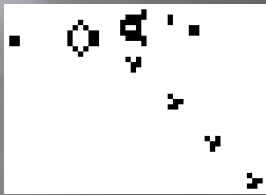


THE GAME OF LIFE

Case Study

Not Conway's Game of Life



from Wikimedia, at
http://commons.wikimedia.org/wiki/Image:Gospers_glider_gun.gif

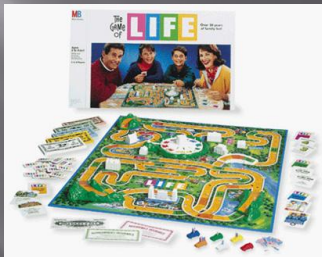
Game of Life History

"In 1860, Mr. Milton Bradley was a successful lithographer whose major product was a portrait of Abraham Lincoln. When Mr. Lincoln grew his trademark beard, Bradley's clean-shaven portrait was no longer popular. Out of desperation, Mr. Bradley printed up several copies of a game he'd invented called, "The Checkered Game of Life." Its immediate popularity put Milton Bradley in the game business. In 1959, Milton Bradley executives asked freelance toy and game inventor, Reuben Klamer, to come up with an appropriate game for the 100th anniversary of the company. Inspired by a "Checkered Game of Life" game board he saw in the Milton Bradley archives, Klamer and a co-inventor developed THE GAME OF LIFE that was introduced in 1960. In 1992, THE GAME OF LIFE was updated to include Life Tiles which reward players for recycling their trash, learning CPR and saying 'no' to drugs. In 1994, Acura Integra developed a television commercial that focused on an Acura Integra driving along THE GAME OF LIFE game path. Today, THE GAME OF LIFE is played all over the world in some 20 different languages and is part of the permanent collection of the National Museum of American History of the Smithsonian Institute."

from http://www.hasbro.com/default.cfm?page=ci_history_life

Game of Life, 1960

- ☐ Designed by Reuben Klamer in 1960 for Milton Bradley Company
- ☐ cars with people
- ☐ salary (business/college)



picture from
<http://www.underconsideration.com/speakup/archives/002338.html>

Game of Life, 1990

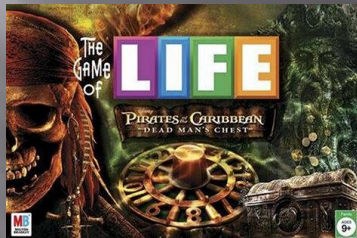
- ☐ occupations (career/college)
- ☐ life tiles



picture from
<http://www.funagain.com>

Game of Life, 2004

- ☐ ships



picture from
<http://www.amazon.com>

Next Time

1/9: History and Games

- Salen, K. and Zimmerman, E.
 - Chapter 3 "Meaningful Play," and
 - Chapter 7 "Defining Games," in *Rules of Play: Game Design Fundamentals*. MIT Press, 2004. DePaul Library on-line. [Login to the collection](#), and search for "Rules of Play"

- Parlett, D. Chapter 1 "Welcome Aboard," in *The Oxford History of Board Games*, [Course On-Line](#)
