 12:00 PM

Target: Industry professionals and operators

Free entry

THE NATIONAL VIDEO GAME INDUSTRIES // CINEMA TROISI

A dialogue among emerging European players in the gaming sector: Switzerland, Romania, and Croatia.

Representatives of the respective national associations will discuss growth strategies, cultural policies, and support tools for local developers, offering insights into the challenges and potential of creative industries in their countries.

Speakers:

- Benjamin Noah Maričak (Croatian Audiovisual Center)
- Sava Andreea (Romanian Game Developers Association)
- Mitchell Lagran (Sustainable Games Alliance)

Moderator: Davide Mancini, Developer Relations Manager at IIDEA

The talk will be held in English.

Time: 12:00 PM – 1:00 PM

Target: Industry professionals and operators

Free entry

TECH&CREATIVITY: THE MAGIC OF VIDEO GAMES BETWEEN ART AND CODE // SPAZIO HALO

in collaboration with Women in Game

Technology and creativity are intrinsically connected in the world of video games, but video games are also capable of working magic, transporting us to other worlds, evoking intense emotions, and stimulating our imagination.

Speakers:

Micaela Romanini (One O One Games)

Domiziana Suprani (Studio Evil)

Cristina Nava (Day 4 Night)

Moderator: Alessandra Contin, Journalist

Time: 3:00 PM – 4:00 PM

Target: Industry professionals and operators

Free entry

NARRATIVE AND CREATIVE DIRECTION IN VIDEO GAMES // SPAZIO HALO

A conversation among industry professionals investigating the role of storytelling and creative direction in the development of a video game. A journey through methods, inspirations, and practices that turn an idea into an engaging, meaningful, and stylish world.

Speakers:

- Jehanne Rousseau (Spiders)

- Marco Ponte (Nacon Studio Milan)

- Mauro Fanelli (Memorable Games)

Time: 4:00 PM – 5:00 PM

Target: Industry professionals and operators

The talk will be held in English.

Free entry

SATURDAY, MAY 10

INSTITUTIONAL DESKS

SPAZIO LEDWALL

The Internationalization and Investment Attraction Office of Lazio Region (Lazio Innova) presents current measures for the video game sector to professionals.

Time: All day

INDUSTRY

INDIE SHOWCASE // AUDITORIUM LET'S PLAY

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Time: All day

Target: Everyone

ENTERTAINMENT

DRIVING SIMULATOR // SPAZIO HALO

Designed for racing enthusiasts and aspiring drivers, these simulators offer a realistic and safe virtual environment to experience speed and precision driving, while learning advanced driving techniques.

Time: All day

Target: Everyone

MARIO KART TRACK // SPAZIO ZELDA

In the thrilling world of Mario Kart Live, race on a real-world track using physical karts controlled by console, navigating through obstacle-filled environments.

Time: All day

Target: Everyone

ESPORTS SCHOOL LEAGUE // SPAZIO HALO

Finals of the LSE championship, a national high school esports competition featuring various competitive games.

Time: 11:00 AM – 3:00 PM

Target: Everyone who wants to cheer for the champions

WORKSHOP

MINECRAFT WORKSHOP – MAKER CAMP // SPAZIO HALO

An educational dive into the world of Minecraft, designed to spark curiosity and develop digital skills through storytelling and problem-solving.

Duration: One hour, repeated from 11.00 am to 7.00 pm

Target: Youth aged 7–13

Reservation: eventbrite

LET'S PLAY FORTNITE AND ROCKET LEAGUE! – MAKER CAMP // SPAZIO HALO

Gaming sessions focused on teamwork and strategy in dynamic settings, using titles like Fortnite and Rocket League.

Time: 9:00 AM – 19:00 PM, recurring

Target: Youth aged 14–18

GAME DESIGN – CREATING STORIES AND VIRTUAL WORLDS - GAMM // SPAZIO ZELDA

A workshop to explore storytelling in video games, from plot creation to character and visual design. Ideal for developing narrative skills and discovering the bond between creativity and technology. Participants receive a discount coupon for the museum.

