



**BULLOCK  
TEXAS**  
STATE HISTORY  
MUSEUM

## **Bullock Texas State History Museum**

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### **IMAGES - HIGH RESOLUTION**

<http://bit.ly/Pong2Pokemon>

## *Pong to Pokémon: The Evolution of Electronic Gaming*

Exhibition on view at the Bullock Museum 7/29/17 to 3/18/18 in Austin, Texas

### **01. Gearbox-SoldierRough-06**

Concept art for *Borderlands 2* by Scott Kester (2012)

In Gearbox Software's *Borderlands 2*, Kester used a technique called 'cel shading' to give 3D graphics the appearance of a flat, paper-like texture. The game was nominated for "Outstanding Achievement in Art Direction" at the Academy of Interactive Arts and Sciences (AIAS) D.I.C.E. Awards in 2013.

*Courtesy Gearbox Software, Frisco, Texas*

### **02. Esports Tournament Stage**

*Photo by Merrick Ales, Courtesy of SXSW*

### **03. AS-82-1993-Playing Pac-Man**

Playing Pac-Man on Atari at local store display, 1982 (sign in photo "for demonstration only please ask salesperson for assistance")

*Courtesy AS-82-1993, Austin American-Statesman Photographic Morgue, Austin History Center, Austin Public Library*

### **04. Inventors-Ralph Baer**

#### **"Brown Box" prototype, 1968**

The 1960s ushered in a new age of technology with millions of Americans purchasing their first television sets. In 1966, Ralph Baer (1922–2014), widely acknowledged as the "Father of Home Video Games," began researching how American consumers could use their television screens for something other than watching network programming. Baer and colleagues produced the first home video game system prototype in 1968 known as the "Brown Box" that allowed people to play action, sports, and other games on a television set. By 1972, Magnavox transformed the multi-player, multi-program prototype into the Magnavox Odyssey, the first commercial home video game console.

*Courtesy Dolph Briscoe Center for American History, The University of Texas at Austin*

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#### **05. John Romero in 1996**

John Romero created *DOOM*, which is considered one of the most important and influential titles in gaming history. It was responsible for popularizing the 3D first-person shooter (FPS) genre. An early catalyst in multiplayer gaming, players assume the role of an unnamed space Marine, popularly known as "Doomguy," fighting his way through hordes of invading demons from Hell. id Software's FPS brought people together around a single video game, building one of the strongest and earliest online gamer communities.

*Courtesy Brenda and John Romero, Galway, Ireland*

#### **06. Richard Garriott**

##### **Richard Garriott on Apple II computer, circa 1980**

Texas video game developer Richard Garriott, is a founding father of the videogame industry. Known for creating the Ultima series, he has built three major gaming companies. Garriott began writing computer games in 1974 on this teletype, connected to an offsite computer via an acoustic modem. Here he is shown with an Apple II, often regarded as the computer that launched the personal-computer industry. He bought his first Apple II Computer in 1979 and began rewriting his 28<sup>th</sup> *Dungeon & Dragons*-style game, taking advantage of his new graphic capabilities.

*Courtesy Richard Garriott, Austin*

#### **07. Screenshot, *Electronic Sweet-N-Fun Fortune Teller*, 2013**

Modern indie games push the boundaries of game culture. Rachel Simone Weil independently creates alternative-history games and hardware for the Nintendo Entertainment System (NES). *Electronic Sweet-N-Fun Fortune Teller* is an original love-compatibility and horoscope game, inspired by teenage girl magazines and Japanese electronic fortune games of the 1980s and 1990s. By combining electronic nostalgia with the history of computing and video games, Weil is able to investigate themes and subjects outside of the norms of mainstream gaming to engage emotionally, socially, and intimately with the player.

*Courtesy FEMICOM Museum/Rachel Weil, Austin*