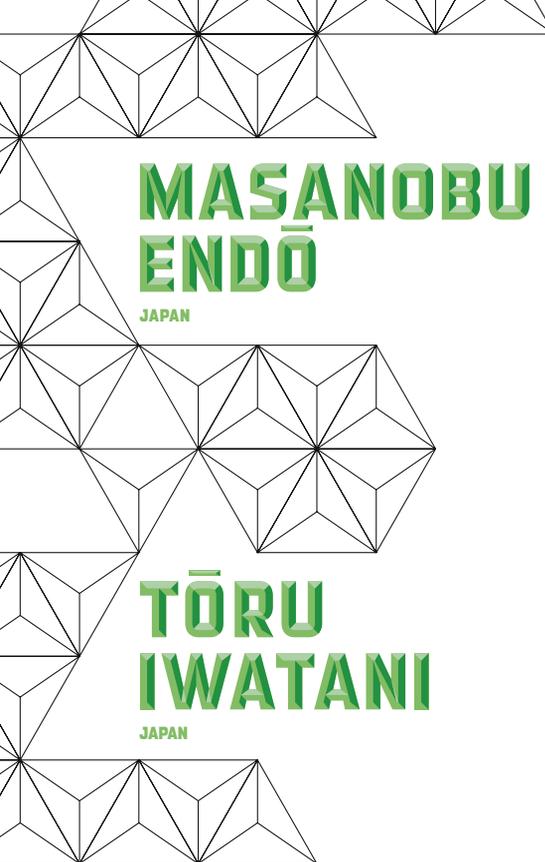




GAME MASTERS

Edited by Emma McRae





MASANOBU ENDŌ

JAPAN

TŌRU IWATANI

JAPAN

Masanobu Endō joined Namco in 1981 and his first game, *Xevious* (1982), became a massive hit in Japan. *Xevious* featured vertically scrolling gameplay and detailed, coloured graphics depicting a Peruvian landscape as seen from the low-flying spacecraft piloted by the player. Aiming for a more realistic depiction of combat than the row formations of *Space Invaders*, Endō programmed the enemies to attack from both ground and air. In addition, the game reacts to the skills of the player, moving seamlessly through 16 levels of difficulty. Endō also broke with tradition by including an ‘Easter egg’ – a signature message that reads ‘Namco: Original program by EVEZDD’. Endō also designed *Tower of Druaga* (1984), a complex 60-level maze game comprising the first episode of *Babylonian Castle Saga*. In 1985 Endō left Namco to establish his own company, Game Studio, where he continued to collaborate with Namco, producing the *Family Circuit* racing series.

Tōru Iwatani created *Pac-Man* (1980), one of the most popular and innovative games of all time, after setting out to design a game that would appeal to a wide demographic. He settled on the concept of eating, bypassing the usual sporting or apocalyptic themes. As Pac-Man navigates his way through a maze, munching on yellow dots and pieces of fruit, he is pursued by four candy-coloured ghosts: the cuteness of the characters is matched by the ingenuity of the design, which provides addictive gameplay without the sense of imminent annihilation. *Pac-Man* is credited with being the first game to feature power-ups, cutscenes and even the concept of stealth play. While the *Guinness Book of Records* confirmed *Pac-Man* as ‘the most successful coin-operated game’, Iwatani did not profit from it personally but was promoted within Namco. In 2007 he became a professor at Tokyo Polytechnic University.

Previous pages:

***Space Invaders*, 1978.**

**Opposite, left: *Xevious*
arcade flyer, 1982.**

**Opposite, right: *Puck Man*
arcade flyer, 1980.**

XEVIOUS

セビウス



プレイするたびに謎が深まる!!



namco

namco

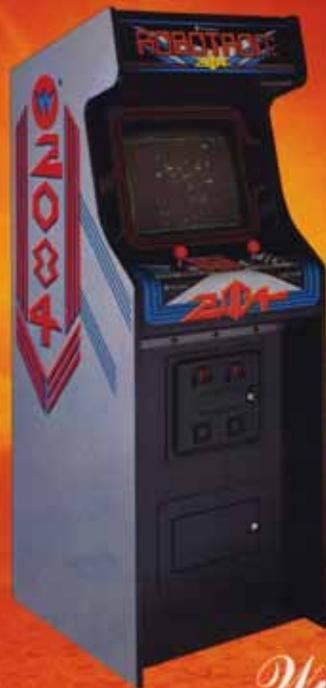
PUCK MAN

危険!
点減する
パワーエサを食え!



the ultimate conflict
between man and machine

ROBOTRON: 2084



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its competitive multiplayer mode spurred the rise of professional gaming tournaments, especially in Korea.

