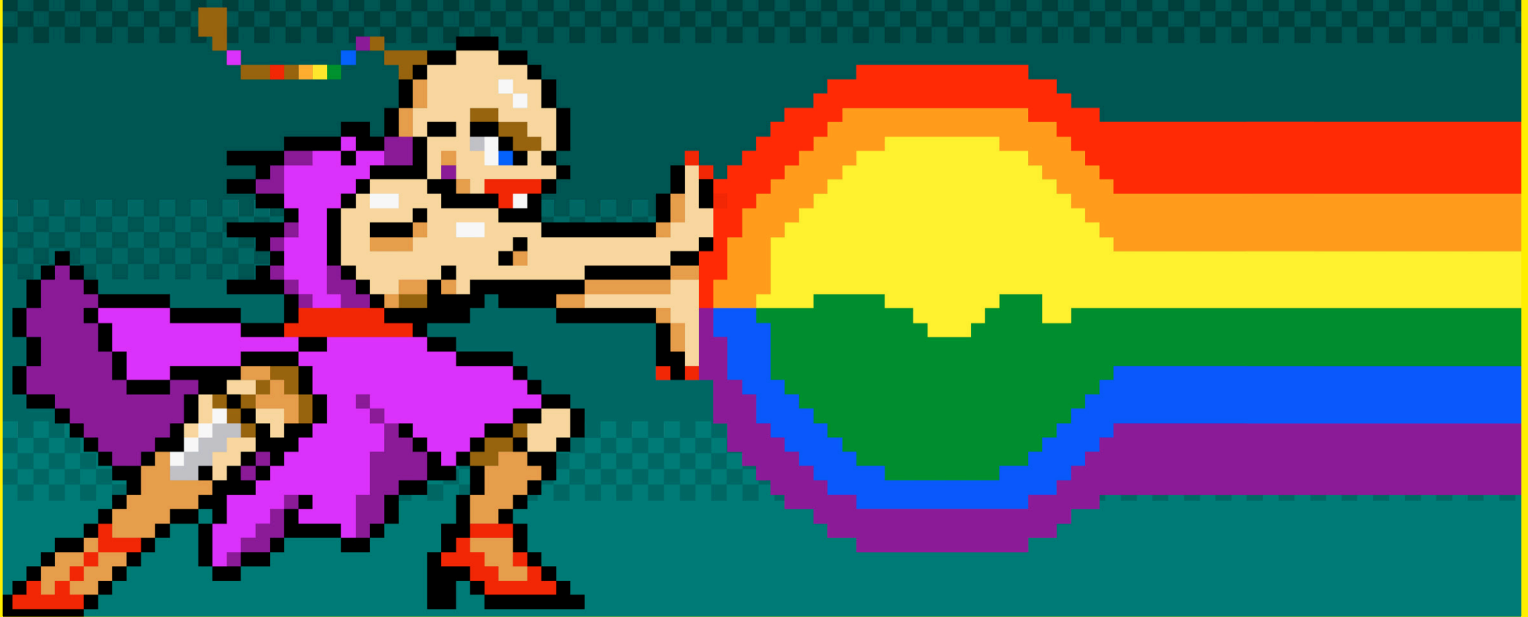


RAINBOW ARCADE

QUEER GAMING HISTORY 1985-2018



PRESS KIT

RAINBOW ARCADE CATALOG CROWDFUNDING CAMPAIGN Over 30 Years of Queer Gaming History

18 September 2018 -
18 October 2018



schwulesmuseum.de

ABOUT RAINBOW ARCADE

Press Release
September 2018

RAINBOW ARCADE CATALOG CROWDFUNDING

Over 30 Years of Queer
Gaming History

18 September - 18 October 2018



[LINK TO THE CAMPAIGN](#)

On September 18, 2018 at 09:00 CEST (UTC+2), Schwules Museum (Gay Museum) Berlin will launch its first official crowdfunding campaign on Kickstarter to fund an exhibition catalog for SMU's upcoming exhibition RAINBOW ARCADE, the first exhibition on the history of LGBTQIA* video games.

