



PROVENCE PROMOTION



Interview with Thierry Platon (Gamesud)...

“We play to win with Provence Promotion!”

It is no secret for anyone... The Provence-Alpes-Côte d’Azur region wants to become one of Europe’s leaders in the creation of digital contents. To achieve this, it intends to facilitate setting up of innovative companies and already benefits from the energy of Gamesud. This association was created at the end of 2007 by players working in the video games industry based on a concept launched by Provence Promotion, that is also taking an active part in its design.

As Thierry Platon, the founder partner of Studio 42 and co-founder of Gamesud tells us, "we share many common interests that we intend to play for all they are worth to make our investments successful!"



Thierry Platon

> How was this partnership created?

Thierry Platon: The game industry is growing quickly, and is a genuine factor in regional development in terms of job creation and digital culture. With this in mind, Provence Promotion had the idea of creating a partnership - like those that already exist in Lyon and Bordeaux - to increase the vitality of about forty companies already working in the field and located in the region. Subsequently, it assisted us in its implementation.

We are also members of the Image PRIDES (Regional Joint Innovation and Economic Development Cluster) through the Cinéma au Soleil association, the region’s reputable media cluster.

> Therefore, members of the association and Provence Promotion share the same interests?

Thierry Platon: Absolutely! We provide mutual services. And our partnership will enable us to achieve many of the association’s objectives that are to:

- facilitate sharing skills and resources;
- multiply actions in terms of training and job creation;
- assist companies working in the sector in setting up and in their local, national and international development;
- facilitate reconciliation with nearby sectors (cinema, 3D animation, mobile telephone, Internet, etc.).

> Who are the members of this association?

Thierry Platon: Partners and institutions, and many companies recognized for their expertise. The founders include Lexis Numérique, one of France’s largest independent studios, and creation studios such as Bip Media, Exkee and the Indeego Games distribution platform. Companies such as Stone Trip, Gargul, C4M, Studio 42, eSportlive, etc. also quickly joined the association.

For further information
The GAMESUD site
<http://gamesud.org/>