

## Press Release



### **Polaris presents a playable adventure park including Nintendo, Warner Bros., Canon, TikTok and many other participants**

Hamburg, 19 October 2022 – Finally it is here: Hamburg's first community fair dedicated entirely to gaming, e-sports, Asia culture and streaming, including many highlights for fans. From 28 to 30 October 2022, Polaris turns Hamburg's exhibition halls A1 and A4 into a playable adventure park featuring top-of-the-line stage shows, personal encounters with stars, many fascinating exhibitors, game testing stations, photo spots, a dance floor and even a coffee artist! Guests will be guided through five separate theme worlds. Polaris is organised jointly by Hamburg Messe und Congress, RCADIA and Super Crowd.

Hamburg's Media Minister Dr. Carsten Brosda and the Japanese Consul General, KATO Kikuko, will open Polaris on the grand stage in Hall A1 on Friday 28 October 2022 at 12 noon. Hamburg's First Mayor, Dr. Peter Tschentscher, will be among the guests of the new event.

Dr. Carsten Brosda, Minister of Culture and Media, said: "Games and Hamburg have been enjoying a symbiotic relationship for 20 years. Now Polaris adds a new, innovative platform. Hamburg was Germany's first state to provide specific support to companies of the gaming industry, making the city one of the leading places of the games industry in Europe. Games are an important part of the creative industry, driving innovation and giving rise to new forms of entertainment. Polaris brings all of these aspects together at a single event. I am sure that adding this new facet will be a boost for Hamburg as a games city."

"We are pleased to open a new chapter for Hamburg's gaming and fan culture by creating Polaris as a unique place that offers great opportunities for interaction," said Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH. "I feel really enthusiastic about this new event format. It is a great fit for HMC and Hamburg. What is more, the gaming community can benefit from the perfect location of our exhibition halls – right in the centre of the city, and close to some of its most creative districts."

"To me personally, Polaris fulfils a childhood dream," said Wolf Lang, CEO of the Hamburg-based event and development company Super Crowd. "Hamburg is the ideal city to host such an event. Not only because there has been a lack of major community events along the lines of DoKomi or gamescom for fans in Germany's north. But also because Polaris is a home match for many participating companies and partners which are located in Hamburg, including Warner Bros., Daedalic, RCADIA, Capcom, Razer and Valve, among others."

### **Playable world premiere and Guinness Book of World Records**

Around 150 exhibitors and partners have registered for the event, covering the segments of Gaming, e-Sports, Artists, Asia and Shopping. Well-known names include Nintendo, Warner Bros., PLAION, TikTok, Capcom, Crunchyroll, Daedalic Entertainment, Acer, Razer, fritz-kola, Gamecity Hamburg and many more. Visitors can look forward to features such as an attention-grabbing e-sports programme involving more than 500 gamers competing for the titles Rocket League and Nintendo Super Smash Bros. Ultimate, as well as a Cosplay Contest, a Dance Stage and a retro flea market on Sunday. For a full [programme overview go here](#). For an overview of all participating creators go [here](#).

Hamburg's own gaming scene will be well-represented, as well: The local publisher and developer Daedalic Entertainment will present a trial-ready world premiere, a previously unannounced project by the Hamburg-based studio Tiny Roar.

Polaris even has ambitions to make it onto the Guinness World Records list: On Saturday 29 October, Body Kitchen will attempt to set a new world record in attracting the largest-ever number of viewers to its live-streamed nutrition course.

### **Great news: a dedicated mobile gaming app**

Polaris will not only be playable physically but also virtually using the free-of-charge mobile app developed by Super Crowd. As of today, the official [Multiplayer Game App](#) is available for iOS, and will be joined by the Android version in just a few days. Using their own avatars, participants can level-up their event experience, collect stickers, play together, find friends and activate rewards. This makes Polaris the world's first games fair that can be played through together.

Tickets at 29 euros (single-day ticket) up to 60 euros (three-day ticket) may be purchased at the [POLARIS ticket shop](#) or at the on-site box office. A special Bring-Your-Kids ticket will be available for Sunday 30 October 2022 at 55 euros.

Polaris opening hours:

Friday, 28/10/2022: 12:00 noon to 08:00pm

Saturday 29/10/2022: 10:00am to 08:00pm

Sunday 30/10/2022: 10:00am to 06:00pm

**Online accreditation** is now open. Please register [here](#).

The latest images for downloading may be found in the [Press kit](#) of the Polaris Convention.

For more information, visit the [Polaris website](#).

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### **About the Polaris Convention:**

The Polaris Convention is a community event showcasing leisure activities such as games, content creation, e-sport, Japanese pop culture and even cosplay and artists to a broad public audience. As the organisers, Hamburg Messe und Congress works with RCADIA Hamburg and Super Crowd to create a series of e-sport tournaments, a mobile game aligned with the convention, and a special programme on the streaming website Twitch, in addition to the three-day community convention.

### **Data Privacy Notice:**

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