

**Press release**

***Radical Gaming* – progressive and provocative video games beyond commerce and consumerism**

Visually provocative and conceptionally uncompromising, the works presented in *Radical Gaming* (Christoph Merian Verlag) conform to the title of the publication and the exhibition. In it, sixteen young creatives turn the mechanisms of current video games upside down. By opening up their unconventional works to interaction and inspiring us to reflect, these international artists subvert the commercial logic of the global video games industry and its orientation around entertainment.

The global video games industry, with annual revenues running into billions, has already overtaken the film and music branch and has long since shuffled off its niche product image. Today video games are among the defining cultural media. It is not too surprising, therefore, that scientific studies are focussing increasingly with their social and psychological consequences. Technologies, aesthetics, gender issues and identity appropriations are also being discussed more and more controversially.

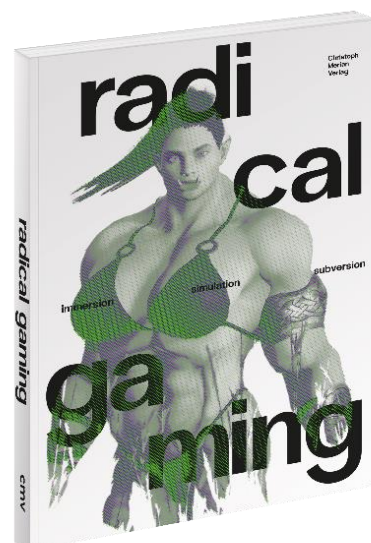
In *Radical Gaming* the artists take a visionary and diverse approach to stereotypical themes of games production. For this they use modern programming technologies so as to create virtual and augmented reality experiences, immersive worlds and multimedia concepts. Their alternative games concepts involve users ever more actively thereby opening up new experience horizons for them. The works presented provocatively scratch the glossy surface of the current gaming culture.

The approach of the individual works is carefully documented in *Radical Gaming*. The publication's introductory perspective by Boris Magrini along with the media science and history oriented essays facilitate informative insight into the gaming world.

Essays by Elisa Mekler, Stephan Schwingeler, René Bauer & Beat Suter and an introduction by Boris Magrini.

Works by Lu Yang, Nicole Ruggiero, Theo Triantafyllidis, Keiken, among others.

**Exhibition at the HEK (House of Electronic Arts):  
1 September to 14 November 2021**



HEK (House of Electronic Arts)  
Sabine Himmelsbach, Boris Magrini (eds.)

**Radical Gaming**  
**Immersion, Simulation, Subversion**

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Printable files of the book cover and other illustrations are to be found in the Media Release relating to this new publication under:  
[www.merianverlag.ch/infos/presse](http://www.merianverlag.ch/infos/presse)

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**We would like to thank you in advance for sending us a file copy of your review!**