Building on the momentum from the success of their previous games, Blizzard's *World of Warcraft* is the game that has gained them the widest recognition. A Massively Multiplayer Online Role-Playing Game (MMORPG), *World of Warcraft* presents a richly-detailed, multiplayer fantasy world where millions of players from around the world interact using custom avatars created from a selection of races and classes. The game's lore creates a unique universe with history and mythology that is as much a space for socialising as for gaming. Each of the game's three expansion packs in turn has set a new record for the fastest-selling PC game of all time.

With the recent release of *StarCraft II: Wings of Liberty* (2010), and the imminent launches of *Diablo III*, *StarCraft II: Heart of the Swarm* and *World of Warcraft: Mists of Pandaria*, Blizzard Entertainment continues to set the standard for online multiplayer gaming.

Opposite: Barbarian battle concept art, Josh Tallman, *Diablo III*, 2012.
Below, left: Goblin heads concept art, Mark Gibbons, *World of Warcraft*, 2004.
Below, right: Raynor concept art, Brian Huang, *StarCraft II*, 2010.

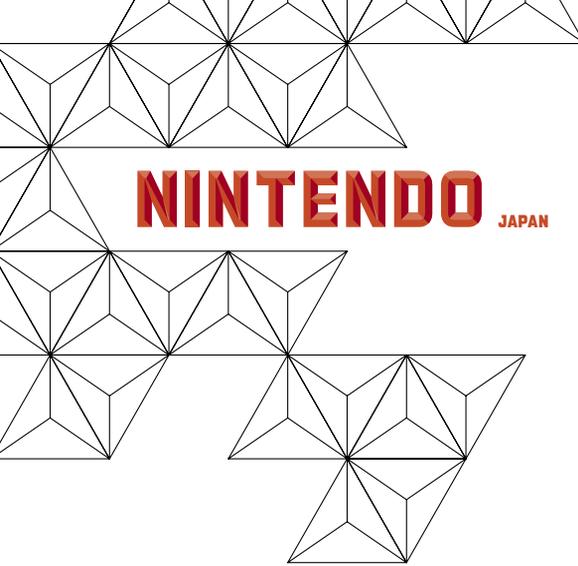


CLOSET SWAP



Opposite: *The Final Countdown, Europe, SingStar, 2004.*
Above: *Closet Swap, 2011.*

After six years with Sony building the *SingStar* brand, Bozek left for Atari to help reinvigorate one of the industry's oldest companies. After working alongside industry heavyweights such as Phil Harrison, David Gardner and Will Treves, Bozek left Atari in 2010 to set up her own games company, inensu, creating a range of social games and apps.



NINTENDO JAPAN

Opposite: *Super Mario 3D Land*, 2011.

Responsible for some of the game world's most beloved characters and franchises, as well as countless critically acclaimed titles, Nintendo hardly needs an introduction. Arguably the most influential videogame company in the industry, Nintendo has a remarkable aptitude for producing unforgettable games for all ages. Nintendo's massive popularity demonstrates their skill and prominence as both game designers and console developers.

Originating as a successful playing card company in 1889, Nintendo was involved in a wide range of businesses before trying its hand at videogames in 1973. This led to Nintendo's first console, the Color TV Game. Their real success came with the release of *Donkey Kong*[™] (1981), an arcade game designed by Shigeru Miyamoto. Miyamoto went on to become one of Nintendo's lead designers and one of the games industry's most widely recognised members.

In 1980 Nintendo released the highly successful *Game & Watch*[™], a series of handheld games each played on their own device, arguably the launching point for the handheld game market. This was followed by another success in the guise of the Family Computer, or Famicom, known outside Japan as the Nintendo Entertainment System[™] (NES). The console came with the launch of the first title in what would be Nintendo's most successful franchise, *Super Mario Bros*[™] (1985). This was followed by a further pivotal title, *The Legend of Zelda*[™] (1986).

