



BARTKO PAVIA HOSTS GAMES & INVESTMENT SALON DURING GDC WEEK

Curated gathering during GDC Week convenes investors, studio leaders, and creators to discuss scale, discoverability, and the future of the creator economy.

Events

11, March 2026

During Game Developers Conference (GDC) Week, Bartko Pavia hosted and sponsored the Games & Investment Salon, a curated gathering bringing together investors, studio leaders, operators, and creators for focused discussion at the intersection of games, technology, and capital.

Organized with leadership from Bartko Pavia Partner Oliver Dunlap, the event was designed as a high-signal salon environment that prioritizes substantive dialogue and relationship building. The evening featured an executive panel, “Games as the Bridge: Investing in the Creator Economy,” moderated by Alejandro Sandoval (RODO), with industry leaders Stephanie Adamson King (Playco), Tim Cullings (Seattle Indies), and Shirley Lin (1000 Rivers).

Panelists explored several key themes shaping the modern gaming ecosystem, including the impact of platform and distribution channels on studio economics, the challenge of discoverability in an increasingly crowded market, and the balance between marketing reach and building content that creates durable player engagement.

The discussion also addressed the global nature of gaming intellectual property, including the challenges of protecting creative assets across jurisdictions, as well as how emerging technologies—particularly artificial intelligence—may reshape game development, distribution, and investment strategies in the years ahead.

Following the discussion, the evening transitioned into a salon-style reception and curated creative ventures exhibition, creating space for investors and operators to exchange perspectives and explore potential collaborations.

EVENT INFORMATION

Bartko Pavia LLP - SF Office

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OLIVER Q. DUNLAP

Partner

📞 415.956.1900