



INDEPENDENT GAMES
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The Unsatisfied Mind

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“Who even is this guy?”

- Director of FRAMED



“Who even is this guy?”

- Director of FRAMED
- Multi Award Winning Designer



“Who even is this guy?”

- Director of FRAMED
- Multi Award Winning Designer
 - 25+ awards / accolades Prior to release.
 - About 30 now.



“Who even is this guy?”

- Director of FRAMED
- ~~Multi Award Winning Designer~~
 - ~~25+ awards / accolades Prior to release.~~
 - ~~About 30 now.~~
- Attention Addict.



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BEST OF
2014



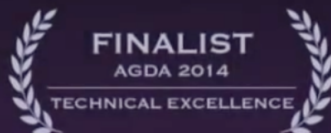
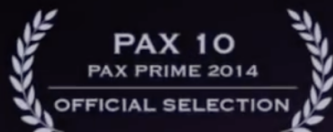
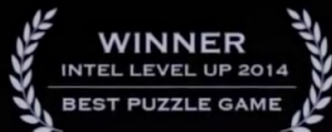
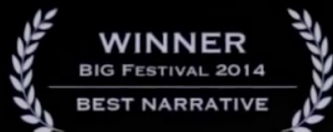
GDC

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Living the Dream

- 25+ Awards and Accolades
- Apple's Best of 2014
- IGF 2015 Finalist
- **Lots of Attention**





Why did I need this?



The Deathbed Experiment

- Death is inevitable, but we can use it to our advantage.
- I use it to help with important decisions and as a guide through life.



The Deathbed Experiment

- Fully imagine yourself on your deathbed, looking back on your life.
- What are you proud of?
- What hasn't happened yet?
- What is meaningful?



Did I achieve what I set out to do?



"I WAS BLOWN AWAY BY LOVESHACK'S FRAMED."

JERRY "TYCHO" HOLKINS, PENNY ARCADE

**"FRAMED MESHES NARRATIVE AND GAMEPLAY LIKE
NOTHING ELSE."**

MAC LIFE

**"IT'S BEAUTIFUL WITH ITS MOODY COLORS AND ELEGANT
EXECUTION"**

TOUCH ARCADE

"IT LOOKS LIKE A WORK OF GODDAMN GENIUS."

KOTAKU

"DON'T MISS THIS SMART AND INNOVATIVE INDIE GEM"

POCKET GAMER

"GUILTY OF AWESOME"

ROCK, PAPER, SHOTGUN



The First Hit

- IGF China
- Tokyo Game Show
- Sense of Wonder Night



Seal of Approval

- Indie Fund became the ultimate seal of approval.
- Already addicted to the attention.



**I wanted to be the next big
thing, by any means necessary**



Why am I sacrificing so much?

- *Fame*



Why am I sacrificing so much?

- *Fame*
- *Acclaim*



Why am I sacrificing so much?

- *Fame*
- *Acclaim*
- *Attention*



Why am I sacrificing so much?

- *Fame*
- *Acclaim*
- *Attention*
- *Validation*



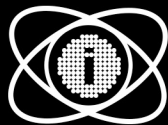
Why am I sacrificing so much?

To fill the hole in myself that I've never truly been able to satisfy.



The Unsatisfied Mind

- Still Not Enough.
- We're not front page everywhere.
- PR denial fuels addiction to recognition.



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WINNER

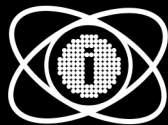
IGF CHINA 2013

EXCELLENCE IN DESIGN



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FINALIST

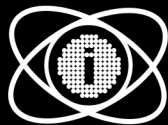
TOKYO GAME SHOW 2014

SENSE OF WONDER NIGHT



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WINNER

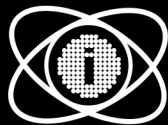
FREEPLAY FESTIVAL 2013

BEST GAME



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WINNER

FREEPLAY FESTIVAL 2013

BEST DESIGN



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FINALIST

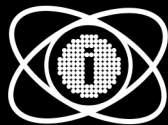
FREEPLAY FESTIVAL 2013

VISUAL ART



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FINALIST

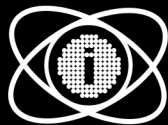
SOUTH BY SOUTHWEST 2014

SXSW GAMING AWARDS



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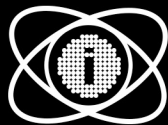
WINNER
IMGAWARDS 2014

BEST UPCOMING GAME



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WINNER

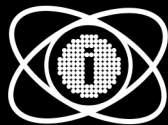
BIG FESTIVAL 2014

BEST NARRATIVE



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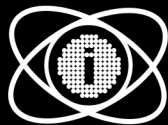


WINNER
INTEL LEVEL UP 2014
BEST PUZZLE GAME



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FINALIST

A MAZE FESTIVAL 2014

MOST AMAZING GAME



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PAX 10

PAX PRIME 2014

OFFICIAL SELECTION



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FINALIST
AGDA 2014

INNOVATION AWARD



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FINALIST

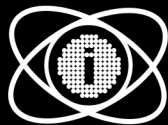
AGDA 2014

ACCESSIBILITY AWARD



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FINALIST

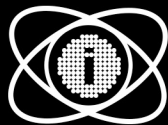
AGDA 2014

BEST GAME



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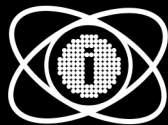


WINNER
INDIECADE 2014
VISUAL DESIGN



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FINALIST
EXCELLENCE IN DESIGN

IGF 2015



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What was the cost of my achieving my goals?



Vicious Validation Cycle

- You need that next hit of validation.
- Submit to competitions and shows.
- Win or Lose, you have nothing to gain.
You can only ever end up feeling worse.



We are Attention Seekers

- Attention is my drug. I am an addict.
- *Indie* scenes are breeding grounds for this kind of behaviour.
- We are rewarded for never maturing.





The true cost of my “success”..



.. was myself.



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"Have another drink."



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Why do I still feel so sad?



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"You never were happy."



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Why do I feel so empty?



"Because you sacrificed too much."



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"It's all the game's fault."



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Why can't I be satisfied with anything in life?



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"because you're selfish."



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*"We both know you don't
deserve any of it."*



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*"Here..
have another drink."*



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Why am I incapable of appreciating anyone?



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*"You don't need them.
You don't need anyone."*



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"They don't understand you."



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"They'll just pull you down."



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*"If only the rest of the team
worked as hard as you did."*



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"If they did you could've saved yourself."



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It's their fault.



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I wish I never made FRAMED.



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It wasn't worth it.



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*"If you never made FRAMED
things would be better"*



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*"You sacrificed yourself for
nothing."*



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**I wish I spent more time with
other people.**



**I wish I wasn't always the one
back late.**



I wish I saw my family more.



**I wish put my life ahead of my
work.**



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"Was it all worth it?"



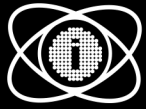
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No.



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Did my achievements bring me satisfaction?



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What went wrong?



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Do you have any advice?



**Don't live the dream,
wake up from it.**





The Un-goal

- Can't be ticked off a list.
- Value that can't be achieved - can only be lived.



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A Return to Values



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The Funeral Experiment



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Kojima's Wake Up Call



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Should you really chase your dreams?



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Was it all worth it?



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