

BGaming collaborates with British muralist Mr Cenz for artistic showcase at ICE London 2024

iGaming content provider BGaming has announced its first artist collaboration of the year with British muralist Mr Cenz as it gears up for ICE London 2024.

The veteran graffitist's interpretations of BGaming's top game characters including Elvis Frog, Penny Pelican, Book of Cats, and Aztec Magic, will be on display at the company's booth as part of its fifth artistic collaboration.

Mr Cenz has offered a new take on the characters, this time going back to his roots by hand-drawing designs, spray painting them onto wooden panels in his studio, and taking images to blend with the stand, the company said.

In addition to large-scale displays, Mr Cenz's creations will appear on limited-edition merchandise and other gifts for BGaming's partners.

BGaming's artist collaboration initiative, dubbed 'When Art Meets Gaming', is now in its second year, following successful displays at ICE London, iGB Live Amsterdam, SBC Summit Barcelona and SiGMA World Malta in 2023.

BGaming will also demonstrate its latest release, Aztec Clusters, which was developed with the help of streaming data insights of Casinolytics. The team will offer activities to celebrate the new game, along with other interactive elements and demonstrations of its packed roadmap.

"We are returning to ICE London this year as a bigger and better studio, excited by our huge growth in 2023. We remain committed to building creative experiences for our players and nothing demonstrates this better than our popular local artist collaborations. We have teamed up with Mr Cenz to design an energetic stand that we are sure will inspire partners old and new, and spark inspiring conversations for the year ahead," Marina Ostrovtsova, CEO at BGaming, said.

"It was a pleasure to work on this project. Interpreting the characters in my style was a big challenge, especially the animals and cacti. I'm used to painting in a more photorealistic way, but in this instance, I enjoyed going back to my graffiti roots and combining this with an illustrative approach. The characters were fun to paint, and I really enjoyed bringing them to life with my unique, futuristic, and funky flow," Mr Cenz, said.

The company will showcase its artistic collaboration and games at ICE London 2024 on Stand N8-120, between 6th and 8th February 2024.

