

GDC 2024  
MARCH 18 - 22, 2024



# GAMES IN ITALY



[madeinitaly.gov.it](https://madeinitaly.gov.it)



  
Ministry of Foreign Affairs  
and International Cooperation

**ITCA**   
ITALIAN TRADE AGENCY

**I D E**   
Italian Interactive Digital Entertainment Association





# Message from the Italian Trade Commissioner



Dear GDC Attendees,

I'm glad to welcome you to the 38th edition of the GDC - Game Developers Conference where the Italian Trade Agency (ITA), in collaboration with IIDEA - Italian Interactive Digital Entertainment Association, is leading a delegation from the Italian videogame industry.

This year we are bringing together 16 companies including studio animations and videogames creators representing the best of the Italian videogame industry with a wide offer in terms of diversity of content based on educational and cultural themes.

Italy's video game industry has experienced rapid growth and dynamic transformations in recent years. Previously considered a niche sector, the gaming industry has become an indispensable part of the country's creative landscape, with new startups and studios entering the playing field each year.

According to the recent 2023 Newzoo report, the Italian game market is the world's 9th largest market by revenue. With a base of approximately 36.55 million gamers, it is estimated to be worth \$ 3.5 billion by 2027. It is now a great moment indeed to partner with Italian companies.

Please have a look at our catalogue and connect with our Italian delegation located at booth P1647.

The ITA Los Angeles staff is available to assist you with all your needs through a wide range of customized services and to answer any questions you may have before, during, and after the show.

Wishing you all an amazing experience at GDC 2024, my warmest regards.

**Alessandra Rainaldi**  
*Italian Trade Commissioner*  
ITA Los Angeles Office

# The Italian Game Industry

Nowadays more than 160 companies are operating in game development in Italy, with more than 2400 professionals working in the industry. In recent years, the Italian video game industry has experienced considerable growth as evidenced by numerous international acquisitions.

Italian developers are predominantly focused on developing premium video games for consoles and PCs, and their global recognition is growing for their ability to develop AA-AA quality video games with independent video game costs. In addition to the development of commercial game titles, Italian companies are also skilled in B2B projects in fields such as tourism, health and cultural heritage but also in work-for-hire.

Italian game development companies:

- They are constantly increasing their talent pool to expand their reach to more platforms (including the next-generation consoles) and manage multiple projects simultaneously, starting to recruit staff from abroad through remote working systems and procedures;
- They have a proven track record of successfully collaborating with international companies, including major companies in the industry, such as Microsoft/Xbox, Sony/PlayStation, Nintendo, Epic Games and many others;

- Have demonstrated an innovative approach to distinguish themselves in both the reinterpretation of franchises and the creation of new genres, to the point of becoming in some cases role models (i.e. racing) for other companies wishing to maximize the potential of video games based on world-class intellectual properties and brands.

In recent years, the sector has started to be supported by public institutions through the implementation of the tax credit for video games, measure that grants a tax credit equal to 25% of the eligible production costs of a video game, and through dedicated acceleration programs across the country.

Every year in July, since 2019, IIDEA and the Toscana Film Commission, thanks to the support of ITA, organize First Playable, the international business event dedicated to the game development sector in Italy, with the participation of publishers from all over the world.

**ITA - Italian Trade Agency** is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

**ITA** offices in the world are the ideal gateway for foreign enterprises willing to establish business relationship with Italian partners, from sourcing Italian products to investment opportunities in Italy.

**ITA** through its international presence within the Italian diplomatic network, operates together with business organizations and other public and private entities to offer coordinated support for businesses and Italian organizations involved in the globalization process.

**ITA** has a dedicated program of activities to promote the Italian audiovisual and Game industry abroad with several promotional events every year in North America and Europe.





madeinitaly.gov.it

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## Representatives at GDC 2024

### Francesca Mauri

*Deputy Trade Commissioner*

Los Angeles Office

### Raffaele Rinaldi

*Trade Analyst*

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### Irene Moleas Caccia

*Trade Analyst*

Los Angeles Office

### Giuseppe Certo

*Creative Industries*

Rome Office

# IIDEA



IIDEA is the trade body representing the video games industry in Italy. Founded in the early 2000s and formerly known as AESVI, the Association rebranded itself as IIDEA (Italian Interactive Digital Entertainment Association) in 2020. Currently IIDEA represents around 100 video game companies including platform owners, video game publishers, video game developers and esports operators.

