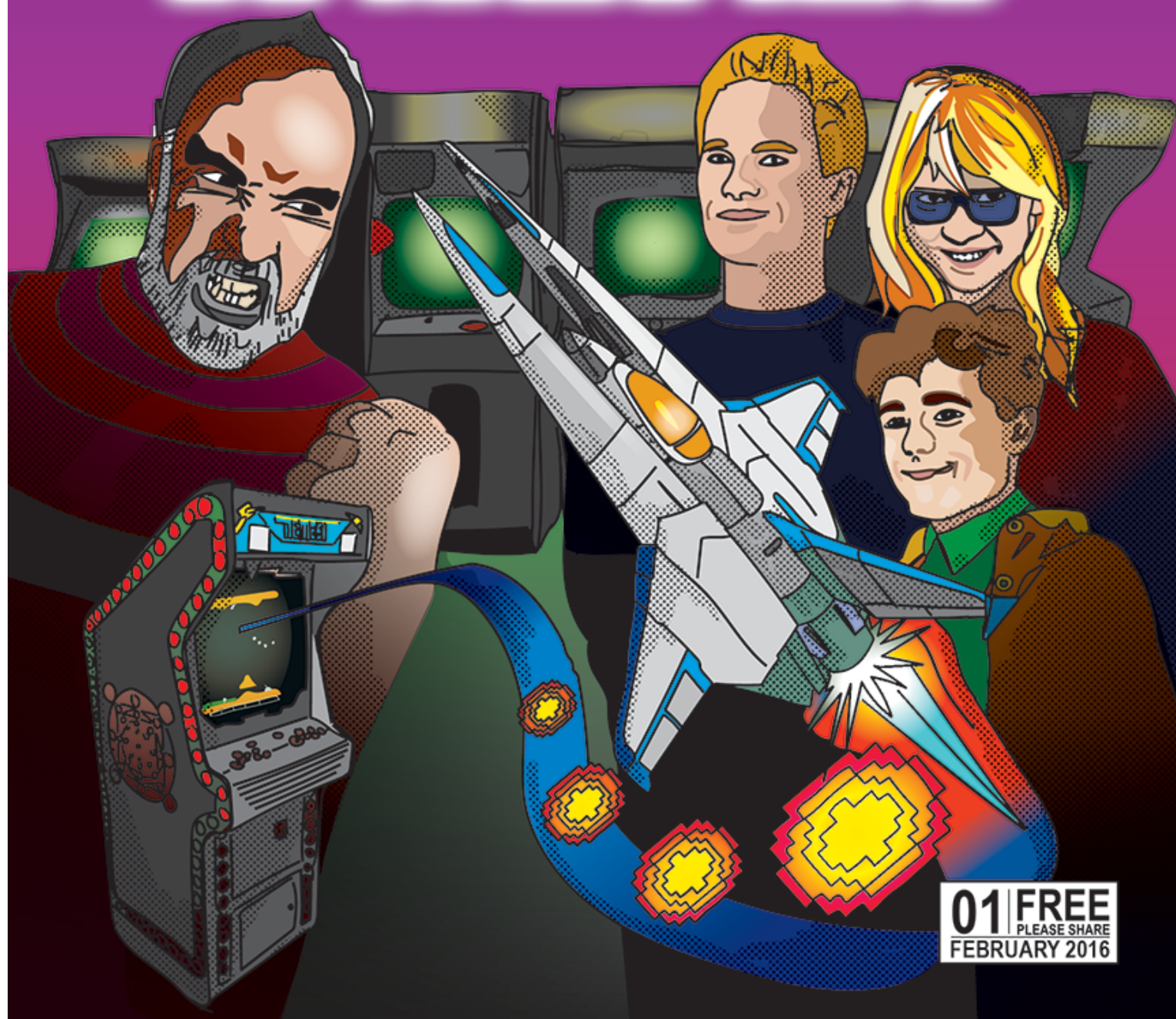


Arcade Tales

GOODESS OF RETRIBUTION



01 FREE
PLEASE SHARE
FEBRUARY 2016

SOMEWHERE OUTSIDE A SEASIDE ARCADE...

WELCOME TO ARCADE TALES!

HELLO, MY NAME IS ALAN MEADES, WELCOME TO ARCADE TALES. ARCADE TALES IS A NEW PROJECT OF MINE THAT TRIES TO CAPTURE THE VOICE OF THE ARCADE, ONE PLAYER AT A TIME.

THE STORIES PRESENTED ON THESE PAGES AREN'T MADE UP, BUT ARE CLOSELY BASED UPON RESEARCH AND INTERVIEWS THAT I'VE DONE WITH PEOPLE WHO CARE ABOUT AMUSEMENT ARCADES.