The goal is to gather enough funding to pay for the production and international shipment of 1.000 copies, which amounts to 25.000 € (about \$29.000). The campaign will run until October 18, 2018; the exhibition itself will open in Berlin on December 13, 2018 and run for six months until May 13, 2019.

If the campaign is successful, the catalog will be the first comprehensive introduction to queer gaming history. It will contain and present the extensive research behind RAINBOW ARCADE and the LGBTQ Game Archive and is designed as a stand-alone reading experience. Like the exhibition itself, it is meant as an appraisal and a contribution to our ongoing conversations on diversity, representation, discrimination and politics in popular culture.

This is why it will not only include a detailed exhibition directory featuring all games shown from 1985 to 2018 and supplementary texts, but also additional essays by and interviews with developers, artists and researchers. It is geared towards an international audience and will be published in English.

REWARDS

Supporters can back the project in a variety of ways. Depending on the pledged amount, supporters can choose from several limited rewards including a digital and physical copy of the catalog itself. Possible rewards include free museum tickets, social media avatars, some of the last copies of the successful crowdfunded board game Consentacle as well as private group tours with the curators. International shipping is included for all rewards.

During gamesweekberlin 2019, we are planning to have an exclusive get-together for supporters who can get their copy of the catalog signed. Everyone who has ordered a physical copy can choose to pick it up there instead of getting it shipped.

TEAM

RAINBOW ARCADE is curated by Sarah Rudolph (herzteile.org), Jan Schnorrenberg (Schwules Museum) and Dr. Adrienne Shaw (Temple University, LGBTQ Game Archive). The crowdfunding campaign is supervised by Iliane Kiefer. Nicolas Simoneau (KALTBLUT Magazine) is in charge of the exhibition and publication design.

PARTNERS

The exhibition itself is funded by the Berlin Senate Department for Culture and Europe and under the patronage of Dr. Klaus Lederer, Senator for Culture and Europe of Berlin.

RAINBOW ARCADE is an exhibition project by Schwules Museum. Collaborators are the LGBTQ Game Archive, Temple University and Computerspielmuseum (Video Game Museum, Berlin), who support the exhibition as scientific advisors and provide some of the exhibits, research and technical know-how. RAINBOW ARCADE is an official part of gamesweekberlin 2019 (8 - 14 April 2019). Additional partners are Booster Space, Jugend im Museum e.V. and Feminist Frequency.

Official media partners are SIEGESSÄULE, L-MAG, exberliner, BerlinGameScene.com and KALTBLUT Magazine.

REWARDS

THANK YOU

up from 1 € | ~ \$1.2
Receive our team's gratitude!
Unlimited

DIGITAL PDF

20 € | ~ \$23.5
A DRM-free PDF copy of the RAINBOW ARCADE catalog
Unlimited

DIGITAL PDF + Postcard

25 € | ~ \$29
A DRM-free PDF copy of the RAINBOW ARCADE catalog
& a personal THANK YOU Postcard signed by the Team
Limited to 100

EARLY BIRD - Catalog

30 € | ~ \$35
Beginning at this level, every backer receives a physical
copy of the catalog including a DRM-free PDF.
Kickstarter-exclusive Early Bird Price!
Limited to 1.000

FREE TICKETS I + Catalog

50 € | ~ \$58
3 tickets for Schwules Museum in Berlin
Limited to 30

FREE TICKETS II + Catalog

70 € | ~ \$81
3 tickets for Schwules Museum and 2 tickets for
Computerspielmuseum
Limited to 10

TREASURE CHEST I

Custom Avatar by Zoyander Street

100 € | ~ \$120

Custom digital artwork donated by new media artist
and featured developer Zoyander Street, made with an
original tool created in Pico-8 and licensed for use as a
social media avatar
Limited to 25

BACKER Upgrade

200 € | ~ \$240
Beginning at this level, every backer will be named in the
catalog and the exhibition itself
Limited to 90

