



FOR IMMEDIATE RELEASE...

June 5, 2023

## VISIT MUSEUM OF DESIGN ATLANTA'S NEW EXHIBITION – **LEVEL UP: PIXELS, PLAY & PROGRESS**

*Explore Video Game Design from Immersive Storytelling to Player Connectivity, Collaboration, and Community  
Visit MODA's Latest Exhibition June 6, 2023 – January 14, 2024 + Tickets On Sale Now*

**Atlanta, GA** – This summer, the [Museum of Design Atlanta \(MODA\)](#) invites Atlantans and visitors alike to explore the world of video game design at its latest exhibition, *Level Up: Pixels, Play & Progress*, from June 6, 2023 – January 14, 2024. Collaboratively curated and designed by the MODA staff, the exhibition delves into the evolving and immersive form of storytelling in video games, from how game designers empower players to shape their own stories to how video games are redefining the boundaries of storytelling, fostering empathy, and inspiring positive action. Featuring 20 video games on display, MODA visitors will have the chance to interact with and play almost every game.

“Story has always been a powerful tool for connection, empathy and social change,” said Laura Flusche, Executive Director at MODA. “What’s fascinating about contemporary video games is how they blur the lines between the physical and digital worlds, and leverage design, technology and storytelling to bring people of all backgrounds together to collaborate. Game designers are taking on big challenges in their work – things like self-awareness, activism, generational healing, climate change, social impact, emotional intelligence, and more. *Level Up: Pixels, Play & Progress* gives visitors an opportunity to see how it’s all possible.”

Featured games in the interactive exhibition include *Before Your Eyes*, a VR game about a recently deceased soul who embarks on a journey through his life’s most significant moments. The game employs eye-tracking technology, which monitors the player’s eye movements and registers links as the signal to transition to the next scene or progress the narrative. The deeply introspective tale, combined with an innovative blink mechanic, encourages players to reflect on their own lives and the fleeting nature of time. Additional games include *Dot's Home*, a single-player game where Dot, a young Black woman travels through time to key moments in her family’s history to see how individual decisions have long-lasting collective impact; *Eliza*, a visual novel that lets players peak into the inner workings of an AI counseling app; *Endling: Extinction is Forever*, a game that has players embody the last fox on Earth in a rapidly changing environment; and many more.

With almost two dozen video games included in the exhibition, visitors are invited to take their time experiencing each game or follow self-guided, themed tours through the exhibit created by MODA. The themes include *Diverse Stories*, a tour of games designed to create inclusive playing experiences; *Nature’s Narratives*, which explores the games that center climate change, the natural world and human impact on the planet; *Byte-Size Biographies*, a tour through video games that encourage introspection and self-discovery; *Family-Fun*, a self-guided tour of family-friendly games; and even *Staff Favorites*, which explores the favorite video games of each MODA team members involved in curating the exhibition.

In celebration of Pride Month, MODA will host GAYmers: Game Night highlighting the video games featuring queer and LGBT themes and characters and treating guests to a drinks reception plus trivia. MODA is also offering private guided tours for groups or organizations.

*Level Up: Pixels, Play & Progress* is open from June 6, 2023 to January 14, 2024. To purchase tickets and learn more about the exhibition, visit [museumofdesign.org](https://www.museumofdesign.org).

**About Museum of Design Atlanta (MODA):**

Located within the Midtown Arts Corridor since 2011, MODA is the only museum in the Southeast devoted exclusively to the study and celebration of all things design. The museum defines design as a creative process that inspires change, transforms lives and makes the world a better place, an idea that informs all of its exhibitions and programs. MODA offers an extensive range of celebrated workshops, meet-ups, activities and camps for adults and children, and works to build a community that believes in the power of design to change the world. For more information, please visit [www.museumofdesign.org](https://www.museumofdesign.org) or call 404.979.6455.

**MEDIA CONTACT**

Kat Johnson

[kat@katjohnsonpr.com](mailto:kat@katjohnsonpr.com)

###