



Entertainment Video Games As European Culture Network conference



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Where gaming meets cultural heritage.
Join the "Entertainment Video Games as
European Culture" conference.

29-30 June, 2026

Breda University of Applied Sciences

**SIGN UP BEFORE
27 FEBRUARY 2026**



Why attend ?

Experience gaming culture by immersing yourself in the intersection of game development excellence and cultural innovation through this dynamic two-day programme. This intensive event offers:

- **Creative Showcase:** Play a wide variety of innovative games and prototypes from students of one of the world's top-rated game development programmes. Connect directly with emerging talent and discover innovative gameplay concepts, experimental mechanics, and fresh creative visions that define the next generation of game development.
- **Industry Immersion:** Navigate the Industry Showcase alongside hundreds of game professionals—from indie creators to studio veterans. Build connections with developers, researchers, and cultural practitioners shaping the future of interactive entertainment.
- **Research & Innovation:** Engage in presentations from BUAs researchers and other KreativEU academic partners exploring how video games connect with traditional cultural forms and preserve traditions, amplify diverse voices, and create resilient cultural ecosystems that balance innovation with heritage preservation.
- **Future Perspectives:** Participate in a panel discussion exploring sustainable cultural practices in game development and examining the cultural position of games in Europe, from heritage preservation to artistic expression and cultural collaboration.
- **Cross-Sector Collaboration:** Connect and find common ground for future projects with partners from academia, industry, and cultural institutions who are pioneering new approaches to understanding and developing innovative frameworks for creative collaboration across disciplines.

The programme in a nutshell

We provide academic talks, direct engagement with the gaming sector, and insight into a world-leading game development education through a showcase presenting hands-on game demos. You will network with hundreds of emerging developers, video game industry experts, and researchers.

This is an opportunity to push forward the discussion of how entertainment games shape contemporary culture, and to find R&D possibilities where creativity, technology, and traditional art forms converge.

Target audience

The event combines entertainment games and R&D project showcases, research presentations, and exploration of how entertainment games connect with traditional European cultural forms, making it particularly relevant for students and staff interested in games as cultural heritage, how interactive media shapes creative industries, and how gaming intersects with traditional art forms.

It aims to bring together those working across disciplines including game development, media studies, digital arts, cultural policy and creative technologies.

Our goal is to stimulate EU-wide R&D in the field of entertainment games to strengthen our understanding and European capacity in this often-overlooked cultural sector.

The experts' team

The Entertainment Video Games as European Culture conference is created by a team with expertise in artistic and entertainment video games, Anglophone literatures, information and communication technologies, gender studies, inclusion and accessibility. See the Meet the Experts page to get to know the team.

The programme is made in partnership with our academic partners, Instituto Politécnico de Tomar, Portugal, and the University of Greifswald, Germany.

The Instituto Politécnico de Tomar from Portugal brings expertise in information and communication technologies to explore how digital media shapes contemporary culture. Known for its innovative approach to technical education and strong connections to Portugal's rich cultural heritage, the institution examines how technology and creativity intersect in modern entertainment forms. Their participation enriches our understanding of games as complex communication systems that bridge traditional and digital cultures across European contexts.

The University of Greifswald from Germany contributes perspectives from Anglophone literatures and cultural studies to examine games as emerging narrative forms. As one of Germany's historic universities with centuries of humanities scholarship, Greifswald brings critical depth to understanding how interactive media creates new forms of cultural expression and storytelling. Their involvement highlights how games challenge and expand traditional academic boundaries, offering fresh insights into European culture.

Meet the experts



Dr. Mata Haggis-Burridge

Mata Haggis-Burridge is a professor at Breda University of Applied Sciences, where they lead the research line in Creative and Entertainment Games. Their research spans video games' content, creation processes, and cultural context.



Tuki Clavero, MSc

Tuki Clavero is a Research Coordinator at the Academy for AI, Games & Media at Breda University of Applied Sciences in the Netherlands. Tuki specialises in coordinating cross-disciplinary teams to explore the intersection of creative video games, AI-driven research processes, XR technologies, and human-computer interaction (HCI).



Dr. A. Treshi-Marie Perera

A. Treshi-Marie Perera is a senior researcher at the Academy for AI, Games & Media, Breda University of Applied Sciences, Netherlands. Her current research focuses on the cultural relevance of video games.



Silke Hassreiter, MA

Silke Hassreiter is a researcher at the Academy for AI, Games & Media at Breda University of Applied Sciences in the Netherlands. Her current research interests include workplace ethnography and diversity in the animation, games, and VFX industries.



Lindsey Bouwels, MSc

Lindsey Bouwels is a researcher at the Academy for AI, Games & Media at Breda University of Applied Sciences in the Netherlands. Her research interests lie in entertainment games, user experience, and video game accessibility.

Meet the experts



Prof. Sebastian Domsch

Prof. Sebastian Domsch is a professor of Anglophone Literatures at the University of Greifswald, where his research spans Romantic and contemporary literature, graphic novels, and literary criticism theory. He is particularly known for his work on narrative in video games, including his book *Storyplaying: Agency and Narrative in Video Games* (2013). His interdisciplinary approach bridges literary studies with game studies, exploring how interactive media creates meaning and engages audiences.



Carlos Mora

Carlos Mora is a professor at Instituto Politécnico de Tomar - Escola Superior de Tecnologia de Abrantes, Portugal. He is a member of the Smart Cities Research Center. His current research interests are in AI algorithms applied to the procedural generation of videogame content and in brain computer interfaces for videogame controlling devices.