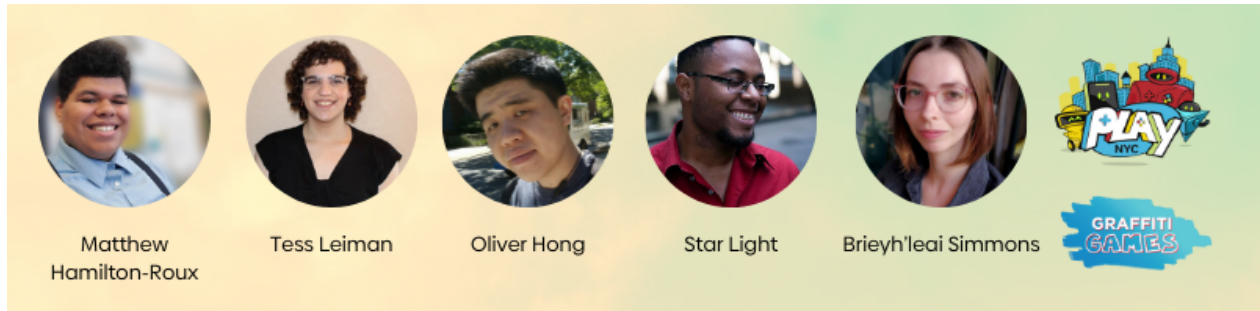


Play NYC's Graffiti Games 2021 Returns to Celebrate Couch Play

Presented by Rockstar Games, Graffiti Games returns to the 5th annual Play NYC game convention (Aug. 7 & 8), a safe in-person expo



Watch and share a short video about this year's Graffiti Games here:

<https://youtu.be/LdCuVwKNqYg>

NEW YORK (July 28, 2021) -- This year's [Play NYC game expo](#) will be a celebration of games and a reminder of the power they have to help people stay connected, unwind, and escape. The show's [annual Graffiti Games program](#) will focus on local multiplayer games that can only be played with other people in the same room. The five titles, created by developers from a diversity of backgrounds and underrepresented communities, are meant to embody the spirit of what it means to play together without any distance.

For the second year in a row, the program is made possible by the support of [Rockstar Games](#), which will also be participating in the convention's panels.

Play NYC has always worked to amplify diverse voices through its annual Graffiti Games program. Graffiti Games has been a focal point of the convention since the annual show launched in 2017. The program has Playcrafting commissioning game developers to create an exclusive game to showcase their talent. Previous installations have featured the talent and stories of first-generation immigrant developers and celebrated the voices, talent, and impact of the LGBTQ+ and black communities.

This year's Graffiti Games is introducing themes to the mix of annual creations, while still maintaining its focus on giving voice to underrepresented and diverse communities. **The 2021 theme is a celebration of playing together, not just in a game, but physically next to one another.**

Five game developers were selected for this year's initiative, each receiving a \$5,000 grant to create a game of which they will retain ownership. Each also receives booth space, exhibitor badges, and a travel stipend for teams traveling from outside the NYC area.

Members of the Rockstar Games team will provide assistance and feedback during the creation process. The games and their developers will also be featured live alongside Rockstar Games developers on Play NYC live streams for thousands to play and see.

“Graffiti Games has always been an important part of each year’s Play NYC,” said Dan Butchko, Founder and CEO of Playcrafting, the organizer of Play NYC. “I’m so excited to evolve this initiative into a fuller annualized program alongside our friends at Rockstar Games. As New York opens up this summer, there’s no better time to celebrate the diversity that enriches our city and industry while giving attendees five new games that can be played together, without distance. This is an important year for Graffiti Games. I’m grateful to Rockstar Games for their continued support. And I can’t wait to see what our selected developers dream up!”

This year’s event returns to live and in-person at the Metropolitan Pavilion. The event will include robust safety measures to ensure a fun and safe experience for all attendees. The show will require proof of COVID-19 vaccination prior to entry for all attendees. A negative test result taken within 48-hours will be accepted for children under 16.

As with previous years, this year’s event will feature an eclectic mix of powerful talks, demos, and panels designed to harness, elevate, and celebrate the essence and impact of New York City on the international gaming community. Among the many attending console, PC, mobile, VR, and tabletop exhibitors are developers Rockstar Games, Sam Eng with Skate Story, Schell Games and I Expect You to Die 2, and 150 Floors of Magic by Bindlestick Media.

More details on this year’s speakers, live streams, panels, and demos will be released in the coming weeks. Play NYC runs Saturday, Aug. 7 and Sunday, Aug. 8. Visit play-nyc.com and follow us on Twitter [@Playcrafting](https://twitter.com/Playcrafting) and [#PlayNYC](https://twitter.com/PlayNYC) for more updates.

Play NYC 2021 Graffiti Games’ Developers

- Matthew Hamilton-Roux based in New York, NY. Founder of [Hamra Digital](#).
- [Oliver Hong](#) based in Brooklyn, NY. Co-chair of NYC's IGDA Chapter.
- Tess Leiman based in New York, NY. Designer of [Kril](#).
- John Smith based in Seattle Washington. Creative director of [Games Without Words](#).
- Brieyh’leai Simmons based in Austin, TX. Art generalist at [Wall Ride Games](#).

About Playcrafting

[Playcrafting](#) is the largest network of game creators in New York and one of the largest in the U.S, with more than 30,000 actively-engaged developers. Playcrafting offers more than 50 local and industry-recognized classes and events, such as the Play NYC convention, The Bit Awards, and the largest Global Game Jam site in the U.S. These events give game creators and fans the chance to connect, learn and play. Since 2017, Playcrafting has connected the world’s biggest companies with game developers nationwide. These partnerships have generated 68 games and over \$1.5 million in funding for game developers with companies like Bose, Verizon, the NFL, Facebook, IBM, and Schick Hydro. [Click here](#) for more on our brand partnerships and to discover ways gaming can move your company and industry forward through play!

About Rockstar Games

Rockstar Games cemented their reputation as creators of complex living worlds with the Grand Theft Auto series, one of the most successful entertainment properties of all time with over 270 million units sold-in worldwide. Through a string of critically acclaimed games including the Grand Theft Auto series, the Red Dead Redemption series, the Max Payne series, Bully, L.A. Noire, the Midnight Club series and The Warriors, Rockstar Games has helped propel interactive entertainment into the center of modern culture.

CONTACT

For more information please reach out to press@playcrafting.com.

Press [apply here](#) for full access to the show and its speakers.

KEY ART

https://drive.google.com/drive/folders/18Gtp8XdeE23p1rGfBvPL2TSOg_8Q08RF?usp=sharing

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