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PlaySys Participates in L'Idem International Animation Summit and Madrid Campus Inauguration

PlaySys is participating this week in the L'Idem International Animation Summit in Madrid, continuing a collaboration with L'Idem Animation School that has developed over several years across education, internships, and industry exchange.



The partnership has included PlaySys' involvement in previous summit editions in Barcelona and Perpignan, as well as the hosting of Erasmus interns within its development teams. These internships have allowed animation students to move from academic exercises into production environments, contributing to real projects in video games and interactive applications.

At PlaySys, animation is not treated as an isolated discipline. 2D and 3D workflows are integrated directly into real-time systems, game engines, and custom interaction frameworks. Students trained at L'Idem in industry-standard animation pipelines encounter at PlaySys the technical layer that makes those animations functional within interactive media: optimisation, engine integration, state logic, and performance constraints. The result is a direct connection between creative training and applied implementation.

Participation in Madrid, alongside the inauguration of L'Idem's new campus, marks another stage in this long-term collaboration. For PlaySys, it reflects a consistent approach: working closely with educational institutions to align animation training with the practical demands of contemporary game development and interactive production.

About PlaySys

Founded in 2007 and based in Milan, PlaySys specialises in software and interactive content development, serving clients worldwide across enterprise applications, immersive experiences, video games, and digital tools for creative professionals.

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