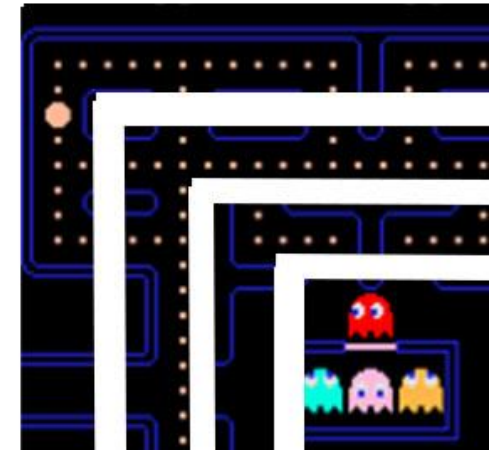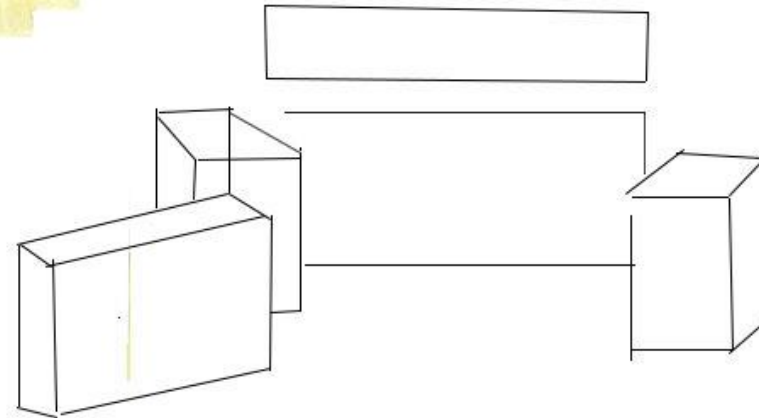# POPAI 2020

UK & IRELAND

NATASCHA BENITEZ

GAME

An arcade videogame created by Videogame designer Tory Iwantani of Namco, and distributed by Midway Games to the US marketing the early 1980s.

The name of the game comes from the Japanese onomatopeia poku, sound that occurs when you open and close your mouth.

The protagonist of the game is a yellow circle that is missing a sector, seems like a mouth. It appears in mazes where you must eat small dots "PACDOTS". The objective of the main character is to eat all the points to go to the next levels. However 4 ghosts will try to capture PacMan.
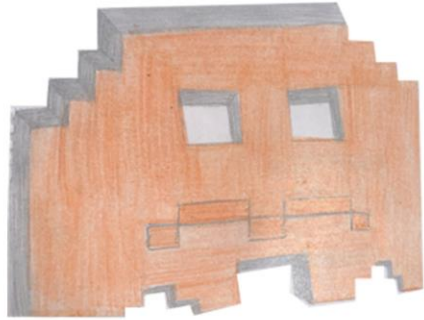
GAME

ARCADES

My first inspirations hapened when I visited the exposition of videogames that was in Madrid-Spain in December. Was situated in one of the most important streets "La Castellana" . They gave us a conference to explain us what the world of the videogame and how it started, I had the opportunity to talk with one of the directors and exolain to him which ones were my ideas and ask for advice and some point of views.
I learnt that I should process my idea with lights and different things that most of the shops would not have.
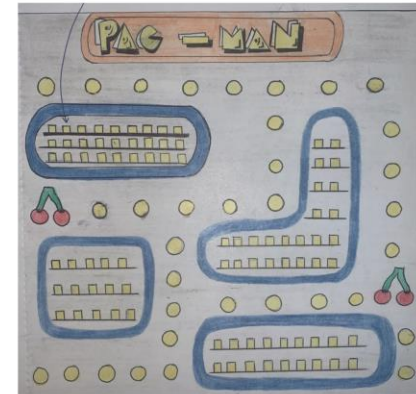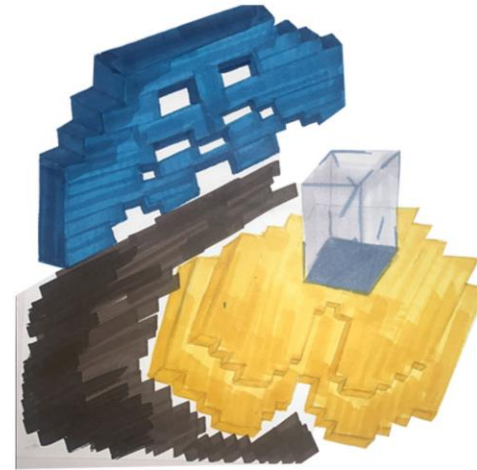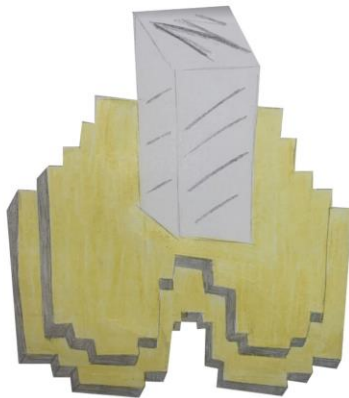
ON

