Game On & Game On 2.0
Tour Pack
## Contents

1 Introduction  
2 Early Games & Arcade Games  
3 Home Consoles & PC for Games  
4 Games Genres  
5 Making & Marketing of Games  
6 World Games  
7 Characters  
8 Children’s Games  
9 Sound  
10 Cinema  
11 Multiplayer Games  
12 Magazines  
13 Future Technology  
14 Highlights  
15 Installation Shots  
16 Sample Marketing
Game On is the ultimate exploration of the history, culture, future and potential of videogames. Game On transforms the gallery space into a dynamic, experimental and interactive zone, thoroughly examining games from the design process and conceptual drawing through to the finished playable games. The exhibition showcases the finest arcade machines, consoles and hand held games to have been produced, as well as the newest advancements in game design and technology. Visitors will be able to learn about early gaming from Space War, Computer Space and Pong as well as have the opportunity to demo the latest 3D technology and gaming and the latest development in virtual reality.

Game On takes an in-depth look at the people and technologies that have revolutionized games and how we play them. Highly interactive, with over 150 playable games, visitors are able to experience the best of both new and retro games. The exhibition includes a dedicated section to arcade games, with titles such as Pac-Man, Defender and Donkey Kong. Playable consoles ranging from as early as 1972 through to the present day, with games such as the latest developments in virtual reality.

Game On also features multiplayer games and an area dedicated to kids and families also feature.

In addition to mapping a chronological overview of developments in technology and design, the exhibition both compares and celebrates the cultural influence of games within North America, Europe, Japan, and the rest of the world.

The exhibition also gives you a rare opportunity to examine games from the initial stage of concept design with artworks on display from popular games such as Grand Theft Auto, Space Invaders, Spore, Uncharted, World of Warcraft, Tomb Raider and The Sims.

A sound section of music from a range of talented musicians from Richard Jacques, Jason Hayes and Chris Hülsbeck as well as tracks from the NES, Commodore 64, Commodore Amiga and classic arcades.

Before opening at any venue Game On is updated with the newest pioneering games. This ensures that it is always a fresh and relevant showcase for the newest advancement in game design and technology.
**Quick Facts**

<table>
<thead>
<tr>
<th><strong>Hire fees</strong></th>
<th>Upon application</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration</strong></td>
<td>3 months +</td>
</tr>
<tr>
<td><strong>Dimensions</strong></td>
<td>approx 800 –1,500 m²</td>
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**Number of staff travelling for install/de-install**

5 staff for 14 day install and 5 day de-install (Venue to cover cost of flights, accommodation, per diem, visas)

One member of staff stays with the show to maintain, train local staff and ensure all machines are kept fully operational at all times. We ask that hosts cover local accommodation and part of salary.

**Transport**

We request that one way (incoming) transport is covered by the venue. The exhibition travels in 3x 40ft Hicube sea containers (Game On) / 4x 40ft Hicube sea containers (Game On 2.0).