TREASURE CHEST II

Consentacle by Naomi Clark

300 € | ~ \$360
Have you missed a chance to secure your copy of the
world's number one mutually satisfying Human x Alien
romance board game? Now is your chance to grab one
of the last available copies of Consentacle, donated by
Naomi Clark!
Limited to 5

SPONSOR | SMU Private Tour

up from 500 € | ~ \$580
Beginning at this level, backers will be highlighted as
sponsors in the exhibition and the catalog. It includes
a private group tour (~15 people) through SMU with the
curators
Limited to 10

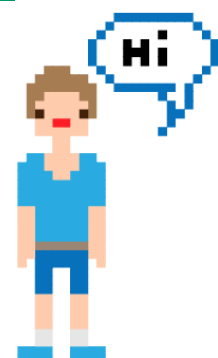
SPONSOR II SMU LOOT BOX

up from 500 € | ~ \$580
Sponsors that can't visit Berlin can opt for a big surprise
Schwules Museum lootbox with handpicked gifts
Limited to 5

FUNDING GOAL

25.000 € | \$29.000

Allows for printing and shipping of 1.000 physical
copies by February/March 2019. Essays by Naomi
Clark (Consentacle), Zoyander Street (Elixir), Dietrich
Squinkifer (Dominique Pamplemousse), and Robert
Yang (Radiator) will be commissioned



CURATORS | TEAM



CURATOR

Sarah Rudolph

studied Digital Journalism and Media in Cologne and is Co-Founder and Editor in Chief of the alternative teen magazine [brause*mag](#). They have been obsessing over the intersections of digital media and social justice for almost a decade and wrote their bachelor thesis in 2012 about Social Movements and Social Media by the example of cyberfeminism. A year later they co-founded video game culture blog [herzteile](#) and have been talking, writing and podcasting about games, gender, politics and their cultural implications ever since.

CURATOR

Jan Schnorrenberg

works in the PR department of [Schwules Museum](#). He wrote his bachelor thesis on digital privacy; his work is centered on the interactions of digital media, political discourse and progressive movements. Besides working on RAINBOW ARCADE, he is currently finishing his masters degree at Humboldt-University of Berlin with a thesis on narrative strategies employed by european right-wing parties to appeal to LGBTQIA* voters.

CURATOR

Adrienne Shaw

is an Associate Professor in Temple University's Department of Media Studies and Production, a member of the Klein College Media and Communication graduate faculty. Her book [Gaming at the Edge: Sexuality and Gender at the Margins of Gamer Culture](#) (University of Minnesota, 2014) won the 2016 Outstanding Book Award from the Popular Communication Division of the

International Communication Association. She also co-edited [Queer Game Studies](#) (University of Minnesota Press, 2017) with Bonnie Ruberg, [Queer Technologies](#) (Routledge, 2017) with Katherine Sender, and [Interventions: Communication Research and Practice](#) (Peter Lang, 2018) with D. Travers Scott. Her ongoing research project is the [LGBTQ Game Archive](#).

ART DIRECTOR

Nicolas Simoneau

is an art director based in Berlin. Best known as the co-founder of [KALTBLUT Magazine](#), he graduated as art designer in Paris. His work as curator for "Volume Art Festival" and "Digital Luv" goes side by side with art direction for online and print publications, including clients like Bruno Gmünder and Axel Springer.

EXHIBITION ASSISTANCE

Iliane Kiefer

has a background as a cultural scientist and holds a master's degree in Curating Art from Stockholm University, focussing in her final project on feminist and collaborative curatorial practices. She has worked as a gallery assistant at Galerie Schwind (2013-2014), representing artists of the 'Leipziger Schule' and realised in Stockholm curatorial projects like 'Rethinking Flânerie' (2016) at the museum marabouparken.

