

This was Ludicrous X

Great success for first online edition - turnaround in 8 weeks

The organizers of Ludicrous Zurich Game Festival held their first online festival. The conference was joined by more than 800 participants from all over the world. Focus of the discussions were the shifting landscape of game design and development in 2020.

From Zurich to Berlin and Cologne, from Toronto to the Philippines, from Copenhagen to Quebec City, from Buenos Aires to Pakistan and many places more - this year's speaker line up was very international, featuring speakers like Alayna Cole (Sledgehammer Games / Queerly Represent me), Yves Bordeleau (Rogue Factor), Aki Raula (Independent), Des Gayle (Fellow Traveller), Jason della Rocca (Execution Labs), Tanya dePass (I Need Diverse Games), Martin Mathiesen Kvale (Krillbite Studios), Khaya Ahmed (Optera Digital), Henrik Jonsson (Amplifier Game Invest), Renee Gittins (IGDA), Victoria Tran (Kitfox Games) and many more.

In total there were 68 online events, ranging from spotlight sessions to talks, panels, workshops and networking events. «We are extremely happy to have made the leap of faith and jumped into the online world with Ludicrous X», Tobias Kopka, Conference & Artistic Director of Ludicrous says. « There was an abundance of things to consider to approach from a completely new angle, as we are on completely uncharted territory for physical events as we are a first-mover: What are the relevant topics when people are in midst a global pandemic, what is encouraging, what helps developers taking next steps? Which elements to focus on and which to neglect? How can we foster connections and trust even, how much emphasis do we want to give on learning? What is the mental bandwidth not only of our visitors, but also our super-tiny team? How many channels can we open, in case they need moderation? How can we counterbalance screen- and online-session-fatigue, with elements making our guests feel they still want to hear more? And how can we make sure that we as team - which physically has not been in the same space for 4 months- still set this up in a way that we learn the most for the future of the festival? There are hundreds of questions like these more.»

“We took deliberate choices to clearly focus this festival edition on B2B and the amount of people who took the time to join us as speakers, panelists and attendees was very encouraging to iterate in the future furthermore. As an online event is embedded into every day work and private life, the User Experience is completely different and the mental bandwidth has to be taken into account. At Ludicrous this time we chose to create a Restaurant Menu buffet style, for giving people the freedom to choose the things most relevant to them and that worked amazingly well, with more than 800 people participating and more than 300 companies making new connections in the matchmaking. And it wasn't about business only, but very much the human experience in games dev and life, so the absolutely international audience was very supportive of the many talks on social responsibility, community and also mental health while working from home. In total, I am super thankful for everyone who supported us and what was achieved in just 8 weeks with our incredible team!».

One of the highlights of this year's festival was the Award Show that was streamed on Wednesday, July 1st. The two winners were “The Longing” by Studio Seufz from Germany (winner of Innovation in Games), and “Unrailed!” by Indoor Astronaut from Switzerland (winner of Emerging Talent). Honorable mention went to Needlesong by Yongmin Park (Emerging Talent) and to “Kids” by Playables and Song of Bloom by Kamibox (both Innovation in Games).

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