Time: 11.30 – 12.30 AM

Target: Ages 8–14

Reservation: Eventbrite

VIDEO GAMES & CULTURAL HERITAGE – CREATIVE WORKSHOP FOR PALAZZO FARNESE - FRENCH EMBASSY IN ITALY // SPAZIO ELSA MORANTE



Open to all, this workshop invites participants to imagine a video game set at Palazzo Farnese. With experts in historical research and storytelling, attendees will draft a game concept, design characters, and build basic mechanics.

Time: 15.00 – 16.15 PM

Target: Adults and children aged 7+ (children must be accompanied by an adult who also participates)

Reservation: eventbrite

THE CODE OF LIFE – HANDS-ON BIOLOGY WORKSHOP – CNR SPOKE 5 ROME TECHNOPOLE // SPAZIO ZELDA

An interactive journey through molecular biology using DNA models and other biomolecular components.

Duration: 30 minutes, recurring from 3.30 am to 6.00 PM

Target: Ages 10+

Free entry

QUANTUM RACE – PLAYFUL SCIENCE WORKSHOP - CNR SPOKE 5 ROME TECHNOPOLE // SPAZIO ZELDA

In a wacky “quantum race,” odd cars break the rules of physics. Try driving one and win the race—unless you're observed!

Duration: 60 minutes, recurring from 3:30 PM to 6:30 PM

Target: Ages 12+

Free entry

SCIENCE THROUGH PLAY – DEMONSTRATIVE ACTIVITIES - CNR SPOKE 5 ROME TECHNOPOLE // SPAZIO ZELDA

Fun and educational science games and experiments for curious minds.

Duration: On demand, recurring from 3:30 PM to 6:30 PM

Target: Ages 6+

Free entry

THE GREAT GARBAGE PATCH – BIONAUTS' ESCAPE ROOM - CNR SPOKE 5 ROME TECHNOPOLE // SPAZIO ZELDA

In the heart of the Pacific's "plastic island," scientists aboard the Viking ship must gather data on plastic-eating bacteria before a storm hits. Will they make it in time?

Duration: 30 minutes, recurring from 3:30 PM to 6:30 PM

Target: Ages 12+

Free entry

TALK

PRESENTATION OF GAMM – GAME MUSEUM // SPAZIO ZELDA

GAMM is Rome's new video game museum near Piazza della Repubblica. With immersive exhibits spanning from the origins of gaming to modern-day innovations, visitors can explore interactive zones: GAMMDome, GAMM Parc – Path of Arcadia, and GAMM HIP – Historical Playground. The presentation includes a VR exploration experience and discount coupons for museum entry.

Time: 11:00 – 11:30 AM

Target: Everyone

Free entry

VIDEO GAMES AND CULTURAL HERITAGE - FRENCH EMBASSY IN ITALY // SPAZIO HALO



A look at how Italy and France use video games to promote cultural heritage, with examples from both countries.
Speakers:

- Rémi Guittet (Audiovisual Officer, Institut Français Italy & French Embassy in Italy)
- Claudia Molinari (Creative Director & Producer, We Are Muesli)
- Jehanne Rousseau (Video game writer, co-founder and former CEO of Spiders)
- Andrea Dresseno (President, IVIPRO (Italian Videogame Program))

Time: 4.30 – 6.00 PM

Target: Adults

Reservation: eventbrite

SUNDAY, MAY 11

INSTITUTIONAL DESKS

SPAZIO LEDWALL

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In the thrilling world of Mario Kart Live, race on a real-world track using physical karts controlled by console, navigating through obstacle-filled environments.

Time: All day

Target: Everyone

ESPORTS TOURNAMENTS // SPAZIO HALO

Dedicated stations for Rocket League and Fortnite tournaments. Compete and test your skills in virtual arenas.

Time: 11:00 AM – 7:00 PM recurring

Target: Everyone

KENOBIT SHOW – BETWEEN ENTERTAINMENT AND VIDEO GAME CULTURE // SPAZIO ZELDA

Kenobit, a key figure of the 8-bit scene, presents:

- Game cabaret sessions: live-commented classic gameplays
- How to make a beat on a Game Boy: real-time 8-bit beat creation
- Dance music with Game Boy & ambient improvisation on Nintendo DS
- Meet & Greet with Kenobit: talks, zines, books, and digital freedom

Time: 11 AM – 6 PM

Target: Everyone

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Time: 11:00 – 11.30 AM

Target: Everyone

Free entry