I HOPE THAT ARCADE TALES IS SOMETHING THAT YOU FIND INTERESTING AND FUN, AND I REALLY HOPE THAT IT MAKES YOU FEEL LIKE GETTING IN TOUCH AND ADDING YOUR ARCADE TALES TO THE MIX - WHO KNOWS, PERHAPS I COULD MAKE AN ISSUE OF ARCADE TALES ALL ABOUT YOUR EXPERIENCES? ANYWAY... THANKS FOR PICKING UP ARCADE TALES, I HOPE YOU ENJOY IT, AND REMEMBER THAT ARCADES ARE...

BRILLIANT!

SEASIDE ARCADES ARE PRETTY IMPORTANT TO ME...



MARGATE

BROADSTAIRS

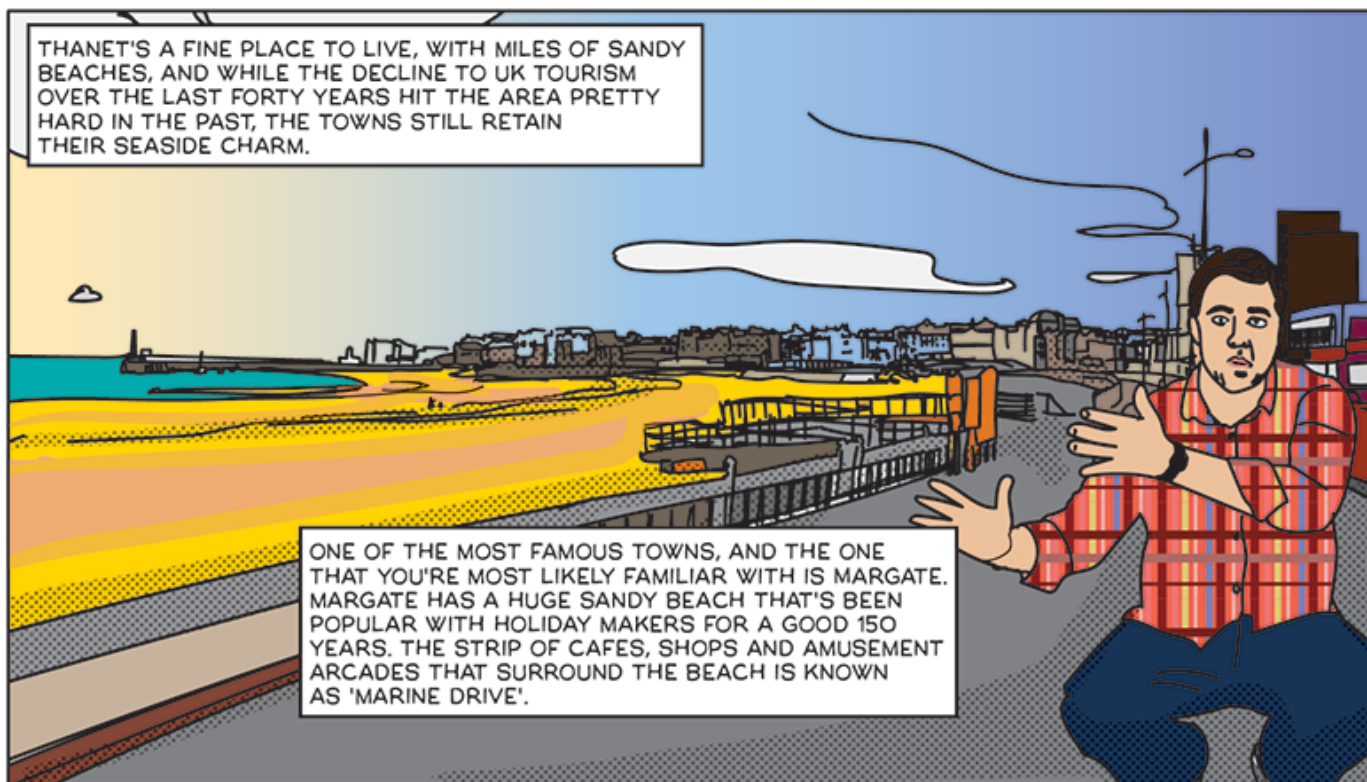
THANET

RAMSGATE



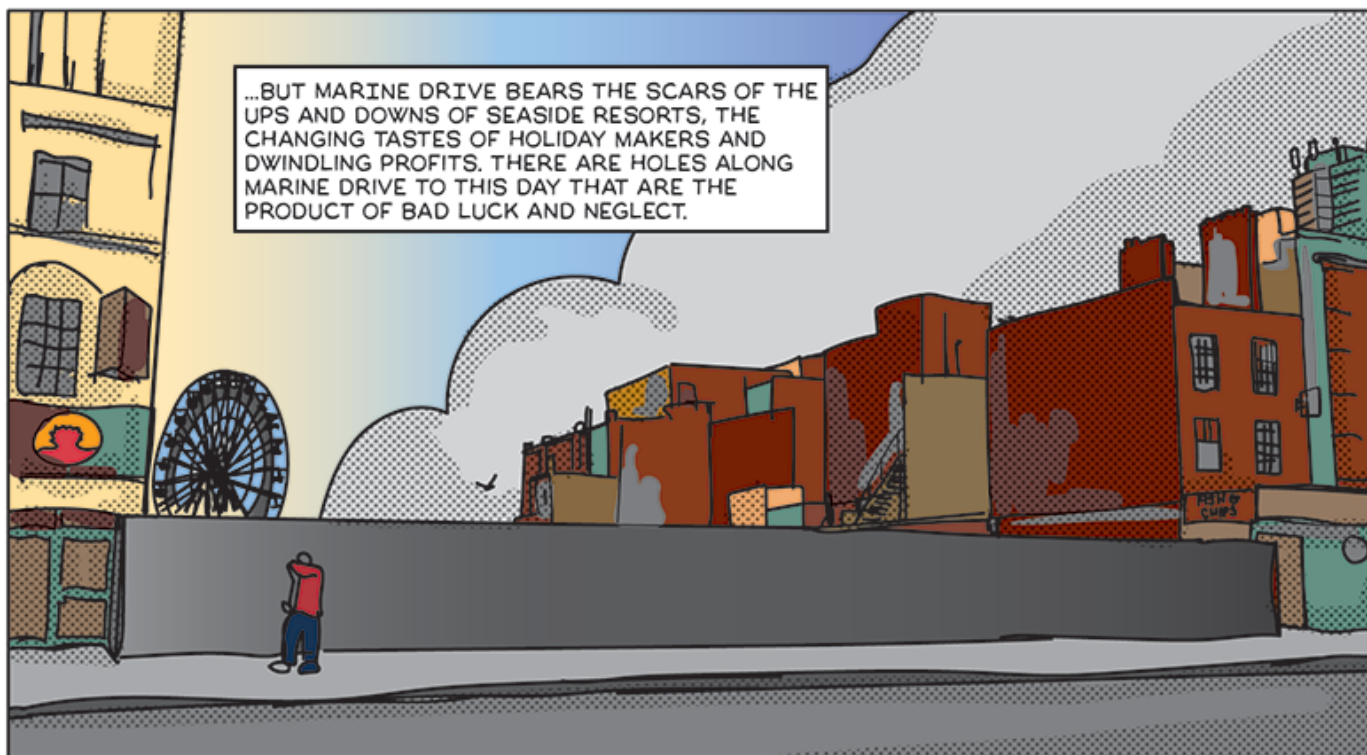
I'VE LIVED ON THE ISLE OF THANET, ON ENGLAND'S SOUTH-EAST COAST FOR MOST OF MY LIFE.

THANET'S A FINE PLACE TO LIVE, WITH MILES OF SANDY BEACHES, AND WHILE THE DECLINE TO UK TOURISM OVER THE LAST FORTY YEARS HIT THE AREA PRETTY HARD IN THE PAST, THE TOWNS STILL RETAIN THEIR SEASIDE CHARM.