IIDEA's mission is to create favorable conditions for the development of the video games industry in Italy and to foster the role of video games in the economic, social, and cultural system of the country.

The Association operates in different fields of activities:

- Reports on the video games industry, sales, demographics and esports in Italy.
- Relationships with public institutions at national, regional, and local level.
- Any initiatives to create a sustainable ecosystem for the business development of start-ups, small and medium-sized enterprises and multinationals operating in Italy.
- Support to the internationalization of the local video games industry.
- Promotion of responsible gameplay and use of video games for education towards families and educators



IIDEA is the promoter of First Playable, the reference business event for the video games sector, which also hosts the Italian Video Game Awards ceremony.

IIDEA is also partner of several acceleration programs for video games start-ups across the country.

IIDEA is an agile, slender, and results-oriented Association. Its line of work is very pragmatic and based on the constant involvement of its members to ensure that its action keeps abreast of the industry steady evolution. IIDEA members are at the hearth of any choice or action carried out by the Association.

At European level, IIDEA is proud member of Video Games Europe and EGDF (European Game Developers Federation).

**Thalita Malagò**  
*Director General*

**Alberto Simonetti**  
*Public Affairs Manager*

**Ilaria Amodeo**  
*Communication & Events Manager*

### **Representatives at GDC 2024**

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*Business Development & Esports  
Manager*

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**Davide Mancini**  
*Developer Relations Manager*

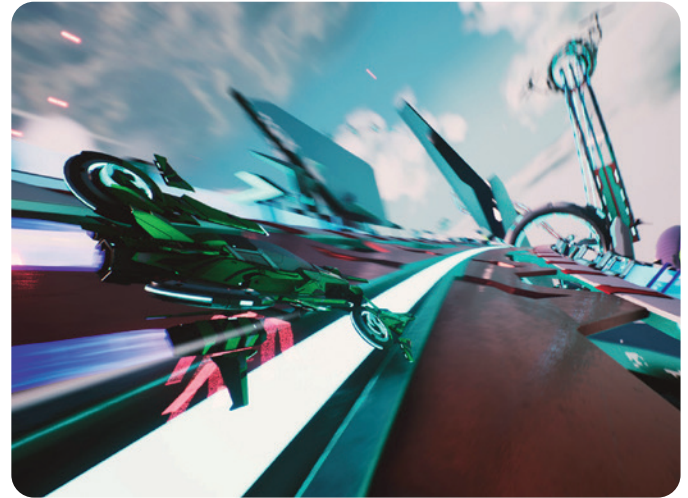
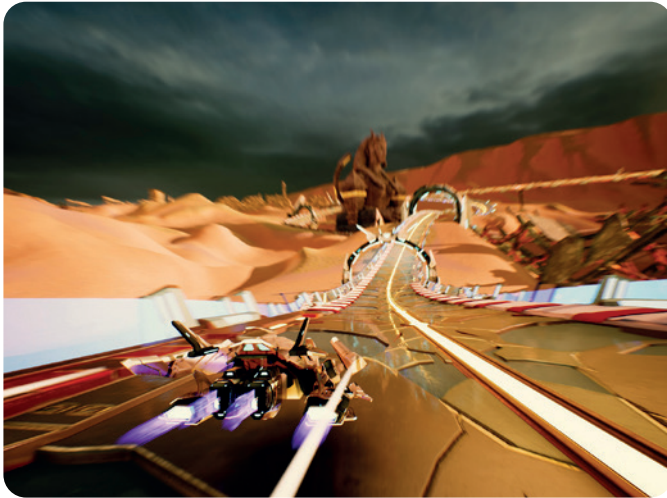
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**34BigThings**

34bigthings.com

Established in 2013, 34BigThings is a developer for premium games across PC, console, and mobile devices. We use cutting-edge technology to create innovative genre-leading games that redefine genres, receive critical acclaim, and capture the imagination of gamers around the world. We are a hard-working bunch of AA/AAA gaming veterans who strive for excellence in every project we take on, a close-knit family who loves what we do. We have released over 10 premium games topping charts on most gaming platforms. Since November 2020, 34BigThings is part of the Embracer Group, under Saber Interactive.