Nintendo's success carried on through the release of innumerable titles and further consoles, including the Super Nintendo Entertainment System[™] (SNES, successor to the NES), the Nintendo[®] 64 (incorporating 3D graphics), the Nintendo GameCube[™] (using optical discs) and the Wii[™] (integrating motion controls). Games from the *Mario* and *Zelda* series grew to hold firm positions in the hearts of gamers through titles such



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as *Super Mario™ 64* (1996), *Super Mario Galaxy™* (2007) and *The Legend of Zelda: Ocarina of Time* (1998), a game repeatedly voted the greatest game of all time.

Nintendo continues to impress gamers and critics alike with its remarkable mix of nostalgia and innovation. Achieving what many in the industry thought impossible, Nintendo broke through what was once a small demographic of gamers to bring games to people of all ages through the development of powerful characters and innovative technology.

***Opposite: The Legend of
Zelda: Ocarina of Time, 1998.
Below: Link concept art,
The Legend of Zelda:
Skyward Sword, 2011.***

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are trademarks of Nintendo.***

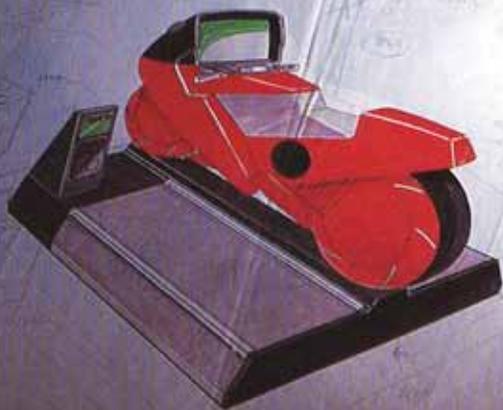




Opposite: Concept art, Peter Chan, *Grim Fandango*, 1998.

Right, above: Razputin concept art, Scott Campbell, *Psychonauts*, 2001.

Right, below: Concept art, Milkman Conspiracy, Peter Chan, *Psychonauts*, 2001.



MINI GLEIN

SEGA K-11

An arcade flyer for the game Virtua Fighter. The central image shows a television screen displaying a 3D polygonal fighting game. A character with a red head and orange body is in the foreground, appearing to break through the screen. Another character is visible in the background on the screen. The SEGA logo is at the bottom right. Text at the bottom describes the game's features and provides contact information for Sega.

*Virtua
Fighter*[™]
*(Monitor safety glass optional.)

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*Actually, we're kidding.

SEGA
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275 Shattuck Drive Suite 201, Berkeley CA 94705
Phone: 415.802.3100 FAX: 415.802.3120

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Opposite: Technical diagram, *Hang-On*, 1985.
Right: *Virtua Fighter* arcade flyer, 1993.

The logo for TT Games UK, featuring the letters 'TT' in a large, bold, red font, followed by 'GAMES' in a smaller, bold, red font, and 'UK' in a very small, bold, red font to the right. The logo is set against a background of a repeating geometric pattern of white lines forming a series of interconnected triangles and squares, resembling a stylized snowflake or a complex tessellation.

TT GAMES UK

Opposite: *LEGO Batman: The Video Game*, 2008.

Working with existing brands has always been a tantalising challenge for game designers and producers. With the potential to produce commercially successful and enjoyable games, while getting the chance to play with much loved worlds and characters, it's understandable why game designers have delved into television and film for inspiration. However, few have taken on the challenge quite as expertly, or as creatively, as TT Games.

TT Games was established in 2005 with the coming together of longstanding game studio Traveller's Tales, led by Managing Director Jon Burton, and publisher Giant Interactive, led by Head of Production Jonathan Smith. With strengths in both business and design, the newly formed amalgam TT Games changed how the industry looked at film tie-in games. As one of the few publishers known to specialise in children's games, their emphasis is on fun, comedy and casual gameplay, and they have succeeded time and again in producing original, fun titles that have fostered a strong following with both younger and older audiences.

At its inception, TT acquired the worldwide rights to LEGO games and began combining the versatility and imagination of LEGO with one of film's most popular worlds to create *LEGO Star Wars: The Videogame* (2005). The unlikely combination of LEGO, *Star Wars* and puzzle-solving gameplay was a surprise hit, garnering wide critical acclaim.

Video. Box for placement only.

'I think that a game that is made for children, which children genuinely enjoy, will also be enjoyed by older players as well, because it will appeal to the child in us all.'

Jonathan Smith