



'GAMELOADING: RISE OF THE INDIES'

Film devoted to Indie Game Culture

GameLoading: Rise of the Indies is a feature documentary exploring the world of indie game developers – their craft, their games, their dreams, and how they have forever changed the landscape of games culture. Disrupting the big-budget industry, indie games have altered the art form through their innovative, varied and personal games. Small teams of passionate and creative developers are offering an alternate voice to players. *GameLoading* captures this pivotal point in history, where video games have become more personal than ever before.

The film showcases a wide variety of indie developers behind some of the most important games of the past few years and takes a broad snapshot of this diverse, creative community on an international scale.

The film demystifies what goes into making a game, examines the processes of different studios and individuals, captures the excitement of industry events like PAX and GDC, ponders why we play, what success means, and explores where this art form has come from and where it may be going.

GameLoading features interviews with a mix of high-profile and up-and-coming indie developers and industry figures, including:

- Rami Ismail (*Vlambeer*)
- Davey Wreden (*The Stanley Parable*)
- Christine Love (*Analogue: A Hate Story*)
- Trent Kusters (*Armello*)
- Lucas Pope (*Papers, Please*)
- John Romero and Tom Hall (id Software founders)
- Nina Freeman (Code Liberation)
- Jens Bergensten (*Minecraft*)
- Richard Hofmeier (*Cart Life*)
- Phil Tibitoski (*Octodad*)
- Zoe Quinn (*Depression Quest*)
- Mike Bithell (*Thomas Was Alone*)
- and dozens more

History

Lester has been a gamer his whole life. His family bought an Atari 2600 when he was a kid, which launched a lifelong love of video games. But as he grew older, this passion waned a little, as he became bored with the constant barrage of commercial games that all looked, played and were marketed the same way.

Anna felt the same way. Growing up, she dabbled in games like *SimCity*, *Myst* and *The Neverhood*, but to her, games mostly looked like shooters and racers, and weren't offering her much variety.

They were both craving an alternative scene that they didn't yet know existed.

But this all changed when Lester discovered the creative community of indie game developers while working on a video game review show for Australian TV. The producers of this show saw no value in the indie game subculture, but Lester disagreed, seeing a new creative and cultural force swelling. He soon quit the show to investigate this new subculture.

Finally free to focus on the film they wanted to make, in 2012 Lester and Anna began exploring the local scene. Over the next year or so, the team shot interviews with developers in Sydney, Melbourne and Perth, learning about and documenting the craft of making games and the people dedicated to it. The film soon expanded to look at the indie games scene on a global scale.

Identifying as indies themselves, Lester and Anna feel a real affinity with the subjects of the film. Indie games, free to express their own voices and artistic goals, had a lot in common with underground scenes in music and art, which they had always found fascinating.

“Because we have both quit our jobs, and are working on this film full-time, we’re making *GameLoading* on the smell of an oily rag, couch-surfing when we travel and living off \$1 pizza slices,” Lester said. “We feel our journey in making this film - with no budget, scraping time and money together wherever we can, risking everything to bring our film to the world – mirrors the journey of indie game developers as they struggle to complete their games. We can relate to the struggles and dreams of the characters we are filming.”

The team secured funding for the primary film shoot through a successful Kickstarter campaign in mid-2013, after which they visited eleven cities in eight countries over three months, and shot dozens of interviews.

In the lead up to finishing the film the team had a second successful Kickstarter to fund the sound-mix, colour grade and other post-production needs.

The two Kickstarter and Slackerbacker campaigns garnered around 2,500 backers whose support and encouragement has been integral to the production.

GameLoading: Rise of the Indies will be released in US cinemas from 12th March, 2015 on leading digital platforms in April.

Features

- A feature documentary about indie game developers rising up and changing the way we see games.
- *GameLoading* was successfully Kickstarted in 2013, allowing StudioBento to visit developers in 8 countries to get an international perspective on the indie scene.
- *GameLoading* attempts to document as many perspectives as possible, ranging from developers struggling for their big break to established developers working on their next hit game.
- *GameLoading* intends to be an all-encompassing documentary about indie game development, ranging from the history of indie game development, the creation of independent games and the future of the industry.

Selected Articles

- "A documentary that seeks to zoom out and look at the entire indie scene globally [...] it's already looking very special." - Katie Williams, PC Gamer
- "The team has travelled across the globe, interviewing some of the most influential indie creators currently working in games and — from what I've seen so far — the result is an incredibly definitive video game documentary on what is akin to a punk rock movement in video games." – Mark Serrells, Kotaku AU
- "In light of recent struggles about who is welcome in the gaming community, it is encouraging to see a wider range of voices creating games..." – Will Fulton, Digital Trends
- "GameLoading: Rise of the Indies wants to provide a grander view of [a] rapidly rising portion of the video game industry." - Chris Priestman, IndieStatik
- "Whereas [Indie Game: The Movie] took a more personalized approach to understanding indie game development, GameLoading is working to provide a detailed history of the scene, building up to a world-wide view of where the subculture is today." - Vincent Parisi, IGX Pro

Additional Links

Kickstarter

Original [Kickstarter](#),

Second [Kickstarter](#)

About StudioBento

StudioBento is a boutique film/video production house based in Melbourne, Australia.

HOME

StudioBento is a digital studio in Melbourne, Australia that specialises in film and video productions. Projects include TVCs, documentaries, interstitials, web-series, hype reels and branded content that are distributed across TV, Internet, and cinema. StudioBento is managed by producer/director Lester Francois.

HISTORY

StudioBento was formed by filmmakers Lester Francois and Anna Brady, who have years of experience working in film and TV.

A love of film brought the couple together. Lester studied film at the Victorian College of the Arts, Anna studied fine art, specialising in film-making, and the two met at a film festival where they had both submitted rival film-noir shorts.

By trade, Anna is a video editor and Lester a producer and director, and the pair, have worked on TV programs, documentaries, commercials and corporate videos.

Their current major project is the indie game documentary, *GameLoading: Rise of the Indies*.

GameLoading - Rise Of The Indies Credits

Lester Francois

Producer & Director

Anna Brady

Producer & Editor

Jess O'Farrell

Associate Producer

Cam Matheson

Cinematographer

Tim Shiel

Composer

Stephanie Westwood

Production Manager

Jamie Helmer

Production Manager

Cliff Wilding

Editor

Michael Irving

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