

11-12-13 JUNE 2025, FIRENZE PROGRAM & MAP

CINEMA LA COMPAGNIA | VIA CAVOUR 50-R
PALAZZO DEGLI AFFARI | PIAZZA ADUA, 1
WWW.FIRSTPLAYABLE.IT





WEDNESDAY, JUNE 11

KICK-OFF CONFERENCE

FROM 1.00 PM	Check-in and badge distribution
2.00 PM – 2.15 PM	Opening
2.15 PM – 2.45 PM	Historia Magistra Vitae: The Past as a Guide to Gaming's Future
2.45 PM – 3.15 PM	From Vision to Reality: a conversation between Ed Fries & the founders of Day 4 Night
3.15 PM – 3.45 PM	Playing Together: How the UK Built a Vibrant Games Ecosystem
3.45 PM – 4.30 PM	Made in the UK: Creative Highlights from Independent Studios
4.30 PM – 5.00 PM	No Destination Needed: The Story Behind Keep Driving

5.00 PM - 5.30 PM Playing Your Cards Right:
The Story of Balatro

5.30 PM - 6.15 PM Fireside Tales from South of Midnight

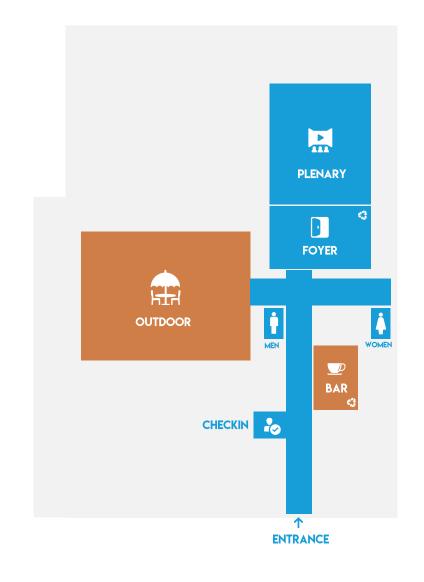
6.30 PM - 7.30 PM Opening drink powered by Memorable Games

THURSDAY, JUNE 12

ITALIAN VIDEO GAME AWARDS

FROM 6.00 PM Guests check-in

7.30 PM - 9.00 PM Ceremony



Afterparty

FROM 9.00 PM







THURSDAY, JUNE 12

	FROM 9.00 AM	Check-in and badge distribution
"	9.30 AM – 10.30 AM •	From home development to video game studio: the story of a game developer and the legal 'monsters' he has to deal with LCA Studio Legale
	10.00 AM – 6.00 PM	Meeting 1:1
	10.30 AM – 11.15 AM	PlayStation Independent Partners Session Sony Interactive Entertainment
	11.00 AM – 12.00 PM	The Unexpected Gambit Gambit Digital
	11.00 AM – 12.00 PM	Creating long-term, sustainable franchises Slitherine
	11.00 AM – 12.00 PM ◆	Funding Options for Startup Game Development Companies 1Up Ventures

12.00 PM – 1.00 PM	•	The Great Hitch Hunt: Tracking Down Every Frame Drop in Unreal Engine Epic Games
■ 2.00 PM – 3.00 PM	•	Production Music and Video Games: Technical Aspects and Creative Processes Audio Network Italia
■ 3.00 PM – 4.00 PM	♦	Creating a shared resource hub for developers IIDEA & Slitherine
4.00 PM - 5.00 PM	♦	How do we succeed in today's interactive entertainment industry? SuperNova Capital
4.00 PM – 5.00 PM	♦	The end of AAA: have new technologies levelled the playing field? Tencent
4.00 PM – 5.00 PM	♦	PlayStation Independent Partners Q&A Sony Interactive Entertainment
4.00 PM - 6.00 PM	♦	Gelato Break powered by Slitherine
■ 5.00 PM – 5.30 PM	♦	Bologna Game Farm: from its early years to the winners of the 2025 edition Bologna Game Farm





