

# The End: New game from Channel 4 gets teens talking about what happens at the end of life

**The End** is a free, online web-game commissioned by Channel 4 Education, which considers what happens at the end of life and is scheduled for release in July 2011.

It is a game of self-discovery for 14-19 year olds which integrates strategy, puzzles and philosophical questions into a world which explores a range of commonly (or less commonly) held views about death, belief and science.

The game takes the player on a metaphysical journey, recording their interactions in the world to reveal their attitudes towards mortality. These views are presented alongside their friends and some of the most important thinkers of our time, such as Gandhi, Descartes and Einstein.

Set across three worlds - Mind, Body and Spirit - the player must use a unique shadow 'n' light mechanic to solve physics-based puzzles, answer questions and battle the world's Guardians. The ultimate prizes are the Death Objects, ranging from a memorial diamond to a human heart, which deepen a player's contextual knowledge of death and help them progress through the game.

**The End** is produced by award-winning games studio **Preloaded** with **Tom Chatfield** (author of Fun INC), illustrated by **Luke Pearson** with an original score composed by **Phonothèque**. Additional consultancy has also been provided by **Nigel Warburton** (creator of the successful Philosophy Bites podcasts).

"It is when people reach this age that they start to engage in thinking about mortality and adulthood and part of that is thinking about death," says The End writer, **Tom Chatfield**. "Games are a great way to help get young people interested in things and The End is a perfect example of offering engaging tools to grasp quite complex philosophical ideas."

"Games can help teens explore big issues in a safe and fun way." says **Phil Stuart**, Creative Director of Preloaded. "The power of 'The End' is how it reflects a player's own views and stimulates them to think about issues that aren't openly discussed"

"The questions are great - other games are afraid to ask questions like that, and it makes you think about life instead of just shooting things" 14 year old school boy from Thomas Tallis School in Blackheath.

**About Preloaded (@preloaded, <http://preloaded.com>)**

Preloaded is an independent games studio that makes casual and social games on all platforms. Clients include BBC, Channel 4, Wellcome, Tate, Parliament Education, Turner Broadcasting and Disney. Awards include BAFTA, BIMA, SXSW, MEGA and British Television Awards. They are based in Shoreditch and have just celebrated their 11th Birthday.

**About Tom Chatfield (@tomchatfield, <http://tomchatfield.net/>)**

Tom Chatfield is a freelance author, consultant, game writer and theorist. His first book FUN INC. was published worldwide in 2010. Tom has done design, writing and consultancy work for games and media companies, including Google, Mind Candy, VCCP, Preloaded, Grex, Red Glasses and Intervox. He has spoken widely on technology, media and gaming at forums including TED Global, the Cannes Lions Festival, the House of Commons, RSA, ICA and the World IT Congress. A former senior editor at Prospect magazine, he has a doctorate from St. John's College, Oxford, and writes widely in the national press, including for the Observer, Independent, Sunday Times, Wired, New Statesman, Evening Standard and Times Literary Supplement, and the site Boing Boing.

**About Luke Pearson (@thatlukeperson <http://lukepearson.com/>)**

Luke Pearson is a freelance illustrator and comic book artist. After graduating with an illustration degree in 2010, his so-far brief career has seen him work on a variety of illustration projects and contribute comics to a number of anthologies. He has worked frequently with Nobrow Press, with whom he has released two books, 2010's 'Hildafolk' and the forthcoming 'Everything We Miss'.

**About Phonotheque (<http://phonotheque.co.uk/>)**

Peter Mauder is a composer, producer and sound designer. Based in London's colourful East End, his company, Phonotheque, specialises in writing original music across all platforms and has credits in film, television, new media, gaming, advertising and education.

**About Channel 4 Education (@c4education <http://www.channel4learning.com/>)**

Channel 4 Education delivers interactive digital projects aimed at 14-19 year olds in the UK, helping them to understand the world they live in, achieve their personal potential and make the decisions that affect their lives. Channel 4 Education's projects recognise how teenagers use media and technology to discover, share and learn from their families, friends and social networks. Today's 14-19 year olds are the first generation to have grown up with the web as part of their life. They expect to engage and control their media experiences, and to share experiences with friends across platforms and technologies.