Part of my primary research was in Selfridges and Harrods, we visited the malls and took pictures of what we thought it would help us to make our own point of sale .
The place I liked the most was Hamleys one of the most famous shop, I took ideas from there because when you are in you feel like a kid, everything inside it makes you feel happy and I wanted to bring that to the brand Games , that has a classic essence like decoration and distribution.
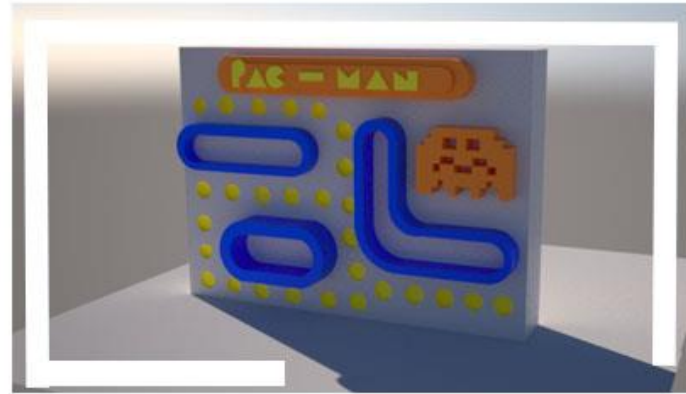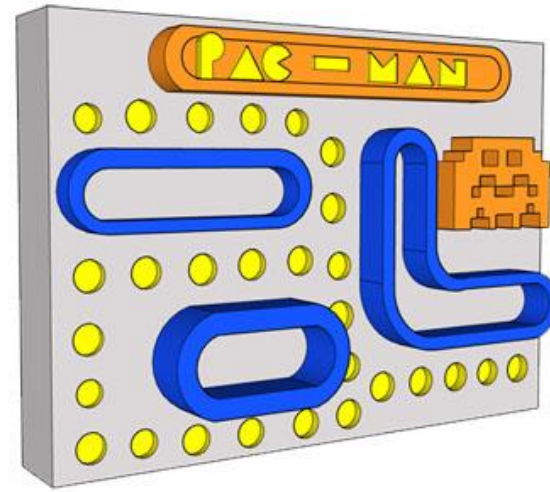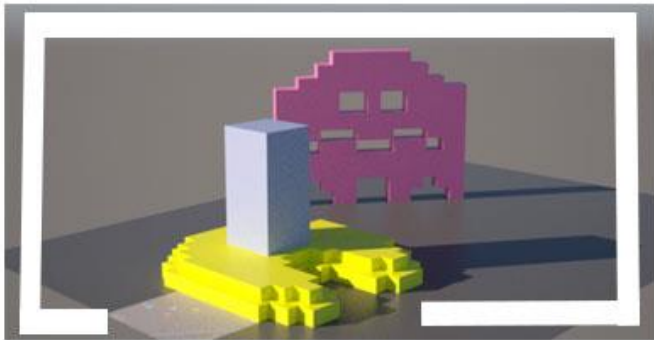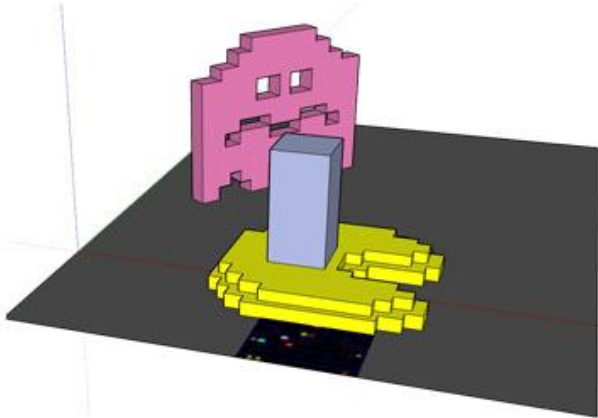
iDEAS

