

Experimental Game Cultures

Master Program at University of Applied Arts Vienna

<https://www.dieangewandte.at/egc>

<https://www.dieangewandte.at/experimentalgamecultures>

<https://experimentalgamecultures.uni-ak.ac.at/>



Shaping the Future of Play: Explore Master's in Experimental Game Cultures

EXPERIMENT and GAME: Play as a method of looking closely:

At the center of the master's program EXPERIMENTAL GAME CULTURES is THE FUTURE OF PLAY and the art of creative work using play as a method. Artistic works, exhibition projects, and ludic (play-based) research are developed here.

The aim in EXPERIMENTAL GAME CULTURES – a study program with big part on CONCEPT and CULTURE – is to develop new forms of arts and play, research new forms of games, game mechanics and ludic art in the field and make a societal impact. Through a dynamic process of exchange and continuous feedback, we collaboratively create experiments and methods to apply play as a versatile tool across various fields of artistic activity.

Building on transdisciplinary approaches, we promote a discursive approach to the principles of game design, art, and the possible future perspectives of this creative world.

Our graduates work as artists in festival organization, game design and sustainable games development.

The admission examination comprises two parts, a written section and an interview. A positive evaluation in the first section is necessary for admission to the second section.

- Application Period: 15. January – 29. January 2025, 1 pm (noon, CET)
- Results Publication: 5. February 2025
- Interviews: 25. February - 27. February 2025
- Results Publication: 14. March 2025
- Program Start: Winter semester following the entrance exam.
- 4 semesters, 120 ECTS
- Degree: Master of Arts (MA)
- English Proficiency: Level B2 (CEFR). This will be checked by the Office for Student and Academic Affairs after passing the entrance exam.

Please find additional details about the application process on the next page. >>

Stage 1: Registration and Submission Process for the Entrance Exam

- Register for the online application process at <https://application.uni-ak.ac.at/>
- Upload all required documents in one single PDF file (max. 50 MB).

The PDF should be named as follows:

LastName_FirstName_EGC_MA_Application

Example: Musterfrau_Maxi_EGC_MA_Application

Required Documents:

- **Motivation letter** (max. 500 words)

Explain your personal expectations and ideas for the Experimental Game Cultures program. Discuss your potential contributions to the field, and link them to your past work in art, academic studies, or artistic projects. Also, share how you plan to apply the expertise, knowledge, and skills gained after completing the program.

- **Curriculum Vitae (CV)**

- **Portfolio**

Your portfolio should include academic, artistic, and or practical work. It should also feature your bachelor's project (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:

- 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

Your project draft should reflect the program's themes and its potential societal impact.

Stage 2: Practical Tasks and Interview

If you have passed part one of the admission examination, you will be invited to a personal interview with the admission examination board. Interviews will be held online between 25.02.2025 - 27.2.2025. Based on your presentation of the submitted documents and a discussion, we will inform you about the outcome of the second part until 14.03.2025.