## Key Project at GDC 2024

### **REDOUT 2**

*Genre:* Anti-gravity racing

*Platform:* Steam, EGS, PS4, PS5, Xbox One, Xbox X|S, Nintendo Switch

*Stage of development:* Post-launch support

*Looking for:* Publishers

## Representative at GDC 2024

**Valerio Di Donato**

*CEO*

[vdidonato@34bigthings.com](mailto:vdidonato@34bigthings.com)



ACGames

acgames.it

ACGames emerged with a robust indie vision: to fill a void in today's gaming landscape. ACGames is an ACSoftware BU, an inventive SME founded in 2016, focused on IT services. Thanks to this bond, ACGames wants to create new experiences, covering different scopes and meet a transversal audience. We want to experiment and push as many people as possible to play, players and non-players, sharing different backgrounds on a single playing field. ACGames, a beacon of innovation, revitalizes Calabria's gaming landscape, dormant since 2014.



## Key Project at GDC 2024

### Bad Water

*Genre:* Minimalist city builder, post-apocalyptic, on water, single player

*Platform:* PC

*Stage of development:* Vertical Slice

*Looking for:* Publishers

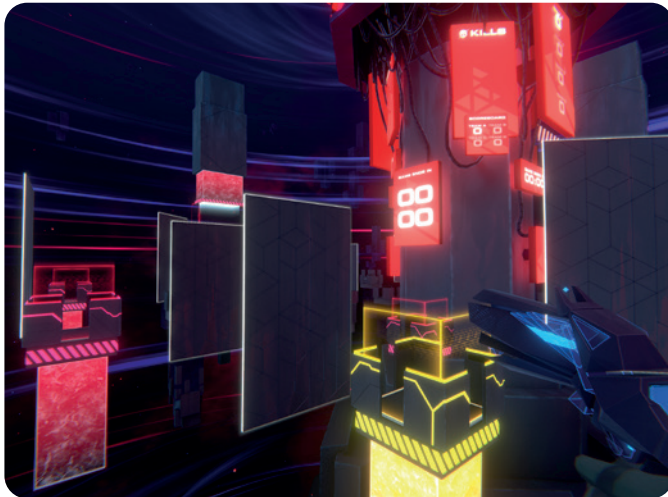
## Representative at GDC 2024

### Aristide Cittadino

*CEO & CTO*

aristide.cittadino@acsoftware.it

Established in Milan in 2014, we are a studio specializing in the development of immersive solutions in primarily in VR, AR, MR, as well as for Desktop, Web and Mobile platforms. We develop solutions for simulation & training, business and entertainment with over 100 3D real time B2B and B2B2C applications developed. We have built Reflectis, a multiplatform virtual worlds experience platform, that allows the creation and management experiences, simulations and games. In 2023, we debuted our first B2C game, Tennis League VR, on the META Quest Store and are actively developing new titles and IPs.



### Key Project at GDC 2024

#### **YON BLITZ**

*Genre: VR FPS Arena*

*Platform: Standalone VR*

*Stage of development: Prototype*

*Looking for: Publishers*

### Representative at GDC 2024

#### **Matteo Favarelli**

*COO & Co-Founder*

[matteo@anotherreality.io](mailto:matteo@anotherreality.io)



# Dramatic Iceberg

[www.dramaticiceberg.it](http://www.dramaticiceberg.it)

Dramatic Iceberg is a freezing-cold indie studio from Italy with a big passion for videogames. We released our first game Garden In! for Nintendo Switch and PC in January 2023. We want to create interesting, satisfying, cozy and wholesome indie games for Console and PC and we are looking for investors and publishers for our next title called Letter Bunny.. Our team specializes in developing projects on the Unreal Engine and has worked in different co-productions. Bringing our expertise to the table. As well as providing art/animation services, 3D modeling, optimization, and much much more.



