

Introducing Misfits Interactive

After Entering Into Interactive Entertainment with Pixel Playground, Misfits Gaming Ventures Deeper Into Creative Frontiers with New Game Development Studio

BOCA RATON, FL, UNITED STATES, March 26, 2024 /EINPresswire.com/ -- [Misfits Gaming](#), a trailblazer in the gaming and entertainment industry, is thrilled to reveal a significant transformation in its strategic direction for 2024. Evolving beyond its roots as a pioneer at the cross-section of media, entertainment, and esports, and fueled by an unwavering commitment to innovation, Misfits Gaming introduces its new north star: [Misfits Interactive](#).

This dedicated arm of the company signifies an ambitious expansion into game development and original intellectual property creation, ushering in a new era of creativity and innovation within the Misfits Gaming ecosystem. The move follows just one year after the successful introduction of [Pixel Playground](#), a Roblox Game Studio co-founded by Misfits, Karl Jacobs, and Kreekcraft. Pixel Playground has delighted audiences with more than 250 million views across the platform, the triumphant execution of three sold-out live shows across the United States, and a large slate of exciting and imaginative upcoming games, solidifying Misfits Gaming's status as a dominant force in the industry.

Misfits has been quietly building towards the shift into game development for over a year and has built an interactive leadership team spanning decades of experience in AAA games. In addition, Misfits Interactive boasts a robust team of 20+ dedicated individuals creating fun and imaginative experiences, with two original UGC games slated to release in the coming months. To lead this initiative, the company has appointed Chris Casanova, a veteran in the gaming industry with a distinguished track record at Microsoft (Xbox, Minecraft) and SEGA, as the Head of Interactive. Casanova and his team are charged with pioneering a new era of game creation characterized by engaging narratives and captivating gameplay, all developed with the unique "Misfits" touch fans have come to love and expect.



“Misfits Gaming is on a mission to elevate play through the crafting of superior quality, exceptionally fun experiences that leap off the screen to connect and engage people in safe and engaging communities,” said Casanova. “Our vision goes beyond the traditional. We are here to forge a new relationship between creators, gamers, and developers. Through collaboration and partnership, our mission is not just to entertain but to cultivate new and lasting relationships with the next generation of players everywhere.”

Committed to producing experiences that transcend the traditional boundaries of gaming and foster a sense of joy, connection, and community for key audiences, Misfits Interactive will leverage Misfits’ existing comprehensive ecosystem of publishing support, influencer partnerships, development expertise, live activations, and marketing prowess, ultimately redefining what it means to experience games.

“As we embark on this ambitious journey, our mission at Misfits takes on a renewed focus: to enhance the realm of play through the creation of unparalleled, captivating gaming experiences that resonate far beyond the screen and directly into the hearts of players across the globe,” said Ben Spoot, CEO of Misfits Gaming. “We call this 'POWERED BY PLAY™,' and that encapsulates our core belief in the unifying and inspirational force of gaming.”

With several games already in production and an exciting lineup planned for this summer, Misfits Gaming is setting a new standard in the gaming industry, one that is truly "POWERED BY PLAY™.

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About Misfits Gaming

Misfits is an interactive entertainment company connecting with younger audiences through multiple touch points. From an innovative gaming studio, to popular media and social channels, and IRL experiences, Misfits Gaming thrives at the crossroads of gaming, media, and culture. The recent addition of Misfits Interactive underscores the company's commitment to innovation, focusing on in-house game development and publishing for external creators. This new venture further enhances Misfits' ability to engage and entertain a global audience, solidifying its position as a leader in the creation of immersive gaming experiences. The company empowers its world-class talent to realize their unique creative visions, embodying the metaphorical playground where they engage and entertain a global audience. For more information, please visit misfitsgaming.gg.

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