My first idea of my best 3.
I had to draw it and then with the new technique using markers we had to do rendering.
You can see the figure of the main character as the stairs to go to 3D printer, I saw something similar when I went to central London and Adidas had a shoes printer in the middle of the store . I thought It would be a good idea but not my best.

My second idea was simple and that the reason why is not my final design.
Was really easy to do the rendering , also It was my first try, I watched different videos on YouTube to make sure I was using the best technique.
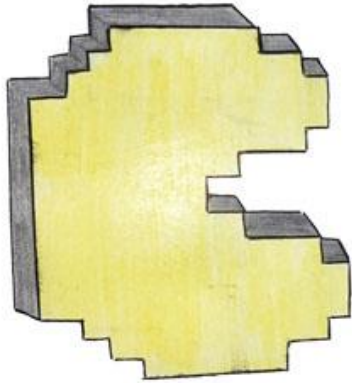
SKETCH UP & INDIGO

I used the knowledge I adquired from the previous project to make the Sketch up look better and then use Indigo to make it look realistic , with the shadows and lights. I disnt want to use lights for the night because is a project that would be in between 9am to 7 pm.

I really like this idea in Sketch up and Indigo.
I would say that is not as simple as I thought , has a so many details , many tools to use .
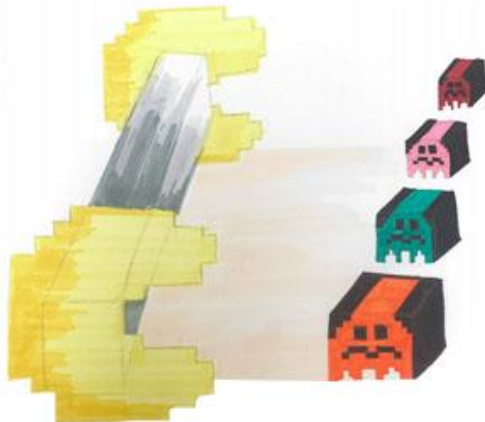
Bring some of the old technology to make everyone feel welcome to the videogame shops

The main character of the videogame

4 chairs around it to represent the ghosts , each with different colors

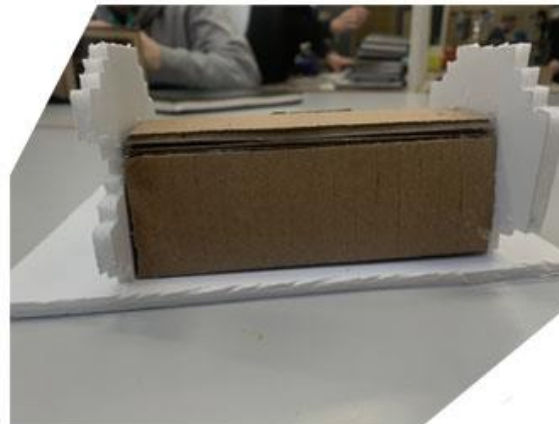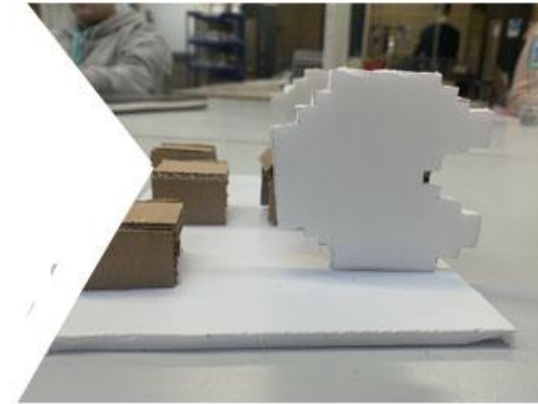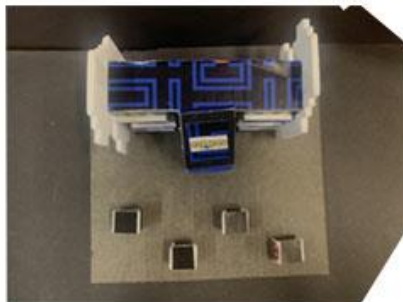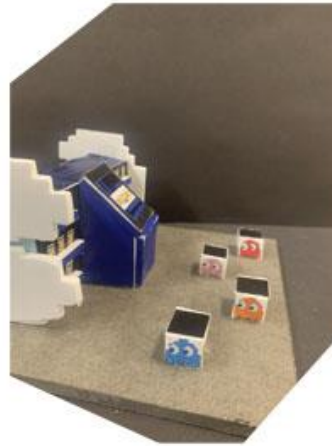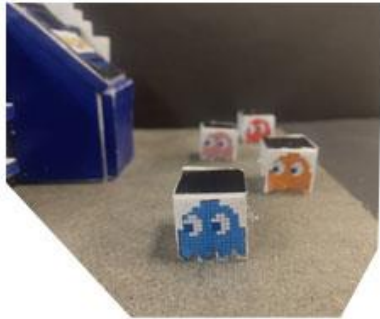from different perspectives, and also improving my rendering
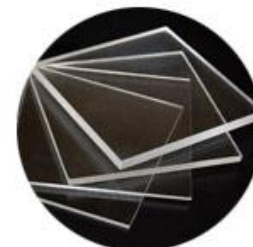
MODEL MAKING