ABOUT THE EXHIBITION

Press Release
May 2018

RAINBOW ARCADE Queer Gaming History 1985-2018

14 December 2018 - 13 May 2019

For the first time in the world, the queer history of video games will be explored in a major exhibition: RAINBOW ARCADE will open at Schwules Museum Berlin in December 2018 and features a wide variety of exhibits spanning over 30 years of media history, including playable titles, concept drawings, modifications written by fans themselves and documentations of online communities. The exhibition will be taking stock of contemporary pop cultural questions of representation, stereotypical and discriminatory narratives in entertainment media, and our cultural memory. For the first time, research by the LGBTQ Game Archive will be presented in a museum.

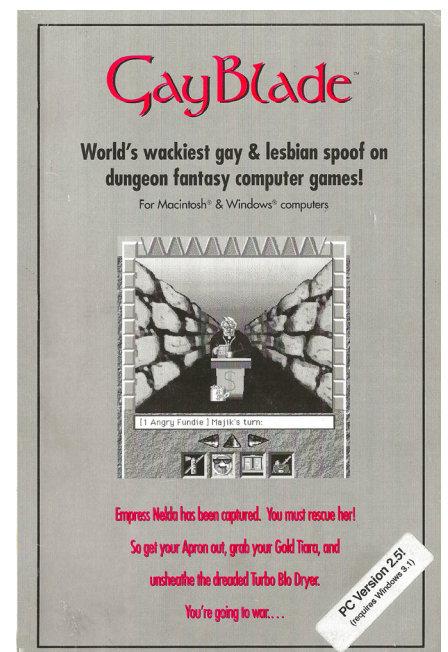
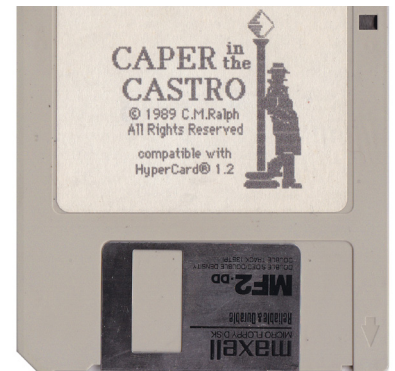
It is remarkable that while video games have become a natural part of our contemporary culture, almost every new release that portrays LGBTIQ* people and the realities of life in a positive way is quickly celebrated as groundbreaking or discredited as sudden ideological politicization. Yet there are a few examples of mainstream titles from the 1990s featuring relatively sensible coming-out storylines and same-sex marriage & flirting options.

RAINBOW ARCADE asks not only how social discourses and developments have been reflected in video games and if there has been any major progress in regards of LGBTIQ* representation in entertainment media. In addition, the exhibition explores issues regarding our digital memory and the unique challenges posed by digital culture to archives and institutions and the archival absence of contemporary (queer) media history.

The exhibition is accompanied by an extensive supporting programme with international developers, artists and researchers. A crowdfunding campaign to fund the exhibition catalog is taking place from 18 September to 18 October 2018.

RAINBOW ARCADE is curated by an internationally well networked team of curators, consisting of Sarah Rudolph (herzteile.org), Jan Schnorrenberg (Schwules Museum) and Dr. Adrienne Shaw (Temple University, LGBTQ Game Archive).

RAINBOW ARCADE is funded by the Senate Department for Culture and Europe of Berlin. The project is a cooperation between Schwules Museum, the LGBTQ Game Archive, Computerspielmuseum Berlin and Temple University in Philadelphia, PA (USA). RAINBOW ARCADE is also an official partner & program component of gamesweekberlin 2019 (8 - 14 April 2019); other project partners are Booster Space, BerlinGameScene.com and Jugend im Museum e. V.



TESTIMONIALS

“Now more than ever, it is important that we work to preserve the rich, creative legacy of the LGBTQ community around the world, so that colorful threads are woven into the tapestry of our planet’s cultural history.”

C.M.Ralph
Developer of “Caper in the Castro”

“This kickstarter and exhibition are super important to me because finally, I won’t be ashamed to put my games somewhere. Finally, someone won’t make me feel guilty of making the games about the topics that I do.”

Robert Yang
Developer of “Radiator 2”

“Catalogs like this one are going to be absolutely vital for making sure that the history of LGBTQ games is more visible in the future for people who are starting to research video games history.”