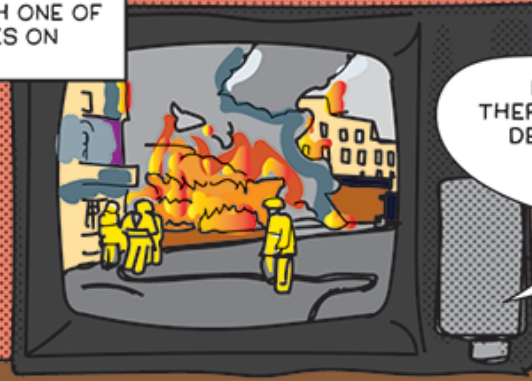


ONE OF THE MOST FAMOUS TOWNS, AND THE ONE THAT YOU'RE MOST LIKELY FAMILIAR WITH IS MARGATE. MARGATE HAS A HUGE SANDY BEACH THAT'S BEEN POPULAR WITH HOLIDAY MAKERS FOR A GOOD 150 YEARS. THE STRIP OF CAFES, SHOPS AND AMUSEMENT ARCADES THAT SURROUND THE BEACH IS KNOWN AS 'MARINE DRIVE'.

...BUT MARINE DRIVE BEARS THE SCARS OF THE UPS AND DOWNS OF SEASIDE RESORTS, THE CHANGING TASTES OF HOLIDAY MAKERS AND DWINDLING PROFITS. THERE ARE HOLES ALONG MARINE DRIVE TO THIS DAY THAT ARE THE PRODUCT OF BAD LUCK AND NEGLECT.



FOR EXAMPLE, ON THE 4TH APRIL 2003, THANET RESIDENTS WATCHED IN HORROR AS A HUGE FIRE TORE THROUGH ONE OF THE LARGEST SEASIDE ARCADES ON THE SOUTH-EAST COAST.



IT'S COMPLETELY GONE - THERE IS A PILE OF SMOULDERING DEBRIS THAT USED TO BE AN AMUSEMENT ARCADE.