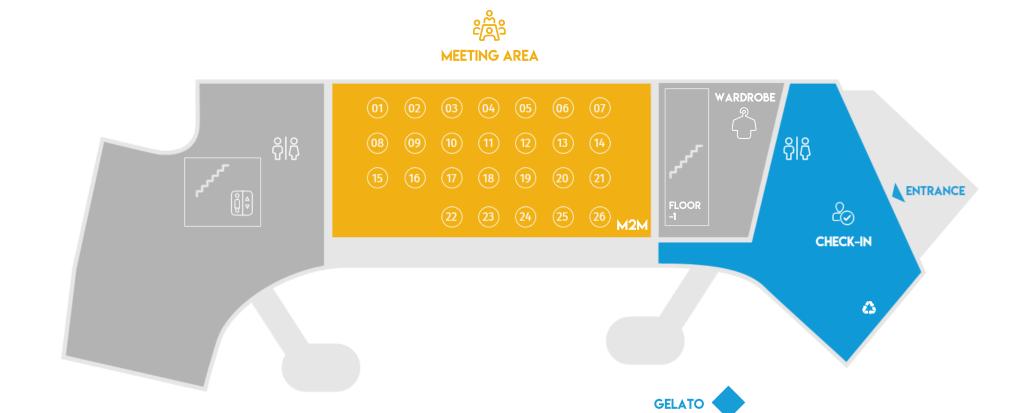
FRIDAY, JUNE 13

FROM 9.00 AM	Check-in and badge distribution
10.00 AM – 6.00 PM	Meeting 1:1
10.00 AM – 10.45 AM	Introduction to Video Games Tax Credit MIC – Ministry of
	Culture
10.45 AM – 11.15 AM	Creative Europe MEDIA: video game development fund
	Creative Europe MEDIA
11.00 AM – 12.00 PM	From indie to income: real talk on self-publishing that works
	Xsolla
11.00 AM – 12.00 PM	Dev Meets Deal: Unreal Engine & Epic Games AMA Epic
	Games
11.00 AM – 12.00 PM	How important is a studio's first game? Sourcing in the Rain

"	11.15 AM – 11.45 AM	♦	Zagarolo Game City: the Lazio Region program that supports video games and board games Lazio Innova
	12.00 PM - 1.00 PM	•	Launch it your way: why self-publishing wins in 2025 Xsolla
	2.15 PM – 3.00 PM	♦	Torino Game On: Community, Acceleration and the Future of Gaming OGR Torino, Quickload, GAME-ER
•	3.00 PM - 4.00 PM	•	Blue Prince: a procedural graphics style for a procedural video game Dogubomb
	4.00 PM – 5.00 PM	\	Unreal Engine: from classroom to studio Epic Games

GROUND FLOOR PALAZZO DEGLI AFFARI

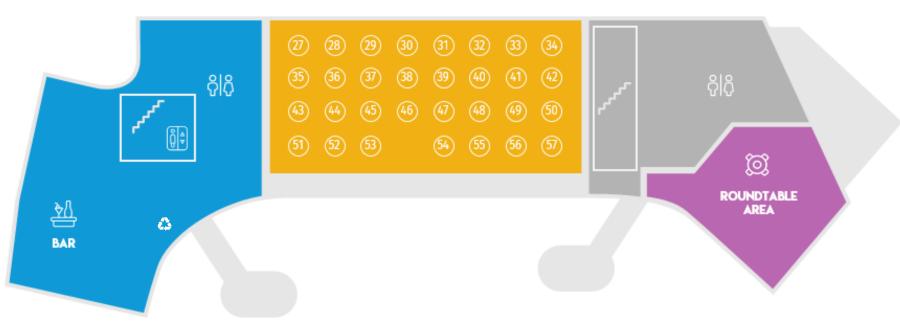
- **11 1UP VENTURES**
- 02 AEROSOF1
- na AMPLIFIER GAME INVEST
- NA AUDIO NETWORK ITALIA
- 05 BANDAI NAMCO ENTERTAINMENT
- **NA BRIGHT GAMBIT**
- N7 CHUCKLEFISH
- 08 CREATIVE EUROPE DESK ITALY MEDIA
- ועע פּס
- 10 DEVOLVER DIGITAL
- 11 DOTEMU THE ARCADE CREW
- 12 EPIC GAMES
- 13 FIRESHINE GAMES
- 14 FIRESQUID
- 15 FLOCK GAMES
- 16 GAMBIT DIGITAL
- 17 GHOST SHIP PUBLISHING
- 18 GPEM
- 19 GSC GAME WORLD
- 20 HEADUP PUBLISHING
- 21 HIROCAPITAL
- 22 KANDO FACTORY
- 23 KEPLER INTERACTIVE
- 24 KWALEE
- 25 LCA STUDIO LEGALE
- 26 MARVELOUS EUROPE



FIRST FLOOR PALAZZO DEGLI AFFARI

- 27 MIC MINISTRY OF CULTURE
- 28 MICROIDS
- 29 NINTENDO OF EUROPE
- 30 PARADOX INTERACTIVE
- 31 PLAION
- 32 PLAYSTACK
- 33 PQUBE
- 34 RAW FURY
- 35 SARDEGNA FILM COMMISSION
- 36 SECRET MODE
- 37 SHIRO GAMES
- 38 SOEDESCO PUBLISHING
- 39 SONY INTERACTIVE ENTERTAINMENT
- 40 SOURCING IN THE RAIN
- 41 SQUARE ENIX COLLECTIVE
- 42 STRAY FAWN
- 43 SUMO GROUP
- 44 SUPERNOVA CAPITAL
- 45 TENCENT
- 46 TINYBUILD
- 47 TWIN SAILS
- 48 UNITED LABEL
- 49 WHITETHORN GAMES
- 50 WIRED PRODUCTIONS
- 51 XBOX
- 52 XSOLLA
- 53 PUBLIC TABLE A
- 54 PUBLIC TABLE B
- 55 PUBLIC TABLE C
- 56 PUBLIC TABLE D
- 57 PUBLIC TABLE E







58 BOLOGNA GAME FARM

59 OGR TORINO, QUICKLOAD, GAME-ER



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