

REGISTRATION OPEN FOR 2018 D.I.C.E CANNES

Media Molecule's Siobhan Reddy Confirmed to Discuss Conference Theme, Trailblazers

LOS ANGELES – 30 April 2018 – The Academy of Interactive Arts & Sciences (AIAS) is pleased to announce D.I.C.E Cannes (formerly D.I.C.E. Europe), the 6th annual international conference catering to C-level creative and business executives from the field of interactive entertainment. Taking place at the Hotel Barrière Le Majestic Cannes in the Cote D'Azur from 9-11 September 2018, leading video game executives take advantage of one-of-a-kind networking opportunities, listen to key speakers, and participate in focused roundtables aimed at tackling some of the industry's biggest ideas and trends. Significant others are encouraged to join, making this intimate event a truly unique experience.

This year's D.I.C.E. theme kicks off in France and will explore the idea, *Trailblazers*. At D.I.C.E. Cannes game makers will share insights into the groundbreaking principals and tools that drive and empower them, their teams, and the community at large to create better worlds in which to play and a better world in which to live.

"With this year's D.I.C.E. theme, *Trailblazers*, we are looking to hear from those that shape the game experience on both sides of the screen," said Meggan Scavio, president, Academy of Interactive Arts & Sciences. "Our speakers will explore our theme from their varied and personal perspectives, sharing how they help define the medium while inspiring the global community of fellow game makers and game players."

The AIAS is pleased to announce joining on the D.I.C.E. Cannes stage will be **Siobhan Reddy**, Studio Director at Media Molecule. At D.I.C.E., Reddy will delve into Media Molecule's upcoming title *Dreams*, and how the studio's philosophy of "play, create, share" evolved from *Little Big Planet* into so much more.

The conference will reprise its popular roundtable sessions, where leaders and executives have a chance to debate, analyze and generate focused solutions amongst their brightest peers in a private, intimate setting. Attendees will find they come out of these sessions with ideas and feedback they are able to implement within their own companies and practices.

D.I.C.E. is famous for its key networking opportunities, allowing attendees the opportunity to explore the day's most exciting talks and discussions. Included in the price of the conference pass to all attendees is a tour of the winery and monastery of Île Saint-Honorat, cocktail hours, and evening parties offering a chance to unwind and connect with other attendees and significant others.

Early bird rates end June 29, 2018. Reserve your tickets now at www.diceeurope.org.

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