## Key Project at GDC 2024

### **LETTER BUNNY**

*Genre:* Adventure platformer

*Platform:* PC / Nintendo Switch

*Stage of development:* Early development

*Looking for:* Publishers and investors

## Representative at GDC 2024

### **Tommaso Verde**

*Co-founder & Business Developer*

[t.verde@dramaticiceberg.it](mailto:t.verde@dramaticiceberg.it)



# Funny Tales

funnytales.us

Funny Tales was born from the merge of 2 Italian studios Digital Tales and Just Funny Games, with 17 years of presence on the market and more than 20 titles produced. The company boasts 25 employees in three offices in Milan, Imola (BO) and Miami. Funny Tales develops award-winning games on PC, console, mobile and VR/XR platforms. We develop serious games (Advertising, Educational, Health..) and high-quality e-learning apps (also in VR, AR and XR) for B2B clients worldwide (e.g. Bulgari, Technogym, Meta, Osmo..).



## Key Projects at GDC 2024

### **VENETIA 1.100 A.D.**

*Genre:* Narrative adventure

*Platform:* PC/Mac (Steam),

Nintendo Switch

*Stage of dev.:* Vertical Demo

*Looking for:* Publishers, Funding

### **VRIDER SBK**

*Genre:* VR Racing Game

*Platform:* Meta Quest 2, 3

*Stage of dev.:* Completed

*Looking for:* Partnership to port the game on other platforms

## At GDC 2024:

### **Gianluca Marani**

*CEO*

gianluca.marani@  
funnytales.it



## Idra Interactive Studios

[www.idrainteractivestudios.com](http://www.idrainteractivestudios.com)

Idra Interactive Studios is a development studio specializing in applied games, interactive works based on the synergy between entertainment, culture and education. Our portfolio includes Sette Mondi (2023) a 2D game developed with University of Rome Tor Vergata, Behind The Light – The Extraordinary Life of Luca Comerio, a 3D RPG game developed in partnership with Cineteca Milano, presented at the Venice Film Festival, and CODE #DNA (2021). Our latest project, Vigamus Ville was released on Roblox on November 2023 as a virtual recreation of Vigamus - The Video Game Museum of Rome.



### Key Project at GDC 2024

#### **VIGAMUS VILLE**

*Genre:* RPG/Platform

*Platform:* Roblox

*Stage of development:* Released

*Looking for:* Partnership, investment

### Representative at GDC 2024

#### **Eva Sturlese**

*Studio Manager*

[eva.s@idrainteractivestudios.com](mailto:eva.s@idrainteractivestudios.com)

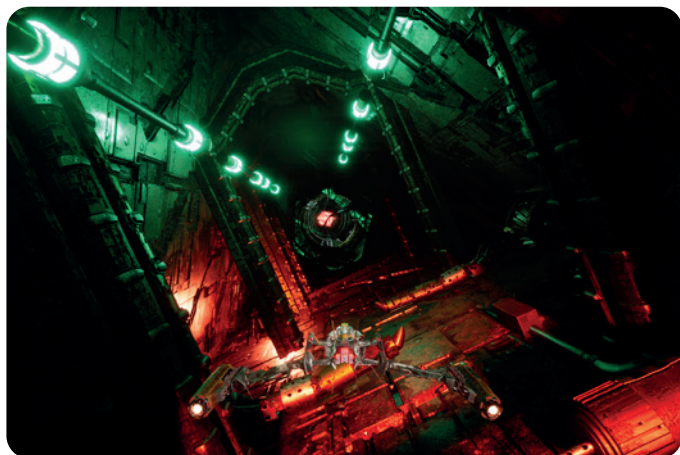


# Italian Games Factory

italiangamesfactory.com

Italian Games Factory is the result of a partnership between two different, but complementary companies:  
**IVPRODUCTIONS:** Since the early days of the Italian video game industry, IV Productions has produced PC and console video games for the international market, boasting numerous successes on various platforms, such as Riot: Civil Unrest, Progetto Ustica, Nicholas Eymerich: The Inquisitor.

