brand of coolness, sense of action or rebelliousness. 

athlet, a hip hop kid or a punk – or somewhere in 

styles stripped down to only a couple of options. 

about to other players. 

is an easy way to communicate to other people who 

themselves are an opportunity for self expression. 

every day for new clothing options. But the clothes 

'cool' place. Like Shibuya, it is full of shops to check 

18 

The game’s clothing is carefully curated, with 

Ultimately it’s the clothes that sell the Plaza as a 

Part of this comes 

immediately became. Part of this comes 

With players spraying the stages with ink using guns 

Splatoon 

aren’t always perceived as cool in the way that 

While Nintendo’s brand is enduring, its games 

specifi  c shoes made popular by rappers and athletes. 

Jumpman 

Drake dropped a song with the rapper Future called 

of yellow Air Maxes in 

ment deal for a rap group with their song 

been a long time status symbol for rappers, who often 

it is the basketball shoes that stand out the most, and 

The shoes that appear in 

Of particular note are the shoes: you can sport 

19 

Fruits 

my Adidas 

This all seems to fi  t with 

VIDEOGAMES 

The game's clothing is carefully curated, with 

Shibuya crossing, Tokyo, Japan

A star-studded cast of contributors consider 

a variety of games, from blockbusters like The Last of Us and Splatoon and cultural phenomena such as Minecraft to less-mainstream productions like Consume Me, which tackles the difficult issues of body image and extreme dieting. Canadian academic and minimalist games designer Pippin Barr addresses violence in videogames through his work on A Series of Gunshots; Kat Brewster discusses the creation of fan art and fan fiction in relation to the multiplayer first-person shooter Overwatch; and the phenomenon of community and cosplay is explored by Philippa Warr through League of Legends and the 2017 world finals in Beijing. It also features rarely seen material including designers’ notebooks, concept art, prototypes and the artistic inspirations behind games such as Journey, Kentucky Route Zero and No Man’s Sky.

This is truly a landmark publication, bringing videogames into the mainstream of cultural criticism and placing them alongside more conventional mediums of creative expression.

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