Zoyander Street
New Media Artist & Developer of “Elixir”

“I’m really excited for the work that the Schwules Museum is doing. It’s hard enough already to be able to preserve video game history, as ephemeral as it is, as well as other types of games. And it’s even more difficult to preserve and highlight the work of LGBTQ creators. I’m honored to contribute and be participating in it.”

Naomi Clark
Developer of “Consentacle”

WHAT IS SCHWULES MUSEUM?

Schwules Museum (Gay Museum, SMU) is the oldest and largest LGBTQIA* related museum and archive in the world. Since its founding in 1985, it has been dedicated to collecting and preserving the heritage of the LGBTQIA* community and is an important and vital institution that fully relies on the support and work from within the community.

Internationally recognized exhibitions in the past include [Magnus Hirschfeld – a life in objects, books & documents](#) (2011–2012), [Lesbian. Jewish. Gay.](#) (2013), [Porn That Way](#) (2014–2015), [Homosexuality ies](#) (2015), [q – queer forms migrate](#) (2017) and [Marc Martin: Fenster zum Klo. Public Toilets & Private Affairs](#) (2017–2018). Right now, Schwules

Museum is host to the [YEAR OF THE WOMEN*](#), a queer-feminist intervention consisting of a year-long exhibition and event programme.

With its rich history, SMU is the perfect place to showcase the incredible history of LGBTQIA* video games, many of which will be shown in a museum for the very first time.

SMU

CATALOG [[LINK](#)]

Title	RAINBOW ARCADE – Over 30 Years of Queer Game History
Campaign Runtime	September 18, 2018 - October 18, 2018
Initial Funding Goal	25.000 € approx. \$29.000
Initial Run	1.000 Copies
Pages (prospective)	152
Retail Price (prospective)	32.50 € approx. \$38
Release & Shipping	February / March 2019

EXHIBITION

Runtime	December 14, 2018 – May 13, 2019
Opening Event	December 13, 2018, 7 pm
Press Tour	December 13, 2018, 11 am
Exhibition Area	142 qm
Scope	Around 130 exhibits, 8 of which are playable. A vast majority has never before been featured in an exhibition.
Where	Schwules Museum, Lützowstraße 73, 10785 Berlin
Opening Hours	Sun, Mon, Wed & Fri 2-6 pm, Thu 2-8 pm, Sat 2-7 pm, Tue closed
Admission	Regular 7.50 €, Reduced 4 €

TEAM

Board of Directors	Dr. Birgit Bosold, Jan-Claus Müller, Vera Hofmann, Aykan Safoğlu, Heiner Schulze, Vince Tillotson
Administration	Uta Stapf
Curators	Sarah Rudolph, Dr. Adrienne Shaw, Jan Schnorrenberg
Exhibition Design	Nicolas Simoneau
Project Assistance	Iliane Kiefer
Education Concept	Svenja Anhut

PARTNERS

Funding (Exhibition)	Senate Department for Culture and Europe
Patronage (Exhibition)	Dr. Klaus Lederer, Senator for Culture and Europe of Berlin
Project Partners	LGBTQ Game Archive , Computerspielemuseum Berlin, Temple University , Feminist Frequency and Jugend im Museum e.V.
Media Partners	Booster Space UG , gamesweekberlin 2019, BerlinGameScene.com , SIE-GESSÄULE , L.MAG , exberliner and KALTBLUT Magazine

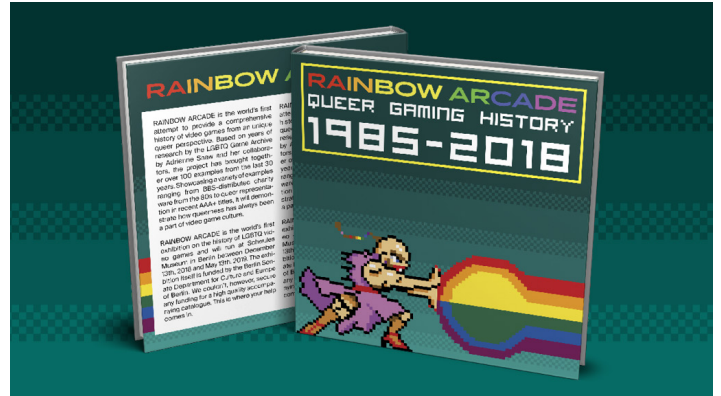
Press Photos

These images are provided by Schwules Museum and can be used exclusively for reporting on the RAINBOW ARCADE Kickstarter Campaign and Exhibition Project with complete indication of the source.

