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## Gentrification: The Game! Comes to Toronto Next Week

July 16, 2010 · By Jane Doh in [Announcements](#), [Events, Info, News](#)



Image by Alex Raynes-Goldie

On July 25, [Atmosphere Industries](#) will bring *Gentrification: The Game!* to life at the [Pedestrian Sundays event at the Kensington Market](#) in Toronto, Canada. This critically acclaimed public space game has already been hosted in New York and at the [Hide & Seek Festival](#) in London and has won multiple awards, including Best in Fest and Best Use of Technology at this summer's [2010 Come Out and Play](#) in Brooklyn, New York.

*Gentrification: The Game!* will give participants the chance to explore their cities and think about issues of urban renewal, local politics, and urban growth. According to their press release, players will be divided into teams of real estate developers and local residents, as they:

fight to collect real-life properties, build chain coffee shops, form BIAs, and bend the neighbourhood to their will. They'll craft slick advertising campaigns, deliver impassioned speeches, and probably run around a bit. One part real-world Monopoly, one part public-space hacking, and one part pure spectacle, *Gentrification* helps

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players and the public think about and enjoy their public space in a new and unexpected way.

Play takes place in rounds, providing each side with different tactics such as “Slightly Creepy But Wise Neighbourhood Guy Gives Impassioned, Poetic Speech” for local residents or my favorite, “Hired Goons” (for developers, of course). Progress during gameplay is monitored both through use of sidewalk chalk and a mobile app. An [article](#) in the *Toronto Star* gives an interesting perspective about why the Kensington Market neighborhood is the right fit for *Gentrification: The Game!*

The Toronto-based crossmedia collective Atmosphere Industries describes itself as a group of “nifty Canadians who create award-winning cross media experiences that excite, educate and engage. Our projects tend to combine fun, community, technology, and a hearty helping of sprinkles.” Their games emphasize the locative and local, integrating public space and mobile technology in exciting ways, and past projects include *Papparazzi*, a GPS-driven cat-and-mouse game for the 2009 Come Out and Play, and *Ghost Town*, which transformed downtown Perth, Australia, into a public game space.

The event is free, but registration is required because the game is limited to five to six players on each side. Visit the [Gentrification: The Game!](#) site to register and for more information. Hurry up, there are only a handful of spaces left, at the time of this writing!

WHEN: July 25, 2010 at 1 PM

WHERE: Kensington Market, Toronto: Corner of Augusta Ave & Denison Sq (by Amadeus Cafe)

Tags: [atmosphere industries](#), [gentrification](#), [public games](#), [Toronto](#)

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[...] Atmosphere industries is not making light of the gentrification issue when they made a game out of this urban phenomenon. [...]

- [LukeWalker.org» Blog Archive » Gentrification: The Game is a hit!](#) on July 22nd, 2010 7:33 pm

[...] in EyeWeekly (as well as event postings in Now Toronto, on BlogTO and elsewhere), and a piece on ARGNet. Wow! We're also hoping that there will be some post-game press... I'll keep you [...]

- [Alex Raynes-Goldie» Blog Archive » Gentrification: The Game!](#) on August 7th, 2010 11:26 pm

[...] Eye Weekly names Gentrification a best bet for this weekend + Gentrification posted on BlogTO + The Alternate Reality Gaming Network announces our Toronto [...]

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