

# Dr Tom Cole

Tom is Lecturer in Games Development at the University of Greenwich



# The History of Nintendo with Dr Tom Cole

Brighthelm Centre

Wed, 28 Feb, 7:00 pm

TalkBrighton

## About

Video games are worth nearly \$200 billion worldwide, and are a key part of the daily lives of over 50% the UK population. Amongst all the companies vying for their attention, one of the best known names is Nintendo. Even if you don't play games currently, it's likely that your life includes stories that involve one of the longest-serving and most recognisable names in video gaming.

How did Nintendo become one of the most recognisable and best-loved gaming brands in the world? Where did it start, how did it get here? Who are some of key people behind the company's highs and lows, and what are the values that have made Nintendo what it is today?

Come join us for a deep dive into the long, complex and often surprising history of one of video gaming's most iconic developers, and to reflect on

the importance of play, games and what they can tell us about the experience of being human

**Doors open at 7pm, talk starts at 7.30pm - come down early and grab a good seat!**

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*Dr Tom Cole is Lecturer in Games Development at the University of Greenwich, where his teaching focuses on games design and production. His research is situated at the boundary of Human Computer Interaction (HCI) and Games Studies, and focuses on the broadening and deepening of emotional engagement in videogames.*