All press photos will be made available for download on schwulesmuseum.de/presse on launch day. For any other and/or prior inquiries, please contact jan.schnorrenberg@schwulesmuseum.de.



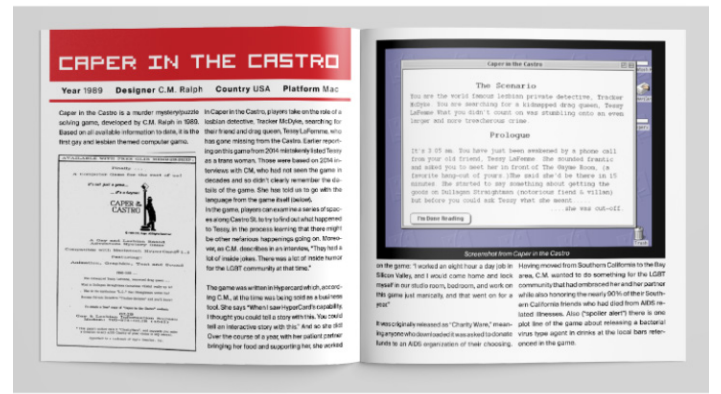
RAINBOW ARCADE: Key Visual, Design by Nicolas Simoneau, Schwules Museum Berlin



RAINBOW ARCADE Catalog: Wrapper Mock-Up (preliminary), Design by Nicolas Simoneau, Schwules Museum Berlin



RAINBOW ARCADE Catalog: Index Mock-Up (preliminary), Design by Nicolas Simoneau, Schwules Museum Berlin

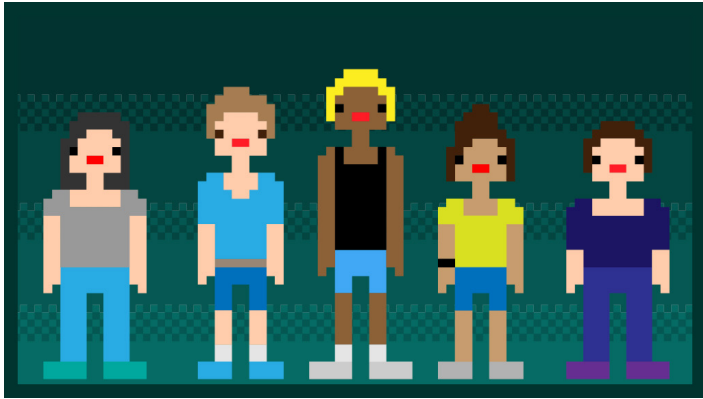


RAINBOW ARCADE Catalog: Exhibit Profile Mock-Up (preliminary), Design by Nicolas Simoneau, Schwules Museum Berlin

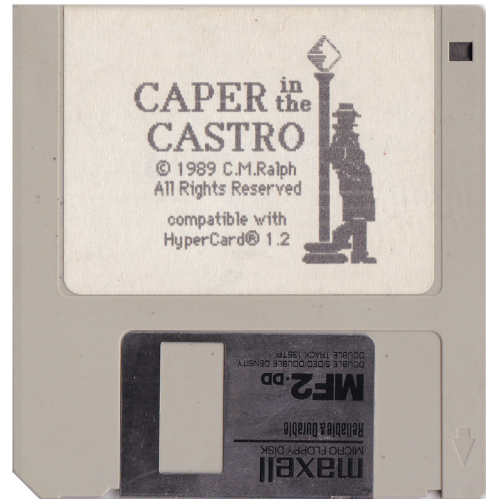
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RAINBOW ARCADE Team (from left to right: Sarah Rudolph, Jan Schnorrenberg, Nicolas Simoneau, Iliane Kiefer, Dr. Adrienne Shaw), Design by Nicolas Simoneau, Schwules Museum Berlin



