

Experimental Game Cultures

Master Program at University of Applied Arts Vienna

www.dieangewandte.at/egc

We aim to introduce game changer games!

The newly established master program Experimental Game Cultures puts a focus on emerging forms of societal impact through play. The study program aims at a critical reflection of the social impact of games while simultaneously applying it to the prototypical development of innovative game concepts and approaches. The central aspect of the study program is therefore the interweaving of the development of innovative game concepts with a critical examination of games in their various historical, societal and social contexts. Artistic research areas of the program include the use of games and play as an instrument for a better understanding of social, economic and political contexts and for the democratic shaping of their future.

The head of the department Margarete Jahrmann states: "For me, artistic play is the experimental testing and subjective experience of alternative possibilities of the world and agency. Play as a participatory process can show us ways to positive change, new forms of future society, politics, and empathic coexistence. Through the conscious breaking of rules, the transformation of rule systems, the acceptance of ambiguity as a quality in play, a new understanding for the global challenges of our time can emerge. Our way there is the game!"



Play Dress (c) Margarete Jahrmann

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.

Applicants submit the following documents as PDF files

(Last name_first name_EGC_MA) to the Online-Tool for digital submission:

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

(application period: 12.01. – 28.01.2022)

Please upload Your proposal for Your MA project, examples of artworks (games, images, texts and/or playthrough videos), CV and Portfolio with publication list. If you want to send art game pieces or game prototypes in digital form (e.g. builds or apps) please provide a download link or send via usual transfer tools to:

margarete.jahrmann@uni-ak.ac.at

Registration for the Entrance Exam:

Download the registration file, fill out, and send the signed file
Copy of degree certificate(s)
Curriculum Vitae (CV)

Details for submission:

Motivation letter (max. 500 words)

Your motivation letter should present your personal expectations and ideas for experimental game cultures program. Please describe what you could contribute to the study field. Please also describe and link it to your previous work in art and academic subjects, and artistic projects.
Please also give an idea how you would use the expertise, knowledge and skills gained after completing Your studies.

Portfolio (digital, max 5 MB)

Containing academic and artistic or practical work.
You should include your bachelor's project (abstract, documentation) and/or comparable major artistic and theoretical work.

Project draft (max. 500 words)

Your idea for your master's thesis, taking into account the requirements of experimental game cultures content and methodology and its possible impact on society. You are not obliged to implement the ideas presented here, because it is obvious that this is only a rough study plan.

Practical Tasks and Interview

If you have passed part 1 of the admission examination, you will be invited to a personal interview with the admission examination board. Interviews will be held between 21st and 23rd of February 2022 via ZOOM.
We will provide a link closer to the date.
Based on your presentation of the submitted documents and a discussion with the admission commission we will inform You about the outcome of the process in the following two weeks.

Publication of Results

Application period: 12.01. – 28.01.2022.
1st round of entrance exams/interviews: 21.02. – 23.02.2022.
Results will be announced until 4th of March 2022.
Studies start in October 2022.

Application period for the Winter Term 2022
12. – 28. January (online)