

EXPERIMENTAL GAME CULTURES

Master Program at the University of Applied Arts Vienna

www.dieangewandte.at/egc

www.dieangewandte.at/experimentalgamecultures

experimentalgamecultures.uni-ak.ac.at/

EXPERIMENT and GAME: Play as a way of looking closely

The MA in Experimental Game Cultures focuses on the future of play and on creative practices that employ play as a research method. In a research-intensive environment, students develop artistic works, exhibition projects, and ludic (play-based) inquiry.

Grounded in concept and culture, the programme develops new forms of art and play, examines emerging game formats, mechanics, and interfaces, and deploys ludic methods in situated contexts to achieve societal impact.

Through structured critique, peer exchange, and iterative feedback, participants design and test experimental methodologies that operationalise play across diverse artistic domains. Drawing on transdisciplinary frameworks — critical game studies, media theory, design research, and cultural studies — the programme cultivates rigorous, ethical engagement with the principles of game design and equips graduates to shape the future of this evolving field.

The **admission examination** comprises two parts: a written section and an interview. A positive evaluation in the written section is required to proceed to the interview.

- Application period: 8 January – 22 January 2026, 13:00 (CET)
- Results (written section): 31 January 2026
- Interviews (online): 24 February – 26 February 2026
- Final results: 13 March 2026
- Programme start: Winter semester following the entrance exam
- Duration & credits: 4 semesters; 120 ECTS
- Degree: Master of Arts (MA)
- English proficiency: Level B2 (CEFR). Verification is conducted by the *Office for Student and Academic Affairs* after you pass the entrance exam.

Please find additional details about the **admission examination** on the next page.

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Part 1: Registration and Submission Process for the Entrance Exam

To begin, you must register for the online application process.

- Register here: <https://application.uni-ak.ac.at/>
- Upload all required documents as a single PDF file (max. 50 MB).
 - >> Name your PDF file as follows: **LastName_FirstName_EGC_MA_Application.pdf**

Required Documents:

- **Motivation letter (max. 500 words):** Explain your personal expectations and ideas for the Experimental Game Cultures program. Discuss your potential contributions and link them to your past work in art, academic studies, or artistic projects. Share how you plan to use the expertise, knowledge, and skills you gain after completing the program.
- **Curriculum Vitae (CV)**
- **Portfolio:** Your portfolio should include academic, artistic, and/or practical work. Be sure to feature your bachelor's project (an abstract, documentation, or a comparable major artistic/theoretical work).
- **Project draft (max. 500 words):** Based on one of the following topics, describe a project related to Experimental Game Cultures. Your draft should reflect the program's themes and its potential societal impact.

List of topics:

- Political Games
- Games and Nature
- Low Resource Games
- Experimental Ludic Interfaces
- Role Play / Real World Games
- Dark Patterns of Game Design
- Physical Game Mechanics
- Non-Human Play
- Hybrid Games

Part 2: Interview

If you successfully pass Part 1 of the admission exam, you will be invited to a personal interview with the admissions board. Interviews will be held online from **February 24 to February 26, 2026**. Based on your presentation of the submitted documents and the discussion, we will inform you about the final outcome of the second part by **March 13, 2026**.