Caper in the Castro (1989), Original Disc, © C.M.Ralph

26 — THE WASHINGTON BLADE — November 3, 1989

The Point

Tracker McDiye matches wits with Dullagan Straightman

by Cynthia Weicy
Until **Caper** Ralph released "Caper in the Castro" in May, there was one area of publishing from which Lesbians and Gays were conspicuously absent: computer games.
Now, why do you need Lesbian and Gay movies, or plays, or novels? BECAUSE THEY'RE AN EXPRESSION OF LESBIAN AND GAY LIVES, AND GAY PEOPLE DESERVE TO SEE THEIR LIVES EXPRESSED, THAT'S WHY! Obviously, you haven't thought about this very much.

VIDEO
But just ponder for a minute where this could lead. Instead of games that reflect male values where the object is to gain power, defeat and destroy, there could be games written from women's values where the goal could be to get the maximum number of people to like you. (Women who deny that this is one of their primal objectives are lying — or, not in touch with one of their deepest drives.) There could even be consciousness-raising role-playing games like "Teen Pregnancy" or "Patriarchy," where each player is required to alternate between characters of different genders and sexual orientations.

Are you catching on to the scope of this?
Since the advent of personal computing in 1977, computer games have been dominated by two genres — shoot 'em ups and role-playing, both of which generally also involve solving some sort of puzzle. In fact, since the computer itself is a kind of puzzle, the game genres are the natural product of this emotions: the computer inspires: delusions of grandeur when you can get it to work, and the urge to kill when you can't. A product of this tradition, "Caper" is a role-playing mystery — with lots of shooting.
"Caper" was written for the Macintosh computer using HyperCard, a database — no, a graphics — no, an animation — no, a hypertext — no, an authoring program — well, frankly, Macintosh moves still aren't quite sure what HyperCard is, so, guess-it-wisely, it's something you just have to experience.



"Caper" opens with a tutorial that explains how to use the eight tools provided for you to interact with the game: a map, a notepad, a pistol, binoculars, a key, a magnifying glass, a lighter, and a head with a cartoon dialogue balloon that symbolizes the ability to talk by typing instructions. The tool that will be the most useful is the pistol. When you are really frustrated, shoot something and the results can be very gratifying. The tool that will seem the least useful is the lighter; in fact, you'll soon be convinced that it's the last thing you need to win the game (hint, hint).

Ralph says that only two people have solved the game so far, a 14-year-old boy and this reviewer, both in about four hours. The boy is reportedly an avid computer gamer and was therefore aided by his understanding of the typical conventions of role-playing games. The reviewer knows how to cheat in HyperCard. This means using the option-command key combination to find out what parts of the screen to "click" for information or action. It also includes looking at the scripts, or instructions, that tell each button what to do. (Notice that you aren't being told how to do that.)
Here's one more crucial pointer: the clue you have to collect letters for is correctly spelled, but when you want to free Tessey, "shakes" is not. This is the kind of thing that makes you nervous when the solution apparently depends on orthographic precision, but don't let it bother you. Ralph's beta testers obviously had a very low threshold for frustration and failed to help her catch some spelling errors that will be corrected in version 1.1.

In addition to creating the first-Lesbian-Gay computer game, Ralph has coined the term "CharityWare," if you like "Caper in the Castro," she asks you to send a donation to the AIDS charity of your choice. Ralph, a Lesbian artist/computer hacker who lives in San Mateo, California, survived the recent earthquake with Mac intact and has more games in the works.

