



## David Jaffe

Creative Director, SCEA Santa Monica Studio

*David Jaffe is one of the leading figures in the dark world of gaming. Once an aspirant film producer, Jaffe has since made his career with entertainment giant Sony producing and directing a series of violent cult gaming classics that have earned him comparisons with the likes of Wes Craven and Stephen King.*

*The hook, says Jaffe, is the ability for games to take the viewer one step further than traditional entertainment media. For whilst the start point may be stunning cinematic CGI scenes that set the plot - the end point for gamers is a world where you are responsible for your own destiny.*

As creative director of Sony Santa Monica Studio's Internal Development Studio, Jaffe [33] is responsible for developing and delivering the vision behind the studio's award winning games. His particular brand of macabre, violent and fear inspiring visualisation and game-play is behind the success of cult classic franchise Twisted Metal® and is defining a new genre in interactive entertainment.

Jaffe began his career as an aspiring film director before entering the gaming industry as a tester at Sony Imagesoft. He quickly realised that gaming was a world "without creative limits and ideally placed to redefine popular conceptions of entertainment" and moved through the ranks taking the post of creative director in [date] in charge of a team of [number] of designers.

Jaffe lists as his sources of inspiration [film/book/artist] and his favourite games as *Flashback*, *Deus Ex*, *Time Pilot*, *Gyruss*, *Out of This World* and *Ico*. When not working Jaffe enjoys movies, comics, spinning, meditation, arguing politics, running his blog <http://davidjaffe.modblog.com> and, of course, playing videogames. He is married with a child and lives in LA.

**This month sees Greek action epic *God of War* arrive in stores. A gaming experience that starts with anti-hero Kratos leaping to his death, this is Jaffe at his best...**

**Ends**

### Notes to Editors

For an interview with David Jaffe on the art of the macabre, visualisation and the future of gaming please contact [local PR contact]