THAT DAY MARKED SOME OF MARGATE'S TOUGHEST TIMES. IN THE YEARS THAT FOLLOWED THE DREAMLAND AMUSEMENT PARK CLOSED AND MANY OTHER SEASIDE ATTRACTIONS FELL INTO DISREPAIR OR SUFFERED SIMILAR UNFORTUNATE ACCIDENTS. AS HOLIDAY MAKERS WENT ELSEWHERE MANY ARCADES AND ATTRACTIONS SHUT THEIR DOORS NEVER TO REOPEN.

BUT SEASIDE RESORTS ARE RESILIENT AND ADAPTABLE!



ARCADES CHANGED THEIR MACHINES TO BETTER REFLECT THE TASTES OF VISITORS



GRADUALLY NEW ATTRACTIONS, LIKE THE TURNER CONTEMPORARY GALLERY, WERE BUILT IN MARGATE, AND VISITORS HAVE BEGUN TO RETURN.

AND, IN JUNE 2015, AFTER MORE THAN A DECADE OF CAMPAIGNING AND HERITAGE WORK BY THE DREAMLAND TRUST AND OTHERS...



THE DREAMLAND AMUSEMENT PARK REOPENED TO ONCE MORE ENTERTAIN THE MASSES.

DREAMLAND HAS ALWAYS BEEN ABOUT ARCADE ATTRACTIONS AS WELL AS RIDES AND ROLLERCOASTERS, AND THE SAME IS STILL TRUE NOW.



AS YOU WALK THROUGH THE SEAFRONT ENTRANCE TOWARDS THE MAIN PARK YOU ENTER THE PENNY ARCADE - FULL OF CLASSIC PINBALL MACHINES (AND A LOVELY SPACE INVADERS CAB).



IF YOU GO FURTHER INTO THE PARK, NESTLED UNDER THE CURVE OF THE NEWLY RESTORED WOODEN SCENIC RAILWAY AND A STONES THROW FROM THE BIG WHEEL IS DREAMLAND'S EDUCATION CENTRE...



DREAMLAND HAVE KINDLY LET ME USE THE EDUCATION CENTRE TO WORK ON ARCADE TALES, AND SO YOU'LL OFTEN FIND ME THERE AS A RESEARCHER IN RESIDENCE.



NORMALLY I WORK FROM CANTERBURY CHRIST CHURCH UNIVERSITY WHERE I LEAD UNDERGRADUATE DEGREES IN DESIGN.



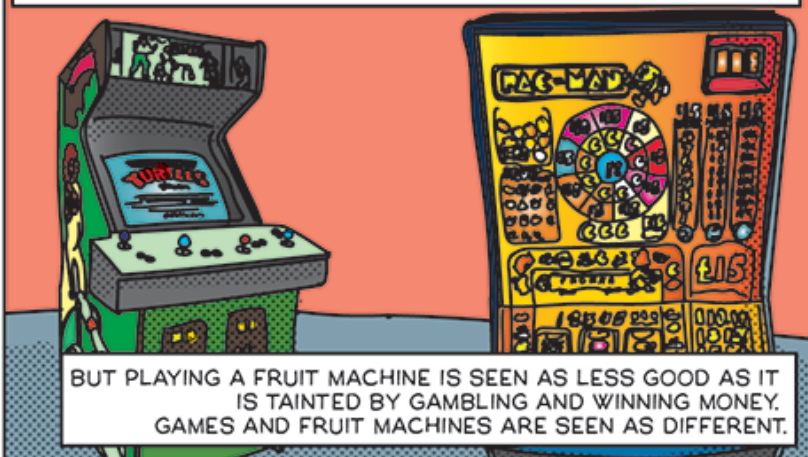
OVER THE LAST FIFTEEN YEARS MY RESEARCH HAS BEEN ABOUT THE DIFFERENT WAYS WE PLAY WITH TECHNOLOGY, INCLUDING WAYS THAT ARE CONSIDERED ABNORMAL, INAPPROPRIATE, OR SOMEHOW 'BAD'.

I'D ALWAYS WANTED TO DO RESEARCH ABOUT AMUSEMENT ARCADES, BUT THE GOOD/BAD PLAY THING KEPT GETTING IN THE WAY.



YOU SEE, EVEN WITHIN GAME STUDIES THERE'S QUITE A DISTINCTION BETWEEN GOOD AND BAD PLAY. GOOD PLAY IS SEEN AS A LEGITIMATE SUBJECT TO STUDY, AND THE BAD STUFF LESS SO.

PLAYING A VIDEOGAME, LIKE TEENAGE MUTANT NINJA TURTLES, IS GOOD PLAY. IT'S ABOUT PLAYING GAMES FOR PURE PLEASURE...



BUT PLAYING A FRUIT MACHINE IS SEEN AS LESS GOOD AS IT IS TAINTED BY GAMBLING AND WINNING MONEY. GAMES AND FRUIT MACHINES ARE SEEN AS DIFFERENT.