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**Venues - Game On**

<table>
<thead>
<tr>
<th><strong>Venue</strong></th>
<th><strong>Country</strong></th>
<th><strong>Dates</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbican Centre, London</td>
<td>UK</td>
<td>16 May – 15 September 2002</td>
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<tr>
<td>National Museums of Scotland, Edinburgh</td>
<td>UK</td>
<td>17 October – 2 February 2003</td>
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<tr>
<td>Tilburg Art Foundation, Tilburg</td>
<td>The Netherlands</td>
<td>28 May – 24 August 2003</td>
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<td>Helsinki City Art Museum, Helsinki</td>
<td>Finland</td>
<td>18 September – 14 December 2003</td>
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<td>Lille Festival of Culture 2004, Lille</td>
<td>France</td>
<td>19 May – 8 August 2004</td>
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<td>Museum of Science and Industry, Chicago</td>
<td>USA</td>
<td>4 March - 5 September 2005</td>
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<tr>
<td>Eretz Israel Museum, Tel Aviv</td>
<td>Israel</td>
<td>26 September 2004 – 1 January 2005</td>
</tr>
<tr>
<td>The Tech Museum of Innovation, San Jose</td>
<td>USA</td>
<td>30 September – 31 December 2005</td>
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<tr>
<td>Museum of Science and Industry, Chicago</td>
<td>USA</td>
<td>31 January – 30 April 2006</td>
</tr>
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<td>Pacific Science Center, Seattle</td>
<td>USA</td>
<td>26 May – 31 August 2006</td>
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<td>Venue</td>
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<tr>
<td>Cyberport, Hong Kong</td>
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<td>21 July – 7 October 2007</td>
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<td>Australia</td>
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<td>State Library of Queensland, Brisbane</td>
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<td>National Science and Technology Museum, Kaohsiung</td>
<td>Taiwan</td>
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<td>Galeria Monterrey, Monterrey</td>
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<td>26 January 2012 – 26 February 2012</td>
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<td>Museum of Popular Art, Lisbon</td>
<td>Portugal</td>
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<td>Design Centre, Budapest</td>
<td>Hungary</td>
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<td>Costanera Centre, Santiago</td>
<td>Chile</td>
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<td>Tecnopolis, Buenos Aires</td>
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<td>Montreal Science Centre, Montreal</td>
<td>Canada</td>
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<td>Japan Miraikan, Tokyo</td>
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<td>1 March – 30 May 2016</td>
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<td>Trznice Hall 40, Prague</td>
<td>Czech Republic</td>
<td>21 September 2017 – 31 March 2018</td>
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<td>OCT-LOFT, Shenzhen</td>
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<td>TBC, Chengdu</td>
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<td>TBC, Shanghai</td>
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**Venues - Game On 2.0**

<table>
<thead>
<tr>
<th>Venue</th>
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<th>Dates</th>
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<tbody>
<tr>
<td>Queen Victoria Museum &amp; Art Gallery, Launceston</td>
<td>Tasmania</td>
<td>3 July - 3 October 2010</td>
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<tr>
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<td>Greece</td>
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<td>Venue</td>
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<td>KinoKino, Sandnes</td>
<td>Norway</td>
<td>25 February - 9 June 2012</td>
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<td>Ontario Science Centre, Ontario</td>
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<td>Life, Newcastle</td>
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<td>Norsk Teknisk Museum, Oslo</td>
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<td>9 March 2016 - 29 January 2017</td>
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<td>Spacio Tirzo, Rome</td>
<td>Italy</td>
<td>4 March - 4 June 2017</td>
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<td>Bienal, São Paulo</td>
<td>Brazil</td>
<td>15 May - 15 November 2017</td>
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<tr>
<td>Village Mall, Rio de Janeiro</td>
<td>Brazil</td>
<td>1 December 2017 - 25 February 2018</td>
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The origins of video games can be traced back to the earliest days of computing. Machines developed for code breaking, pure mathematics and missile telemetry were quickly put to more playful use.

In 1951, Christopher Strachey wrote a version of Chess on the Manchester Mark 1, one of the earliest stored-program computers, with input and output via a punch card and no monitor with a chess board to ‘see’. A year later, Alexander Douglas wrote OXO on the EDSAC (Electronic Delay Storage Automatic Calculator), which displayed a noughts and crosses board on a cathode ray tube and resulted in the first game interface that would be recognisable to today’s gamers.

It would take another decade for computers to improve sufficiently enough to allow for the development of a game that would bare resemblance to those available today. The first such game was Spacewar, designed by Steve Russell and his peers for the PDP-1 computer installed at MIT in 1962. It was a fast-paced, two-player spaceship combat game played in real time, simulating motion, momentum and audio. Spacewar was the first game to show how immersive video games could potentially be.

Inspired by Spacewar and a belief in games’ potential appeal to a non-academic audience, Nolan Bushnell, together with a Pinball manufacturer, Nutting Associates, developed the first commercially available arcade game Computer Space (1971). Bushnell would go on to found Atari with Al Alcorn and produce what most people remember as the first arcade game, Pong (1972).
2 Early Games & Arcade Games

Arcades section
Early Games & Arcade Games

Video game
Pong (1972) USA

Replica
PDP-1 (1959) USA

Installation shot
Early Games & Arcade Games, (2008) ACMI, Melbourne

Space Invaders section
This section looks at the evolution of video games in the home - from the first home console, the Magnavox Odyssey (1972), through to the modern console age.