I used cardboard, paper and foam to make it, we have not done it in scale ,proportional everything to the real size , something new for us , but important for the future projects. But at this time we were using our math knowledge to the final model making with different materials and machines.
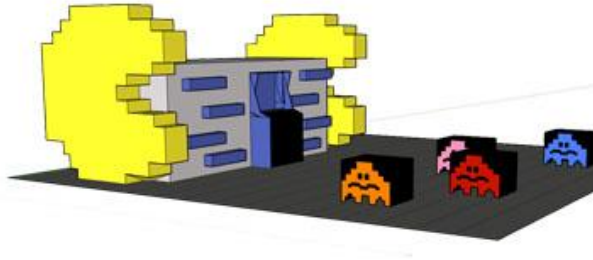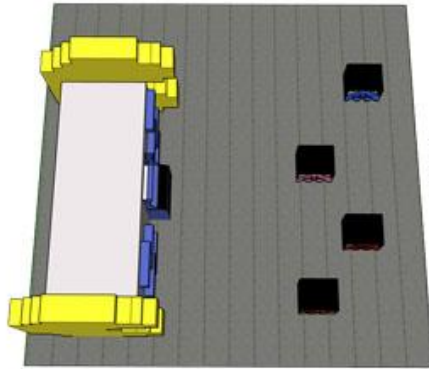
MODEL MAKING II

I used so many material like for example , acrilic, foam , jelutong and cardboard.
It is made in scale , 1:25.
Our facilities to get the results we wanted were the machines we had in the workshop, with the help of our teachers.
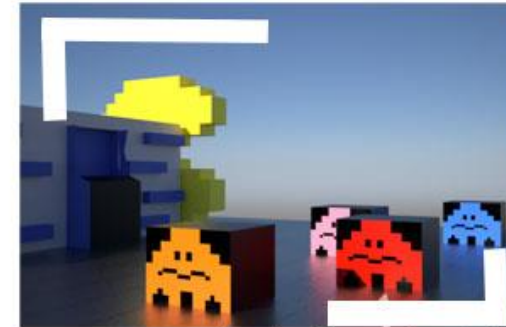
Each picture is from diferent perspective to see every single angle.