YET MY CHILDHOOD SPENT PLAYING GAMES IN ARCADES TAUGHT ME THAT GOOD AND BAD PLAY OFTEN MIXED.

I TRIED THINKING 'A HISTORY OF ARCADES', BUT JUST FOCUSING ON THE GOOD PLAY, - THE VIDEOGAMES - , JUST FELT FALSE. PUT SIMPLY, ARCADES WERE MORE THAN JUST THE GAMES INSIDE THEM, AND PLAYING GAMES FOR PURE PLEASURE ONLY MADE A PART OF WHAT WENT ON.



AND THEN THE PENNY DROPPED. I REALISED THAT I STILL WANTED TO CAPTURE A SOCIAL HISTORY OF THE ARCADE, BUT ONE THAT TALKED HONESTLY ABOUT VIDEOGAMES, FRUIT MACHINES, AND JUST BEING IN AND AROUND ARCADES.

A PROJECT THAT DIDN'T MAKE ANY DISTINCTION BETWEEN WHAT PLAY IS OR ISN'T, AND INSTEAD RECORDED WHAT ARCADES DID AND WHAT WE ACTUALLY DO IN THEM.



I STARTED DEVELOPING IDEAS AND TALKING TO PEOPLE TO SEE WHETHER IT MADE SENSE TO THEM - AND IT SEEMED TO.



I SET UP A FACEBOOK PAGE, RECORDED SOME VIDEOS THAT EXPLAINED WHAT I MEANT, SPOKE TO DREAMLAND MARGATE ABOUT THE PROJECT...

AND BURNED THE MIDNIGHT OIL TO MAKE A VISUAL WAY OF COMMUNICATING WHAT ARCADE TALES MIGHT BE. OVER THE COURSE OF A WEEK IT WENT FROM A SINGLE PAGE FLYER TO A TWO PAGE LEAFLET WITH A COMIC FRONT, TO A FOUR PAGE COMIC.

I GOT 500 PRINTED AND HANDED THEM OUT AT A BIG UNIVERSITY EVENT.



AND PEOPLE STARTED ASKING WHEN THE FULL COMIC WAS GOING TO BE RELEASED!

THE THING IS I'M NOT AN ILLUSTRATOR...

AND I DON'T READ COMICS, BUT I'M UP FOR A CHALLENGE. HERE'S THE ARCADE TALES FOUR PAGE COMIC:



EVERYONE HAS AN ARCADE TALE TO TELL...

HI, I'M ALAN MEADES, PHD, I'VE SPENT FIFTEEN YEARS STUDYING PLAY. ARCADE TALES IS MY NEW PROJECT WORKING WITH DREAMLAND MARGATE AND CANTERBURY CHRIST CHURCH UNIVERSITY. ARCADE TALES IS ABOUT PLAYING IN SEASIDE ARCADES.

"AS A KID GROWING UP ON THE SOUTH-EAST COAST DURING THE '80S AND '90S I VISITED SEASIDE ARCADES ALMOST EVERY SINGLE DAY. IN THE SUMMER HOLIDAYS THEY WERE PACKED WITH TOURISTS, BUT DURING SCHOOL TERM AND THE WINTER THE LOCALS HAD THE ARCADES PRETTY MUCH TO THEMSELVES.

"THERE WERE SO MANY THINGS TO PLAY AND DO:

VIDEOGAMES

FRUIT MACHINES

GRABBERS

PINBALLS

DRIVING CABS

SHOOTING CABS

PENNY PUSHERS

STRENGTH TESTERS

"ONCE I'D SPENT ENOUGH TIME IN THE ARCADES I BEGAN TO REALISE THAT EACH ONE HAD ITS OWN RULES, CHARACTERS AND PECKING-ORDERS. I WAS TAUGHT SECRETS AND TRICKS FOR CERTAIN MACHINES, AND FOR ME THE ARCADE BECAME A COMMUNITY.

"EVERYONE HAD THEIR FAVOURITE GAMES AND MACHINES. MINE WAS THE BIG **OUT RUN** DRIVING CAB...



"BUT THE GAME WAS TOO EXPENSIVE TO PLAY THAT OFTEN, SO I WATCHED OTHERS PLAY INSTEAD, GAVE ADVICE AND LAUGHED AT BAD PLAYERS.

"SOMETIMES I WAS LAUGHED AT FOR PLAYING GAMES BADLY. OTHER TIMES I'D HAVE MY GAME CREDITS TAKEN BY THE BIGGER LADS IN THE ARCADE.

"I SOON REALISED WHO TO LOOK OUT FOR AND WHO TO AVOID. THE ARCADE MANAGER WAS ALWAYS WATCHING OUT FOR TROUBLE, AND WOULD STEP IN...

"OF COURSE, YOU DIDN'T ALWAYS WANT THE MANAGER TO SEE WHAT WAS GOING ON.

"SUCH AS WHEN A FRUIT MACHINE WAS READY TO PAY OUT.

