



## Press Contacts:

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**Description of the game:** Red Dot Challenge is a fantasy art collecting game with a social media twist that takes place in real time at real places with real art. Everyone participates alongside the players!

**Object of the game:** Each player must identify a fantasy art collection depicting at least seven works of art that, taken together, is in some way meaningful to the player. Players must complete their fantasy art collection within the timeframe of the game and without exceeding their fantasy budget.

**Purposes of the game:** Red Dot Challenge is a fun way to learn about artists and art venues while following the players' progress. The game encourages players and the public to think deeply about art and assess the developing fantasy art collections in real time. Game organizers hope engagement with the game will lead people to purchase art in real life.

### Background of the game:

- [Red Dot Challenge](#) is a program of [Rochester Art Collectors](#).
- The game was devised in 2019 and scheduled to run as a pilot in 2020. The pilot was postponed due to the COVID-19 pandemic.
- In 2023 a scaled down pilot version was played from December 1, 2023 until January 31, 2024 with a "REVEAL" event on February 1, 2024. <[HERE](#)>.
- Red Dot Challenge, *Season 1* is non-commercial. No funds have been solicited, donated, paid or accepted. No one is paid to participate or administer the game. The game is not a fundraiser.

### The basics of how Red Dot Challenge, *Season 1* will work:

- *Season 1* gameplay will run from November 1, 2024 until January 31, 2025.
- The *Season 1* "BIG REVEAL" event will be held in February, 2025 (Details to be announced.)
- Each of the 12 players will assemble one fantasy art collection. Each player will be assigned one of the three fantasy budgets levels (\$1,000, \$5,000 or \$10,000) so that four players are collecting at each fantasy budget level.
- Each player must identify at least seven works of art for their fantasy art collection during gameplay without exceeding their fantasy budget.
- Players must visit venues located in the metro Rochester area in person to identify their selections..
- Players select works of art for their fantasy art collections by taking pictures of the works and posting those pictures to fantasy art collection albums on Facebook.
- The works of art chosen by Red Dot Challenge, *Season 1* players for their fantasy art collections are not being purchased with real money. Red Dot Challenge is a FANTASY art collecting GAME.
- The public is invited to participate with the players in real time through a variety of means.
- In addition to other ways of participating, the public will be presented with three challenges:
  - **Challenge #1:** Correctly identify artists whose works are included in fantasy art collections.
  - **Challenge #2:** Correctly match the players with their fantasy art collections.
  - **Challenge #3:** Submit responses & observations elicited by the fantasy art collections.

[RedDotChallenge.org](http://RedDotChallenge.org) is the primary repository of information about Red Challenge, *Season 1*