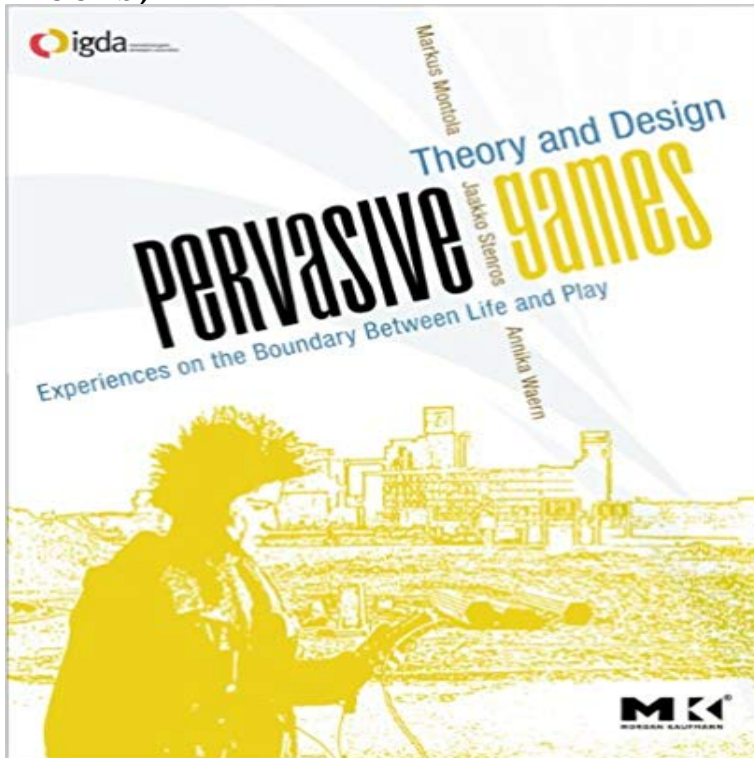


# Pervasive Games: Theory and Design (Morgan Kaufmann Game Design Books)



Quickly emerging from the fast-paced growth of mobile communications and wireless technologies, pervasive games take gaming away from the computer screen and back to the three-dimensional world. Now games can be designed to be played in public spaces like shopping malls, conferences, museums and other non-traditional game venues. Game designers need to understand how to use the world as a gamespace-and both the challenges and advantages of doing so. This book shows how to change the face of play-who plays, when and where they play and what that play means to all involved. The authors explore aspects of pervasive games that concern game designers: what makes these games compelling, what makes them possible today and how they are made. For game researchers, it provides a solid theoretical, philosophical and aesthetic understanding of the genre. Pervasive Games covers everything from theory and design to history and marketing.

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