As the cost of computing components fell in the 70s this allowed arcades to become an affordable pastime for many in North America, Japan and Europe. The next challenge was to bring computers and videogames to hobbyists and families in their homes. Here, ten of the most influential home consoles, design icons in themselves, are showcased together with the games that made them popular.

Machines include the Atari 2600 (1977), Sinclair Spectrum (1982), Nintendo Game Boy (1989) and the Sony PlayStation (1994).

The development of home consoles is closely linked to five major manufacturers: Atari, Nintendo, Sega, Microsoft and Sony. Top Ten also reveals how these companies have shaped the industry.
3 Home Consoles & PC for Games

Console
Sega Dreamcast (1998) Japan

Top Ten Consoles area

Console
Commodore 64 (1984) USA
Home video games did not just recreate the Arcade experience. By removing the necessity of ‘pay-per-play’, home video games were able to experiment with new forms of game play. While Arcades mainly offered shooting, fighting and racing games, home consoles and computers allowed developers to create and explore the possibilities of role playing, strategy, adventure, simulation, and puzzle games.

The number of genres of video games is still increasing and there is much disagreement on their definitions. In this section, Game On defines video games in three broad genres, following the classification of games genres devised by Le Diberder brothers in their book L’Univers des Jeux Vidéo.

**Thought Games:**
These existed before the arrival of electronic gaming and have their origins in traditional board games, card and dice games, and text adventure books. Games include: puzzle games, classic games, adventure games and role-playing games.

**Action Games:**
These include: reflex games, racing games, football games, shoot-'em-ups, fight games and platform games.

**Simulation Games:**
These include: military-strategy simulators, games of real world sports, flight simulators, and games that simulate a habitat or economic system.
4 Game Genres

Video game
Super Mario Kart (1992) Japan

Video game
Super Monkey Ball (2001) Japan

Video game
Street Fighter IV (2008) Japan

Video game
Vib Ribbon (1999) Japan
From their origins in universities’ computer science labs and hobbyists’ bedrooms, video games have now become a multibillion-dollar entertainment business.

Budgets, production values, and the number of people involved in the development of a single game can equal that of a Hollywood movie.

Some examples of the development process for a number of games are demonstrated here, from initial concept sketches and design documents to the marketing materials produced to entice consumers.

Games in this section have also been selected to show the regional differences in this process, with games from Europe, Japan, and North America.
5 Making & Marketing of Games

Above: Making & Marketing of Game: GTA area  

Below: Original drawings  
Dragons Lair (1982) USA
Surveying the global appeal of video games reveals that the types of games which are popular vary widely from country to country. ‘First person shooter’ style games, for example, have dominated western markets for a generation, but never garnered much interest in the East. Similarly, dating simulators produced in Japan do not find an audience in Europe and North America.

In this section we look at games developed around the world, from countries with a long history of producing video games such as the United Kingdom, France, North America and Japan to newcomers like South Korea, Russian Federation, Czech Republic, and India. The expertise involved in making video games is no longer limited to regions where the industry began. Companies such as Electronic Arts and Ubisoft have studios all over the world. Ubisoft, for example, have studios in over 15 countries from Brazil to Bulgaria, Romania, Poland, Ukraine and China.

However, publishers are still based in established markets, and out of the top 20 selling games of all time, currently none have been developed outside of Japan, the United Kingdom or North America. Rapid development in the global economy could see this change very soon.
6 World Games

World Games exhibition section

Games Culture: USA and Europe wall text

Video game simulation

Tony Hawk (2005) USA
It is easy to imagine that games have always featured strong characters, but this has not always been the case. In the early 1980s, two important character games were released in the arcades that had a dramatic impact on the world of gaming.

**Pac-Man**, designed by Toru Iwatani, was a simple yellow character shaped like a pizza with a slice missing. The aim of the game was to clear dots from a maze and avoid four ghosts who chased you. Iwatani wanted to create a game that would reach out to younger gamers and particularly to women. The colourful and non-violent nature of the game gave it a very broad appeal. With over 100,000 machines in arcades, the game became a worldwide craze. Pac-Man was the first successful video game character, producing merchandise from bed linen to lunchboxes. Fever pitch was reached with the release of Buckner and Garcia’s song *Pac-Man Fever*.