"Caper" is a lot of fun and is available free on-line via modem from GILB, the Gay and Lesbian Information Bureau, (003) 578-6242. It is also on sale as a Macintosh shareware disk at meetings of the Pink Triangle Computer Alliance, the new national Lesbian and Gay computer user group for owners of IBM-compatible or Macintosh computers and that is headquartered in Silver Spring, Maryland.
Cynthia Beckey is the founder of the Lesbian Ladies Society and the Pink Triangle Computer Alliance. She is also a writer and desktop publishing consultant on the Macintosh computer.
The FTCA will have its next meeting on Thursday, November 16 at 7:30 p.m., in a handicapped-accessible house near the Woodley Park Metro. For the exact location and more information, call (301) 369-9259.

"Vaporize politicians! Zap skinheads!"

GayBlade

For Macintosh® and PC computers!

GayBlade takes players into an ancient and dark dungeon on a terrifying quest — to rescue Empress Nehla from the disgusting right-wing creatures inhabiting the dungeons.

Fortunately, the rescue party is made up of heroic Drag Queens, Queens, Lesbians and others who will stay at nothing to get their beloved Empress back to luxurious Castle GayKeez. Can they succeed where so many others have failed before them?

GayBlade is an exciting and addictive game which will keep you glued to your computer for hours as you explore the dungeon looking for weapons, gold and magic items while fending off the horrible homophobic creatures such as TV Evangelists, Sleazy Publishers, Evil Politicians, Hell Crabs, and many more.

A game of both skill and luck, GayBlade has original full color graphics, digitized sound, and can be played for hours of excitement!

"GayBlade is easy to learn, fascinating to play...a definite must for your collection!"
— Kentucky Gay & Lesbian Newspaper
"One of the most fun games ever created for [Macintosh & PC computers]!"
— Chicago Windy City Times
"Neat audio, music and images...with built in sense of humor."
— San Francisco Bay Area Reporter



GayBlade is available in three versions: by using the Internet, by sending a disk or floppy disk for \$39.95 plus \$2.50 handling. (A modest and appropriate asks fee). To order, or for more information, call (415) 252-6464. GayBlade may be played on other Apple Macintosh/PowerPC computers or on any Windows/Windows 2.0 capable, 386 or higher system when using... **BJJ BETA!**

BJJ Beta, Inc. • 52144 Diamond Heights Blvd., Suite 101 • San Francisco, CA 94131 • (415) 252-6464

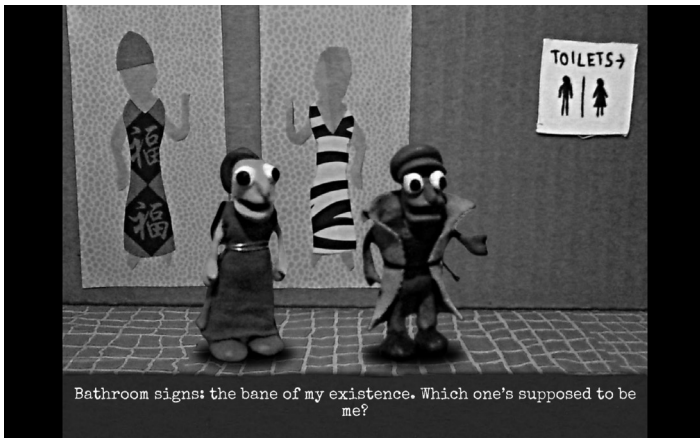
Washington Blade (November 3, 1989): "Tracker McDiye matches wits with Dullagan Straightman", LGBTQ Game Archive

Gayblade (1992), Manual: "Vaporize politicians! Zap skinheads!", © Ryan Best

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“Dominique Pamplemousse in: “It’s All Over Once The Fat Lady Sings!” (2013), Screenshot: “Bathroom signs: the bane of my existence. Which one’s supposed to be me?”, © Dietrich Squinkifer



Gay Sex Triptych “Radiator 2” (2017): “Succulent”, Screenshot, © Robert Yang



Gay Sex Triptych “Radiator 2” (2017): “Hurt Me Plenty” (2017), Screenshot, © Robert Yang



Consentacle (2017), Boxart
© Naomi Clark / James Harvey