Swiss Game Design

“Swiss Game Design” highlights the creativity of the Swiss computer game world in terms of both technology and design. The exhibition focuses on internationally renowned designers as well as innovative developers and production companies in Switzerland that are leading in this young creative discipline.

Computer games are a key 21st-century medium and seismographs of a cultural development in which various digital media are merging to mobile all-purpose devices. The production of computer games has become a global phenomenon, nowadays involving far more than just the entertainment industry. Technology and research are required, as are innovation and artistic creativity. Game design stands for the development of a game’s content and rules and the creation of a virtual world that players can experience interactively.

So it is no surprise that Swiss game design has many facets. Top-notch game technology cannot be realised without a great deal of research. Young and creative designers and IT specialists nowadays have excellent training opportunities, which in turn fosters start-ups and studios with highly qualified staff specialising, for instance, in physics engines, mobile games or browser games. Innovative “serious” game projects are also flourishing in the fields of education and therapy.

Swiss game design means tapping into artistic creativity, making use of new platforms and communication channels, and creating innovative products for a thriving and yet constantly changing market with enormous potential for the future.