"OR WHEN SOMEONE WAS USING A PIEZO LIGHTER TO TRY TO GET FREE CREDITS.

"BECAUSE IF YOU WERE CAUGHT YOU MIGHT NEVER BE ALLOWED BACK INTO THE ARCADE - **YOUR ARCADE!**"

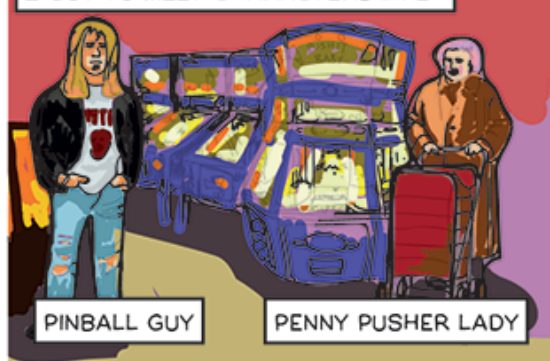


YOU'RE FLIPPIN' BANNED MATE. GET OUT!

"AND A NEW ARCADE MIGHT NOT HAVE **YOUR GAME**, THE LOCALS WOULD BE DIFFERENT, AND YOU'D HAVE TO LEARN THE RULES FROM SCRATCH."



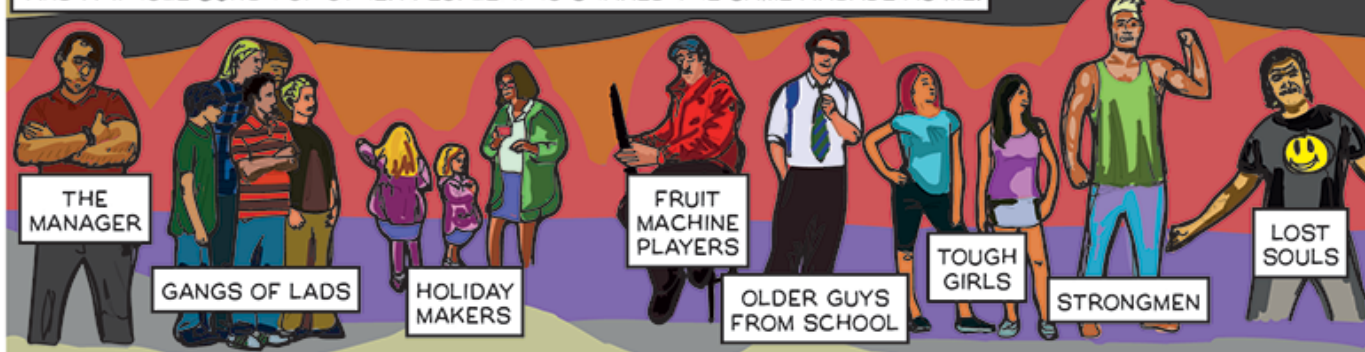
"LUCKILY I NEVER GOT CAUGHT, SO I GOT TO MEET CHARACTERS LIKE:"



PINBALL GUY

PENNY PUSHER LADY

"AND A WHOLE BUNCH OF OTHER PEOPLE WHO SHARED THE SAME ARCADE AS ME."



"I WAS AMAZED BY THE WHOLE EXPERIENCE OF THE ARCADE. THE GAMES, THE PEOPLE, THE SOUND, THE LOOK, THE COMMUNITY, THE RULES, AND THE ADVENTURES WE HAD."



"THE WAYS THAT WE PLAYED, THE RULES THAT WE MADE (AND BROKE), AND THE THINGS WE CARED ABOUT CAN BE THOUGHT OF AS 'ARCADE CULTURE'. THIS IS THE KIND OF THING I'VE STUDIED EVER SINCE."

"LIKE MANY OTHERS I'VE COLLECTED AND RESTORED ARCADE MACHINES..."



"...LIKE 'KEN SEI MOGURA', A STREETFIGHTER 2 GAME THOUGHT TO BE THE ONLY ONE LEFT IN THE WORLD."

"BUT FIXING AN ARCADE MACHINE ISN'T REALLY THAT DIFFICULT, IT JUST TAKES HARD WORK AND EFFORT."



"AND A PRISTINE SPACE INVADERS CAB, AS COOL AS IT IS, ISN'T THE SAME AS AN ARCADE. WE'VE PRESERVED THE GAMES..."

"...AND THAT'S AN AWESOME ACHIEVEMENT, IT REALLY IS! BUT GAMES WERE ONLY A SMALL PART OF THE TOTAL ARCADE EXPERIENCE."



"AND I THINK THAT THE STORIES, THE PEOPLE, THE PRACTICES - **THE ARCADE CULTURE** ARE WHAT WE NOW NEED TO DOCUMENT AND CELEBRATE."



AND I KNOW THAT YOU CAN HELP BY SHARING YOUR ARCADE TALES.

"I ALSO KNOW THAT MANY PEOPLE WILL FIND THAT AN ODD SUGGESTION."



