

Academic Alliance to Shape the Future of Game Development in Flemingsberg

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The game initiative *Press Start Game Hub* in Flemingsberg has now taken a major step forward in developing a sustainable game development ecosystem by launching its first academic collaboration group: *Press Start Academic Group*. The first meeting was held in June 2025 and brought together researchers and key figures from some of Sweden's most prominent game development programs.

The group consists of representatives from Södertörn University, Stockholm University, KTH, The Game Assembly, RISE, Future Games, and the Flemingsberg Science Foundation – all united by the common goal of shaping the future of game development through deeper collaboration between academia and the games industry.

“By bringing together academic institutions, higher vocational schools, and leading actors in games and innovation, we are creating long-term conditions for more studios and startups to be established, driving the development of both entertainment games and serious games, while also promoting opportunities for research.”
– Leslie Alfredsson, Cluster Developer, Press Start Game Hub

The new group will meet regularly with the purpose of identifying joint initiatives, facilitating direct communication with game development students, and strengthening the connection between educational environments and the rapidly growing game cluster.

The Next Generation of Game Developers

Press Start is the game hub in Flemingsberg where academia, society, and industry meet to support the next generation of game developers and entrepreneurs. Here, young creators have the opportunity to develop ideas, build networks, and test their game concepts – from the very first line of code to launch.

“Our goal is not only to produce game developers for the industry, but also to integrate cutting-edge research into the work of game companies. This way, we can smoothly study real-world phenomena while game production explores new themes.” – Kai-Mikael Jää-Aro, Programme Coordinator of the Computer Games Programme at Södertörn University

Part of Something Bigger

The academic group is one of several strategic game initiatives within Press Start, which together build a long-term support system for game developers in the region. Throughout the year, activities such as bootcamps, pitch competitions, innovation labs, and community meetups are organized, all with the aim of helping more young developers take the leap from idea to company.

The Press Start project is made possible through Drivhuset Stockholm, Södertörn University, and the establishment office, together with the Flemingsberg Science Foundation's Associated Partners (Fabège, Hemsö, and Hüge) as well as Huddinge and Botkyrka municipalities.

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