



Monday, June 8, 2015 — Light Rain 20°C

GO

NEWS FLASH

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Gentrification: The Game! to hit Kensington Market

Posted by **Robyn Urback** / JULY 23, 2010

2 Comments

As [Pedestrian Sunday](#) takes over Kensington Market this weekend, so too will a hungry group of developers and locals fighting to gain control of the area.

The first round of Gentrification: The Game! is set to begin this Sunday, described as an "award-winning live action game of monopoly + public space hacking + random acts of kindness." Players will be divided into two teams and fight to collect real-life properties by snapping photos and trading permits. Developers will try to raise property values and import chain coffee shops and bookstores, while locals will form BIAs and try to thwart developers' every moves.

Marketing-savvy participants can also try to gain cash or influence by employing tactics like the "Slick Advertisement Campaign" (via sidewalk chalk) or the good, old-fashioned protest. And of course, just like in real life, there's always the option to sue.

The game is free to play but spaces are limited so aspiring property tycoons should [register](#) beforehand to secure a spot. More details are available on the [Atmosphere Industries website](#).

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mr hate / JULY 23, 2010 AT 03:38 PM



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ms happy / JULY 30, 2010 AT 10:34 PM



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Full TTC subway outage causes commuter

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chaos LOL. exactly.



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