**iMASTERART:** A leader in the artistic entertainment Education sector offering unique, specialized Master's degrees, ranging from Concept 2D to Full CG Cinematics Production, Video Games and Film Post-production.



## Key Project at GDC 2024

### **HELL GALAXY**

*Genre:* Space shooter, RPG

*Platform:* Steam, PlayStation, Xbox

*Stage of development:* Close to release

*Looking for:* Press

## Representative at GDC 2024

**Leonardo Marazzi**

*CMO*

leonardo@italiangamesfactory.com





MAF  
maf.ad

MAF's loyalty platform is your all-in-one solution for game growth and monetization.



## Key Project at GDC 2024

### MyCHIPS

*Genre:* Monetization SDK

*Platform:* iOS, Android

*Stage of development:* Complete

*Looking for:* Mobile game developers seeking to monetize their non-paying players

## Representative at GDC 2024

### Massimo Caroli

*COO & Founder*

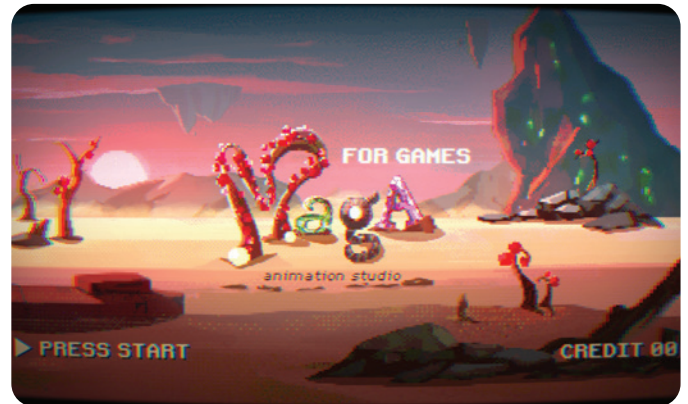
max@maf.ad



## Maga Animation Studio / For Games

[www.maga-animation.com/work/tag/video-games](http://www.maga-animation.com/work/tag/video-games)

Maga Animation Studio was born in 1996 with the aim of developing new pathways of animation for the entertainment and video game industry. The studio activities are focused on animation for game cinematics (in-game real-time or full rendered) and trailers, including animation for gameplay, art, and creative direction. With a very solid production management, our team takes care of every detail in each project. From concept and animation, to final rendering and compositing, we use the latest technologies to create stunning new worlds and a magic never seen before. Our recent collaborations include: UBISOFT / Nintendo, NACON, Reply Game studios, Memorable Games, HUMBLE games, Milestone, 505 Games.



### Key Project at GDC 2024

#### RAGS

*Genre:* Adventure

*Platform:* All

*Stage of development:* In development

*Looking for:* Developers and publishers to support with animation and technical support, partners to build awesome projects together.

### Representative at GDC 2024

#### Massimo Carrier Ragazzi

*CEO, Executive Producer, Creative Director*

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# Memorable Games

memorable.games

Memorable Games, previously known as MixedBag, is a development studio focused on creating and developing 3d open world games with innovative systemic gameplay and strong narrative. We're now working on *On Your Tail*, a 3d open world narrative / investigative / life sim game published by Humble Games and coming to Nintendo Switch and PC in 2024.



## Key Project at GDC 2024

### **ON YOUR TAIL**

*Genre:* Open World Life Sim / Investigative Game

*Platform:* Nintendo Switch / PC

*Stage of development:* In production

## Representative at GDC 2024

### **Mauro Fanelli**

*CEO & Creative Director*

mauro@memorable.games



# Milestone

milestone.it

Founded in Milan in 1996, Milestone is one of the leading and longest established racing game developers and publishers in the world. The 300-people team based in Milan is responsible for licensed hit series like Hot Wheels Unleashed™, MotoGP™ and Monster Energy Supercross – The Official Videogame as well as its own IPs RIDE and Gravel.