I DIDN'T EVEN GO IN ARCADES THAT OFTEN... I JUST HUNG AROUND SOMETIMES... WHAT KIND OF STUFF DOES THIS GUY WANT ANYWAY?

UMMM...

"ARCADE CULTURE HASN'T REALLY BEEN THOUGHT OF AS AN IMPORTANT SUBJECT IN THE PAST, AND I UNDERSTAND WHY. I NEVER PLAYED IN ARCADES BECAUSE I THOUGHT THEY'D **BE IMPORTANT**, THEY JUST **WERE IMPORTANT** TO ME, AND **THEY STILL ARE**."

"BUT AS TIME PASSES THINGS THAT WE TAKE FOR GRANTED BECOME UNFAMILIAR TO NEW GENERATIONS."



WHAT ARE THESE THINGS DAD? WHY HAVE YOU KEPT THEM? HOW DO YOU PLAY THEM?

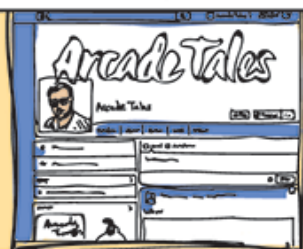
"THERE IS THE RISK THAT UNLESS WE TAKE ACTION SOON WE WILL LOSE THE CHANCE TO DOCUMENT ARCADE CULTURE. I HOPE THAT YOU ARE PREPARED TO STOP THAT FROM EVER HAPPENING."

"SO, HOW CAN YOU HELP?"



"READ THIS COMIC."

WWW.ARCADETALES.CO.UK



"JOIN THE FACEBOOK GROUP, TELL YOUR FRIENDS ABOUT IT."



HI, I WANTED TO GET IN TOUCH AND SAY...

"SHARE YOUR TALES ONLINE, AND GET IN TOUCH WITH ME."



THIS PHOTO MUST BE THE SUMMER OF '87. WHAT WE USED TO DO WAS...

"LET ME INTERVIEW YOU, SCAN YOUR PHOTOS, TAKE YOUR PICTURE."

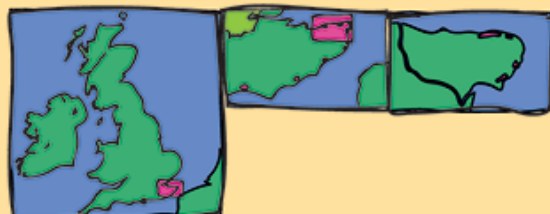


"AND SEE YOUR STORIES CAPTURED AND SHARED AS COMICS IN FUTURE ARCADE TALES ISSUES."

"ARCADE TALES IS ABOUT CAPTURING THE VOICE OF THE ARCADE ONE PLAYER AT A TIME. AND THAT'S WHY YOUR CONTRIBUTION IS SO IMPORTANT."

GREAT, BUT ARE **MY ARCADE TALES** WHAT YOU WANT?

"IF THEY'RE ABOUT PLAYING IN AND AROUND SEASIDE ARCADES THEN YES!"



RECOGNISE THESE TALES? HAVE YOUR OWN TO SHARE? GO TO:
WWW.ARCADETALES.CO.UK

I SHARED ARCADE TALES NUMBER ONE WITH AS MANY PEOPLE AS POSSIBLE, AND MY FRIENDS AND COLLEAGUES SHARED THEM EVEN FURTHER. AND THEN IT HAPPENED, PEOPLE STARTED GETTING IN TOUCH, REACHING OUT AND SHARING THEIR ARCADE TALES, MEMORIES AND ANECDOTES WITH ME. SOME SAID THAT THEY'D LIKE TO MEET UP.

AND SO, IN EARLY DECEMBER 2015, I FOUND MYSELF IN A PUB IN CANTERBURY, DICTAPHONE IN HAND.



OVER A COUPLE OF HOURS AND A FEW PINTS OF CHRISTMAS ALE, I GOT TO TALK WITH A GREAT BLOKE CALLED MARTIN WHO HAD A HUGE AMOUNT TO SAY ABOUT THE ARCADES...

...AND SPECIFICALLY ABOUT A 1985 VIDEOGAME BY KONAMI, CALLED NEMESIS.