**Donkey Kong**, designed by Shigeru Miyamoto of Nintendo, was a major hit in 1981. It launched the career of Mario, the Italian plumber, who is the hero of the game. Mario is one of the best known of all game characters and has appeared in a variety of Nintendo games over the last 20 years. The game launched the career of Miyamoto, who went on to design *Super Mario Bros* and *The Legend of Zelda*. 
Characters

Shigeru Miyamoto
Mario (2002) Japan
pencil on paper

Characters installation shot (detail)

Shigeru Miyamoto
Donkey Kong (2002) Japan
pencil on paper

Sonic, the Hedgehog wall panel

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Although video games were originally a pursuit of computer scientists, during their commercial development they became more attuned to the interests of adolescents and those even younger.

As early as the Atari VCS home console, games were conceived for children as young as three or four. Like many activities for this age group, games were developed with an educational element. Games of this style are described as Edutainment.

Many of these games, including those in this section, are designed to be played by child and parent together, and utilise learning structures common to this age group such as colour and shape recognition, counting and numbers, as well as learning the alphabet and spelling of simple words.
8 Children’s Games

Children’s Games: handheld table

Handheld console
Game Boy Classic (1989) Japan

Handheld electronic game
Simon (1978) USA

Video game
Viva Pinata (2006) UK

Video game
Hey you, Pikachu! (1998) Japan

Video game
Lego Star Wars (2009) UK
The artistic and technological progression of video games is most easily traced through the ability to create an ever-closer facsimile of the real world. The audio incorporated into a game is as important as the graphical elements in rendering an immersive experience. Sound designers had to do much more with much less. While games' visuals improved from 2 to 12, then 512, and 32000 colours by 1990, audio was still limited to 4 channels on most consoles. Yet, within those constraints, composers created music as iconic as any character of the era. A fragment of the Mario Bros theme tune melody will transport players back to land 1-1.

Continuing our aim to profile some of the key individuals involved in making games, we highlight the work of two composers: Koichi Sugiyama, a Japanese composer who has worked on the Dragon Quest games series with the London Philharmonic Orchestra, and Richard Jacques, who has worked in Europe on many game soundtracks. His distinguished list of credits includes Daytona CCE, Sonic R, Jet Set Radio, Metropolis Street Racer and Headhunter.

This section also includes games where the gameplay is based around music such as Guitar Hero.
9 Sound

Video game
Guitar Hero II (2006) USA

Video game
Hatsune Miku

Video game
Rez (2001) Japan

Video game
Rez (2001) Japan

Video game
Hatsune Miku (2009) Japan

Sound Composition wall text

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Cinema and videogames have had a reflexive relationship. Many videogames have been influenced by movies, such as Nintendo’s Donkey Kong which is unmistakably inspired by King Kong. But Cinema has been equally fascinated with games, from Disney’s iconic Tron to David Cronenberg’s dystopic eXistenZ. Film posters from Super Mario Brothers, Final Fantasy, and Tomb Raider are shown here.

Increasingly, videogames and movies share production methods. Motion capture studios record the performances of actors for both blockbuster films and the latest high budget photo realistic games.
10 Cinema

3D object
Tom Raider BAFTA Award (2006)

Video game

Film poster
Prince of Persia: The Sands of Time (2010) USA

Film poster
Resident Evil (2002) USA

Video game
Golden Eye (2007) USA

Video game

Video game
Golden Eye (2007) USA
Allowing competitive play between players was vital in early games such as Spacewar and Pong as computers were not yet smart enough to offer gamers a virtual opponent of believable intelligence.

Multiplayer games have vastly diversified today, both in scale and scope. The Internet gives the opportunity to thousands of people to play together in games such as World of Warcraft or Eve Online in persistent worlds that last for years.

Games that require communal space have not lost their appeal as a social activity. Wii Sports and Just Dance multiplayer modes and simple interfaces allowed a generation of gamers to gently introduce their non-gaming friends and family to the medium.