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## Representative at GDC 2024

**Gianluca Barbera**

*Technical Director*

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## Nacon Studio Milan

[www.naconstudiomilan.com](http://www.naconstudiomilan.com)

Nacon Studio Milan is NACON's Italian development studio, based in the heart of Milan. Founded in 2016, the company now counts 70+ people and it's still growing. The development team is working on an ambitious project based on one of the world's most popular film franchises: Terminator. It will be a survival game set in a post-apocalyptic world. Furthermore, the company has an internal division - RaceWard Studio - which specializes in racing simulation video games.



### Key Project at GDC 2024

#### **TERMINATOR: SURVIVORS**

*Genre:* Open World Survival

*Platform:* PC, PlayStation 5, Xbox Series X|S

*Stage of development:* In development

*Looking for:* Survivors

### Representative at GDC 2024

#### **Marco Ponte**

*CEO & Creative Director*

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**Revera**

[www.reveravr.com](http://www.reveravr.com)

Revera is a startup founded three years ago, specialized in VR and AR development. The company has established significant international collaborations. Notably, Revera undertook a prominent project in Saudi Arabia, building a VR experience of the Nabatean archaeological site of Jabal Ikmah. The company has embarked on its maiden voyage into game production with their inaugural project: Mass-eve (a rogue-like game inspired by the enchanting realm of quantum physics). Revera distinguishes itself by its commitment to graphical quality, a hallmark extending to its foray into game development.



## Key Project at GDC 2024

### **MASS EVE**

*Genre:* Roguelike

*Platform:* PC

*Stage of development:* In production

*Looking for:* Publisher

## Representative at GDC 2024

### **Matteo Sirizzotti**

*Computer engineer, Co-founder*

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# Storm in a Teacup

[www.stcware.com](http://www.stcware.com)

Storm in a Teacup was created by industry veteran Carlo Ivo Alimo Bianchi in 2013, with the aim of developing only the finest experiences in the video game industry. With a unique art style and a skilled international team, Storm in a Teacup has released four titles for Xbox, PlayStation, Nintendo Switch, PC and PC VR., winning several international awards and reaching a worldwide audience. Storm in a Teacup wants to tell amazing stories, create deep experiences and develop video games that spread the best of “Made in Italy” to the world.



## Key Project at GDC 2024

### **STEEL SEED**

*Genre:* Stealth Action Adventure

*Platform:* PC, Xbox Series X|S, PlayStation 5

*Stage of development:* Early Access

*Looking for:* Publisher, Marketing, Networking,  
Feedback

## Representative at GDC 2024

**Roberto Semprebene**

*Studio Manager*

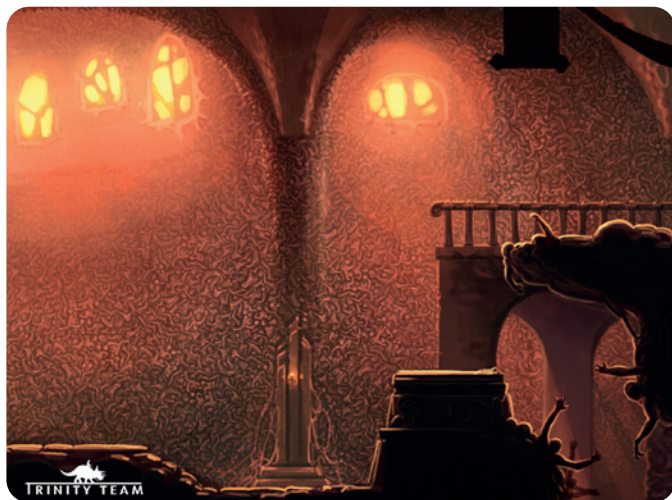
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# Trinity Team

[www.trinityteamgames.com](http://www.trinityteamgames.com)

Trinity Team is an independent software house founded in 2017 specialized in the development of video games for the PC, console and mobile market. Our main office is in Bologna, but we can count on a network of collaborators distributed all over Italy. The company was born with the project Slaps And Beans, the official video game of actors Bud Spencer and Terence Hill financed through a crowdfunding campaign in 2016. Trinity Team has 3 published titles to its credit: Bud Spencer & Terence Hill - Slaps And Beans, The Darkest Tales and Bud Spencer & Terence Hill - Slaps And Beans 2.