Letting know how is going to be distributed at shop.

the details of the chairs .

what the people would see when they are in or outside

STORE POSITION

2m

2.5m

6m

6m

I represented the real mesurements to let know how big and large It would be , aldo I wanted to add the figures of two people .
Is 6x6 meters , the yellow PacMan is 2x2.5 and the chairs would be 0.5 x 0.5.
Approximately the people are around 1.75 m

CASE

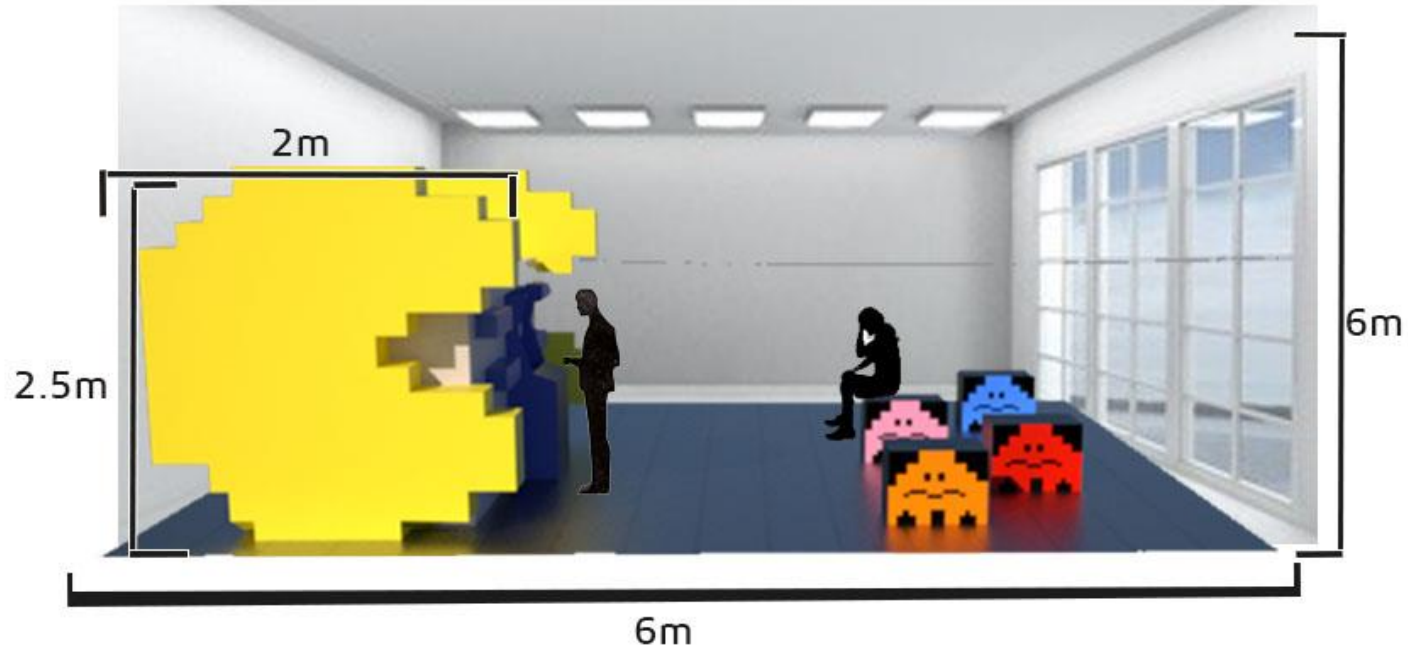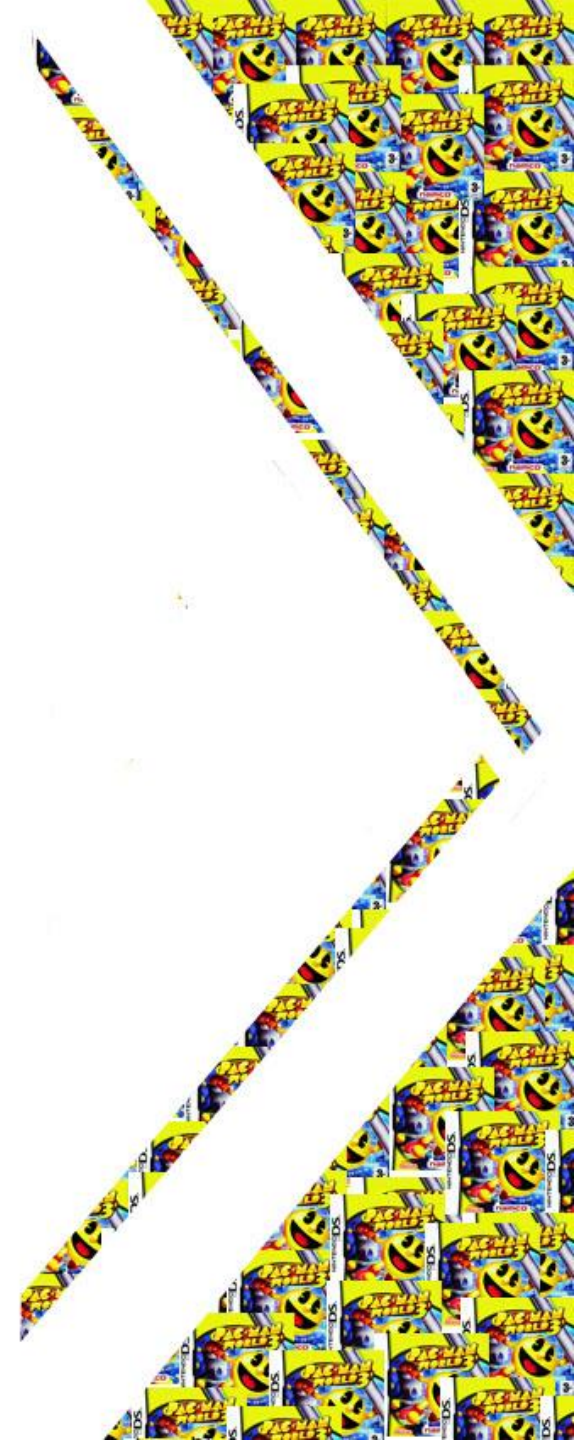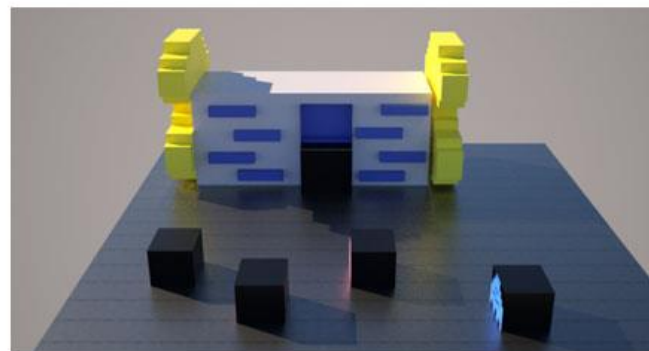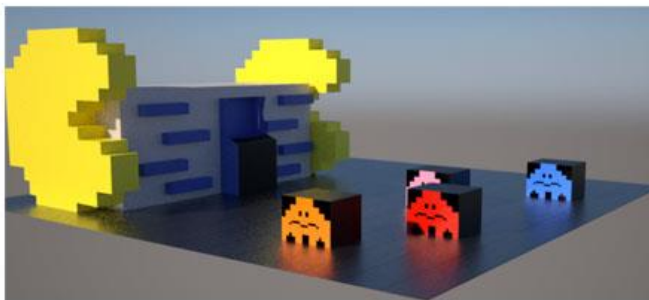The videogame branch is very wide, nowadays there is more and more technology and It is continually being left aside from where thos whole concept came from. I chose Pac-Man because is one of the most representatives and oldest videogames of all the generations and It is iconic in his own way. Its recognition and success is so immense that new versiojns are still coming out to this day.

It is a brand for any generation and that is what I like the most, young people will be atracted to see something new and not very affordable, and i=in the other hand older generation will feel nostalgic and will reminiscenge i the simplistic rules of the game.

This design would be perfect for large stores and where there are tourists with lots of footfall, such as the center of London. The durability can be endless like the classic Pac-Man game itself. Per person can play the game at most 10 minuts, but on certain occasions you can even create the classic old competitions to reward the best player.

I choose a topic I would feel comfortable and familiar with the terms. Me in particular was the videogames and toys, then the main thing that inspired me was when I understood the reason older people were increasingly intimidated by the nwe technology and videogames, as there is a large percentage who do not know how to use their phones , and It seemed touching to engage and make this generation feel welcome in a videogame shop.

My research when I started doing several searches of the best known game store, and compared them. I was inspired by the famous Hamleys, I visited the store that is situated in the center of London as primary research and It has a welcoming atmosphere that makes you feel happy from a child perspective and from there I wanted to portray that essence into the brand Game.

STUDY