Being successful in competitive gaming is now also a profession: several games such as Street Fighter and Starcraft organise professional tournaments with prize money, watched by thousands of enraptured spectators.
11 Multiplayer Games

Video game
Rock Band 3 (2010) USA

Video game
Just Dance (2009) France

Video game
Super Smash Brothers Wii U (2014) Japan
The first magazine dedicated to video games was published in the UK in November 1981. Titled *Computer and Video Games*, the magazine offered reviews of games, computers and consoles as well as tips, cheats, and competitions. All the popular home computers of the day were covered.

In Japan, the best known games magazine is *Famitsu*, a weekly publication that spans over 200 pages with extensive game previews, reviews, articles, and Manga.

Over the last 30 years magazines have typically been devoted to a single format like *Official PlayStation Magazine* and *Nintendo Power*, or multiformat like *Edge* or *Electronic Gaming Monthly*.

As with the rest of print journalism, the Internet has radically disrupted the industry and caused great declines in readership. Those readers who have moved to the web have found much more varied comment on video games, from the long-form journalism of *Gamesplice* to the constantly updated blogs like *Kotaku*, providing news up to the minute, or *Digital Foundry*, which investigates the technical qualities of games and hardware in exacting detail.
12 Magazines

Magazine
Edge, issue 1 (October 1993)

Magazine
Edge, issue 100 (August 2001)

Magazine
Famitsu, issue 700 (17 October 2002)

Magazine
Crash, issue 1 (February 1984)

Magazine
Sinclair User, issue 1 (April 1982)

Magazine
Electronic Gaming Monthly, issue 1 (May-June 1989)
All video games could be considered some form of virtual reality: they all simulate the presence of the player in a computer-simulated environment and provide a level of immersion in that digital simulation. The term is more readily applied to technologies that fully immerse an individual’s senses, head-mounted displays being the most iconic example.

During the early 1990s, companies invested heavily in Virtual Reality Systems and many of them were successfully developed for military training. However, these systems were very expensive and despite the attempt of companies such as Atari, Nintendo and Sega to create cheaper systems for consumers, the technology’s cost proved too prohibitive to bring to market.

Adapting many of the technologies used in mobile phones, head mounted displays providing immersive 360 degree environments are finally becoming a reality. In this section Game On showcases some the recent developments in the field, exploring how this technology has been applied to videogames.

Future technologies are always full of potential but might not all create compelling gaming experiences. As well as displaying the latest virtual reality technology, this section reviews older iterations of virtual reality and display technologies that are less well known today.
13 Future Technology

Virtual Reality system
Virtusphere (2012) USA

Headmounted display
Oculus Rift DK2 (2016) USA

Future Technologies display case

Video game
PlayStation VR Sea World (2016) Japan

Virtual Reality system
Virtusphere (2012) USA

Video game
Mario’s Tennis Virtual Boy (1995) Japan

© Anna Gerden
14 Highlights

Early games features a replica of the mainframe computer from MIT that was used to develop Space War! - one of the first videogames ever developed. The replica shows visitors the scale of computers and types of interface available in the mid-60s.

Replica
PDP1 Mainframe Computer
(1959) USA

Game On displays original cabinets from the first two arcade games developed by Nolan Bushnell - Computer Space and Pong. Both games are also playable on a Vectrex and TV Pong machine respectively.

Video game
Pong
(1972) USA

The handheld table showcases in playable form the history or portable gaming form original Simon units from the 1970s to today’s Ipads.

Handheld Table,
Children’s Games area
Visitors can experience the height of the 90’s arcade experience in the exhibition’s twin Daytona 2 cabinets.

The largest simultaneous multiplayer game to operate from a single console, Saturn Bomber Man allows up to 10 participants in this hectic and very sociable multiplayer experience.

Combined with a mixed reality headset, Wizdish allows visitors 360 degree movement in virtual environments, allowing visitors to walk in any direction through their low friction treadmill. This experiment technology gives visitors a hint at the levels of digital immersion that will soon be possible.
The characters section of Game On features originals sketches of some of gaming most iconic characters, **Sonic**, **Mario**, and **Donkey Kong**. The Sonic sketch is an early concept sketch of the character and Mario and Donkey Kong were drawn specially for the exhibition by their creator and legendary designer Shigeru Miyamoto.

