

OTIS

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PRESS RELEASE
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The Ben Maltz Gallery at Otis College of Art and Design is pleased to present

The Sims: In the Hands of the Artists
July 14 – August 11, 2007
Public Reception: Saturday July 14, 6-8pm

The Sims: In the Hands of the Artists features works inspired by one of the world's most popular games, The Sims™. Using The Sims as a creative toolbox, Otis' young, talented and creative artists and designers have created Machinima video pieces, stills, and art objects that extend beyond the virtual world. Functioning as a 3D extension of the popular game, this exhibition makes public the ingenuity of tomorrow's creative visionaries.

The exhibition showcases works produced for the Machinima and Art competition jointly held by Electronic Arts and Otis College of Art and Design. The challenge invites Otis students to produce pieces that fuse the gaming and art fields and are prized for their expressive content, character development, art direction, originality, and use of music.

The Sims

Having sold more than 70 million games worldwide, The Sims holds the record as the best-selling PC game. Its appeal crosses generations and genders, evidenced by the fact that over half the Sims players are female. Recognized as a cultural phenomenon, the Sims 2 has been translated into more than 20 languages and is the only video game to appear on the cover of *Newsweek*.

The Sims' sophisticated technology allows players to create uniquely personal content drawn from day-to-day-life. The Sims 2 new movie-making feature lets gamers craft and capture their own Machinima films. Players can share content at the Sims website, which has hosted more than 30 million downloads of custom content and receives more than 1.8 million unique monthly visitors. For more information about The Sims, please visit www.thesims2.com.

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Ben Maltz Gallery

The Ben Maltz Gallery at Otis College of Art and Design is a professional art space that presents group and solo exhibitions in a variety of media. The Gallery's main focus is showcasing contemporary art that pushes the boundaries of form and subject matter in the context of national and international programming. Serving the local art community, the public, and Otis students and faculty, the Maltz Gallery presents emerging and established Los Angeles talent as well as international artists.

For further information about the exhibition and the Ben Maltz Gallery, please visit www.otis.edu/benmaltzgallery, email gallerinfo@otis.edu, or call 310.665.6905.

Location: Ben Maltz Gallery, 9045 Lincoln Blvd, Los Angeles, CA 90045

Parking & Admission: Free. Visitor parking in structure on La Tijera.

Hours: Tue-Sat, 10am-5pm / Thu, 10am-7pm. Closed Sun, Mon, and major holidays

Gallery Tours: 310.665.6909 to schedule tours for school, museum or other groups

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