

GAME AWARD 2025

39th Cinekid Festival, Amsterdam, 11 October – 26 October 2025

Calendar outline:

- Selection procedure
 - Entry form online: March 18th 2025
 - Application deadline: June 30th 2025
 - Jury & Cinekid Junior Crew select, nominate, and pick the winner in July/August 2025
 - Winner will be announced during the Cinekid Awards at the festival in October 2025

REGULATIONS:

1. The 39th International Children's Film and Media Festival Cinekid will take place from 11 - 26 October 2025. The presentation of the Game Award selection is part of the MediaLab programme in Amsterdam. Cinekid Festival is an independent festival organized by the Cinekid Foundation. The MediaLab department is responsible for organizing the MediaLab programme.
2. Programme
The MediaLab programme consists of:
 - Interactive and immersive art installations
 - Workshops
 - The special selection for the Game Award
 - Other curated games
3. Cinekid Festival invites international artists, designers, students, studios and collectives to submit games and apps for consideration of the Game Award.
4. The organization applies selection criteria on four main levels: quality, innovation, authenticity and fun.
 - Regarding quality, specific areas of attention are: artwork, interaction design, usability, sound, storyline or narrative structure.
 - Regarding innovation, the uses of new technologies receive specific focus.
 - Regarding authenticity, productions which are a continuation in a series, or a new or different version of an existing production with no further developments, are not eligible for participation.
 - Regarding fun, it has to be a fun game to play, with special attention to game mechanics which make the game a pleasure to play.
5. The MediaLab is targeted at children aged 3-14 and all works presented in it should be suitable for (a part of) that age group. However, it is not necessary for a project to be especially created for children only.
6. Submitted projects are considered for the Game Award.
7. The project should be made accessible on one (or more) of the following platforms: mobile, VR, AR, XR, web, PC, consoles, or interactive installations.
8. The project should be completed between January 2024 and September 2025. Projects that are not fully completed may be submitted but must be substantially playable and be made accessible for the jury.
9. A professional committee will select a maximum of 10 productions out of the Game Award entries before September 2025 and nominate a top three. The full selection will receive the opportunity to showcase their project in the MediaLab at Cinekid Festival in the Netherlands. An all-kids jury will then select the winner from the top three, who will be awarded the Game Award.
10. It is crucial that the production can be physically showcased and played effectively at the festival in October 2025.



11. The entry form must be submitted before or on the 30th of June 2025.
12. If selected, the submitter must provide Cinekid with any publicity materials necessary for promotional and educational purposes. Cinekid is free to unlimitedly use the production's publicity materials (fragments, photos or/and videos).
13. The winner of the Game Award will be announced at the Cinekid Awards during the festival.
14. The winner of the Game Award will receive a sum of 2,500 euros, to be spent by the makers of the game.
15. The submission of an entry implies acceptance of these regulations.

For all further questions, kindly contact the Cinekid MediaLab team via medialab@cinekid.nl



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