Original artwork
Mario
(2002) Japan

The Japanese Game section features **Steel Battalion**, a game with the most complex and ambitious controllers ever developed. With over 60 buttons, joysticks and foot pedals, **Steel Battalion** is an extreme in video game interface design.

Video Game and Controllers
Steel Battalion
(2002) Japan
15 Installation Shots - Game On
Installation Shots - Game On
Installation Shots - Game On 2.0
Installation Shots - Game On 2.0

© Richard Kenworthy

© Dado Moretti
Installation Shots - Game On 2.0
The State of Play, Saturday 18 May, 1pm

Join a small number of key commentators from the games industry in this discussion of the history, politics and cultures of gaming.

Game On celebrates how some of your favourite games were created, with original artwork, concepts and prototypes from developers, never seen in public before. Discover how Grand Theft Auto, Pokémon, Tomb Raider, The Sims, and Final Fantasy were made, and became the world-wide phenomena they are today.

The exhibition includes dedicated areas looking at kids’ games, games and films, and games and sound, plus the chance to explore how games reflect and influence wider culture in Europe, the USA and Japan and the rest of the world.

You can also take on your friends in Game On’s multi-player room, with its changing programme of games.

The State of Play, Saturday 18 May, 1pm
Join a small number of key commentators from the games industry in this discussion of the history, politics and cultures of gaming.

Game On is the first ever UK exhibition to explore the fascinating past and diverse futures of video games.
Sample Marketing - Game On

Game On & Game On 2.0 Tour Pack

Japanese: ゲームって なんて おもしろい？

2016/03/02 Wed ~ 05/30 Mon
日本科学未来館（東京・お台場）1階企画展示ゾーン http://gameon.tokyo

企画展示ゾーン

10:00 ~ 17:00（入場券の購入は閉館の30分前まで）

休館日：火曜日 [ただし、3月29日（火）、4月5日（火）、5月3日（火）は開館]

入場料（税込み）：当日大人（19歳以上）1500円、18歳以下750円、18歳以下（土曜日）650円

※6歳以下の未就学児は無料 ※常設展もご覧いただけます

※障がい者手帳所持者は当人および付き添い者1名まで無料。

（ドームシアターは別料金、事前予約可）

探検しながら宝探しに挑戦しよう
マインクラフトで未来館を再現！

©Sony Computer Entertainment Inc. ©Rodney A.Greenblat/Interlink ©SEGA © TAITO CORP. 1978

PONG® Courtesy of Atari Interactive, Inc. ©1972 Atari Interactive, Inc, All rights reserved.

日本科学未来館へは「テレコムセンター駅」下車、徒歩約4分

4 minute walk from “Telecom Center station” to Miraikan.
Game On je expozice vzniklá z největšího videohra výstavy v historii. Po nespočetných letch, kdy jsme se věděli jen na zázemí virtuálních světů, můžeme nyní v osobním kontaktu s našimi favoritemi seznámit. Více než 150 herních zařízení vám připomínají důležitou roli vide hier v dějinách společnosti.

Přijďte se seznámit s novinkami a virtuálními realitami - vystavy Game On v Holešovické tržnici.

VIP LET'S PLAYERS
PROFI TURNAJE
NOVINKY A VR

www.gameonvystava.cz

Game On & Game On 2.0 Tour Pack
Sample Marketing - Game On 2.0

Game On & Game On 2.0 Tour Pack

Presented by MyState Financial and Launceston City Council

PLAY YOUR WAY THROUGH THE HISTORY OF VIDEO GAMES
3 JULY – 3 OCT 2010
Queen Victoria Museum and Art Gallery @ Inveresk
Exhibition open daily 10 am–5 pm    Full $15, Concession $12, Family $45    www.qvmag.tas.gov.au

PLAY YOUR WAY THROUGH THE HISTORY, CULTURE AND THE FUTURE OF VIDEO GAMES
AFO 16 ΔΕΚΕΜΒΡΙΟΥ 2010
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