

**“Hirameki Pazuru Makkusueru no Fushigina Nohto”**

(developer: 5TH Cell Media, LLC.; publisher/distributor within Japan: Konami Digital Entertainment Co., Ltd.)

wins the Game Designers Award 2011

Computer Entertainment Supplier's Association

The Computer Entertainment Supplier's Association (CESA; Chairman: Yoichi Wada; location: Minato-ku, Tokyo) selected “Hirameki Pazuru Makkusueru no Fushigina Nohto” (developer: 5TH Cell Media, LLC.; publisher/distributor within Japan: Konami Digital Entertainment Co., Ltd.; platform: Nintendo DS) as the winner of this year's “Game Designers Award 2011” at the Japan Game Awards.

The jury president, Masahiro Sakurai explains the reasons for selection of this title as follows:

“This title was released overseas in September 2009 as “Scribblenauts” and became a million-seller, and then transplanted to Japan in January 2011. That means that it received this award in the third year of its release.

How to play this game is that a player types in various words, and then the exact objects are shown as typed.

This title features more than twenty thousand items ranging from objects, tools and vehicles to imaginary creatures, drinks, foods, liquids, gases, and even celestial objects, and a player can also enjoy the variety of reactions those items have. A player can, for example, make a “warrior” to hold a “sword,” and put him on a “horse” to battle with a “dragon.”

Just clearing objectives is not the essence of the game, but player's creativity is challenged all the way such as what items to summon, and in which combinations to utilize them.

Flexibility is always discussed through the course of game development. Only video games can make it possible for players to have totally unique experiences from other players who enjoy the same game.

The unique flexibility of this game was constructed by creating programs in great detail and a rational system. Also, leaving the game up to a player's “playful mind” was highly commended, resulting in receiving the award with the top score among the Selection Committee.

In addition, the number of supporters from the Game Designers Award Selection Committee members exceeded the number of points scored for this title from the public voting for the Japan Game Awards.”

The Game Designers Award is selected by creators from the perspective of creators, and is awarded for titles that demonstrate high originality and innovation that will make a mark in game history. It was established as a part of the Japan Game Awards last year, and this year was the second year it was awarded. The Game Designers Award is chosen by 12 creators who are well-known in Japan with the jury president, Masahiro Sakurai (President of Sora Ltd.) which is compared to 11 last year.

Game Designers Award 2011 Juries

(In Japanese alphabetical order, titles omitted.)

Name	Company	Name	Company
Kazutoshi Iida	Grasshopper Manufacture Inc.	Masahiro Sakurai	Sora Ltd.
Jiro Ishii	LEVEL-5 Inc.	Ryutaro Takahashi	Nintendo Co., Ltd. (newly appointed)
Fumito Ueda	Sony Computer Entertainment Inc.	Shu Takumi	CAPCOM Co., Ltd.
Hideki Kamiya	PLATINUMGAMES Inc.	Keiichiro Toyama	Sony Computer Entertainment Inc.
Masayoshi Kikuchi	SEGA Corporation	Jin Fujisawa	SQUARE ENIX CO., LTD.
Hifumi Kono	NUDE MAKER Co., Ltd.	Shinji Mikami	Tango Gameworks

The Game Designers Award will allow the Japan Game Awards to continue communicating the attractiveness of games from a creator's perspective. We all look forward to the future announcement of this award.

[Photos of the award ceremony and award winners are posted on the following download site.]

URL: <https://www.filey.jp/tgs/>

(A press ID must be entered to log in. ID: tgs_press, password: press_tgs)

* For information on last year's Game Designers Award, please visit the official website for the Japan Game Awards.

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

Contacts for More information and Inquiries

Contacts for press regarding the Japan Game Awards:

Until Sunday, September 18 (Press Room at TOKYO GAME SHOW 2011):

TEL: +81-43-296-4152; FAX: +81-43-296-4153

On and after Tuesday, September 20: Japan Game Awards Management Office (c/o CESA):

TEL: +81-3-3591-1431; FAX: +81-3-3591-1422

e-mail: awards@cesa.or.jp