

Japan Game Awards Establishes a New Award in 2010!

# Game Designers Award Newly Established!

Selected by Game Creators from the Perspective of Creators!

**Masahiro Sakurai serves as chairman of a selection committee  
of 11 famous Japanese creators**

Computer Entertainment Supplier's Association

The Computer Entertainment Supplier's Association (CESA, Chairman: Yoichi Wada, Location: Minato-ku, Tokyo) has announced that from the coming 14<sup>th</sup> Japan Game Awards it has newly established the Game Designers Award to be determined by a committee of professional game creators.

The Game Designers Award is selected by creators from the perspective of a creator and is awarded for titles that demonstrate high originality and innovation that will make a mark in game history. Newly establishing the Game Designers Award will allow the Japan Game Awards to communicate the attractiveness of games from a creator's perspective.

The Japan Game Awards Executive Committee holds a vote by the general public to select candidates for the Games of the Year Division awards from among excellent titles that have already been introduced for sale. Then the Japan Game Awards selection committee comprised of industry magazine editors, distributors, and creators judge the titles from different perspectives and then use the market evaluation and comprehensive evaluation of the selection committee members to select the various awards for the best titles to represent that year.

Further, beginning this year, the Game Designers Award will be selected from among the many excellent titles based on the originality and innovation of the game from the perspective of professional game creators. This will establish an award for very creative games, which have not been recognized before.

The name Game Designers Award was chosen for this award that is selected by game designers who have been involved in a game creation aspects.

The Game Designers Award is selected by a selection committee consisting of Chairman Masahiro Sakurai (president of Sora Ltd.), who is famous for *Kirby's Dream Land* and *Super Smash Bros.* among other titles, and 10 other famous Japanese creators who concur with the objective of the award. (See the next page for a summary of the award selection and a list of the committee members.)



Symbol of the  
Game Designers Award

The Japan Game Awards Executive Committee aims to contribute to further growth and vitality of the game industry by introducing the attractiveness and possibilities of computer entertainment to a wide range of people by establishing the Game Designers Award, which will become an index of market growth in the future, together with the above-mentioned Games of the Year Division, the Minister of Economy, Trade and Industry Award, which is awarded to people who contribute to the development of the game industry, the Future Division for unreleased titles exhibited at the TOKYO GAME SHOW, and the Amateur Division to identify future creators.

The announcement and awarding of the commemorable 1<sup>st</sup> Game Designers Award will be made during the Japan Game Awards 2010 Games of the Year Division awards ceremony on the event stage at TOKYO GAME SHOW 2010, the largest computer entertainment show in the world, to be held at Makuhari Messe in Chiba City starting Thursday, September 16.

We all look forward to the announcement of this award selected from a new perspective.

## Overview of the Game Designers Award

- ◆ Eligible Game: Home video game software introduced for sale between April 1, 2009 and March 31, 2010.
- ◆ Selection Criteria:
  - ①Originality: Incorporates new ideas that diverge from previous titles.
  - ②Innovation: Presents new ways for users to enjoy and play games and expands the scope of game software.  
\*Titles that were directed or created by the judges themselves (self-recommended) are not allowed.
- ◆ Award Selection Procedure: Judges evaluate the candidate titles on a scale of 1 to 10.  
The title receiving the highest cumulative score from the judge evaluations is selected for the award.  
Titles to be awarded must be approved by the Japan Game Awards Selection Committee.
- ◆ Award announcement: The award will only be presented for one title.  
The announcement and awarding will be made during the Japan Game Awards 2010 Games of the Year Division awards ceremony on the event stage at Tokyo Game Show 2010 to be held on Thursday, September 16, 2010.

## Game Designers Award Selection Committee

(\*Presented in Japanese alphabetical order, titles omitted)

- |                     |                                  |
|---------------------|----------------------------------|
| • Kazutoshi Iida    | Grasshopper Manufacture Inc.     |
| • Jiro Ishii        | LEVEL-5 Inc.                     |
| • Fumito Ueda       | Sony Computer Entertainment Inc. |
| • Hideki Kamiya     | PLATINUMGAMES Inc.               |
| • Masayoshi Kikuchi | SEGA Corporation                 |
| • Hifumi Kawano     | NUDE MAKER CO., LTD.             |
| • Masahiro Sakurai  | Sora Ltd.                        |
| • Shu Takumi        | CAPCON CO., LTD.                 |
| • Keiichiro Toyama  | Sony Computer Entertainment Inc. |
| • Jin Fujisawa      | SQUARE ENIX CO., LTD.            |
| • Shinji Mikami     | Tango Co., Ltd.                  |

**Japan Game Awards official website: <http://awards.cesa.or.jp/>**

### Inquires Regarding Japan Game Awards

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