## Key Projects at GDC 2024

### **NIGHTMARE'S TALES (WT)**

*Genre:* Platform-Metroidvania

*Platform:* PC, PlayStation 4-5,  
Xbox series X|S, Switch

*Stage of dev.:* Pre-production

*Looking for:* Publishers, funding

### **CINEMA (WT)**

*Genre:* Thriller investigation

*Platform:* PC, PlayStation 4-5,  
Xbox series X|S, Switch (evaluate)

*Stage of dev.:* Pre-production

*Looking for:* Publishers, funding

## At GDC 2024:

**Gerardo Verna**

*CEO*

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[trinityteamgames.com](http://trinityteamgames.com)





# Untold Games

untoldgames.com

For the past decade, Untold Games has been a key player behind the gaming scene, porting unforgettable titles and providing top-tier development services using Unreal Engine. Their fortunate journey has been marked by collaborations with some of the most creative studios in the gaming industry. From porting the heartwarming and innovative “It Takes Two” to Nintendo Switch, to upgrading for next gen consoles the high-octane racing “Assetto Corsa Competizione”, they’ve done it all. Untold Games are currently working on something personal: City 20. A groundbreaking dystopian life simulator.



## Key Project at GDC 2024

### **CITY 20**

*Genre:* Simulation, Sandbox, Survival

*Platform:* PC

*Stage of development:* In production

*Looking for:* Publishers, distribution

## Representative at GDC 2024

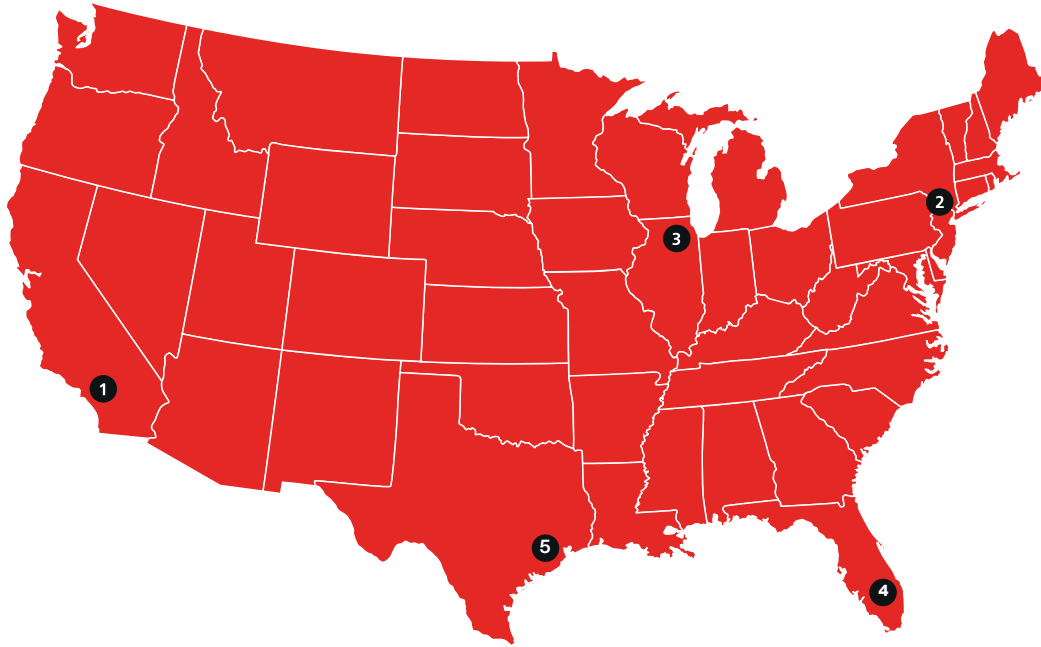
### **Elisa Di Lorenzo**

*Co-Founder & CEO*

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