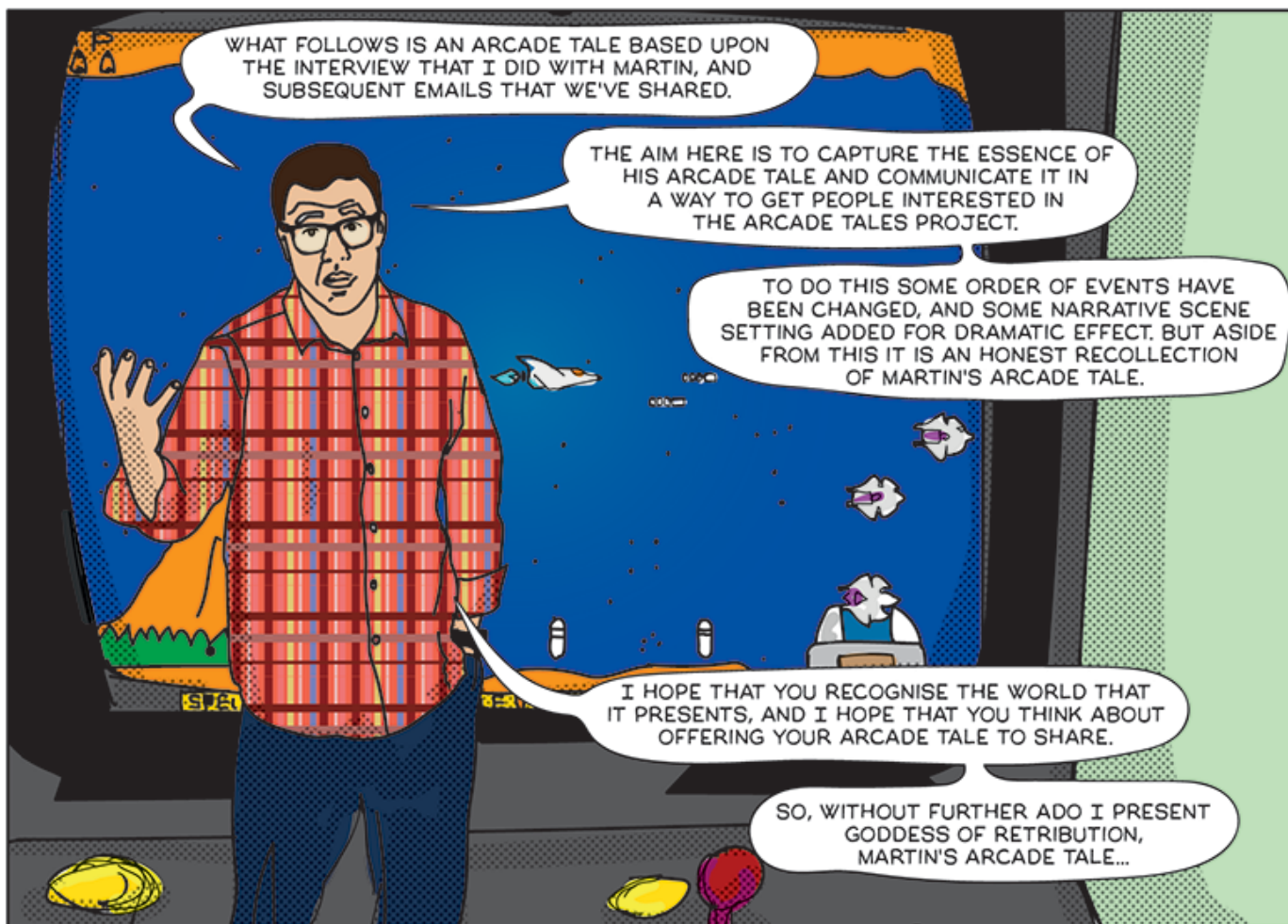
WHAT FOLLOWS IS AN ARCADE TALE BASED UPON THE INTERVIEW THAT I DID WITH MARTIN, AND SUBSEQUENT EMAILS THAT WE'VE SHARED.

THE AIM HERE IS TO CAPTURE THE ESSENCE OF HIS ARCADE TALE AND COMMUNICATE IT IN A WAY TO GET PEOPLE INTERESTED IN THE ARCADE TALES PROJECT.

TO DO THIS SOME ORDER OF EVENTS HAVE BEEN CHANGED, AND SOME NARRATIVE SCENE SETTING ADDED FOR DRAMATIC EFFECT. BUT ASIDE FROM THIS IT IS AN HONEST RECOLLECTION OF MARTIN'S ARCADE TALE.

I HOPE THAT YOU RECOGNISE THE WORLD THAT IT PRESENTS, AND I HOPE THAT YOU THINK ABOUT OFFERING YOUR ARCADE TALE TO SHARE.

SO, WITHOUT FURTHER ADO I PRESENT GODDESS OF RETRIBUTION, MARTIN'S ARCADE TALE...



MY ARCADE TALE STARTS IN 1985 OR 1986 WHEN I WAS A TEENAGER.



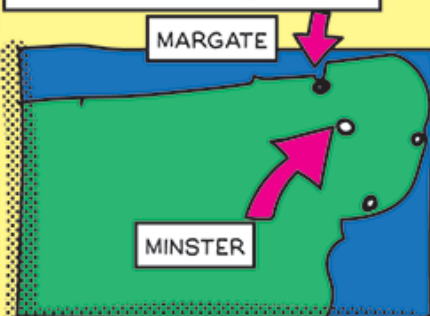
They Are Back Home In The Universe You Can't Be Alone

ALOENS

Who's Your Hero?

1985 1986

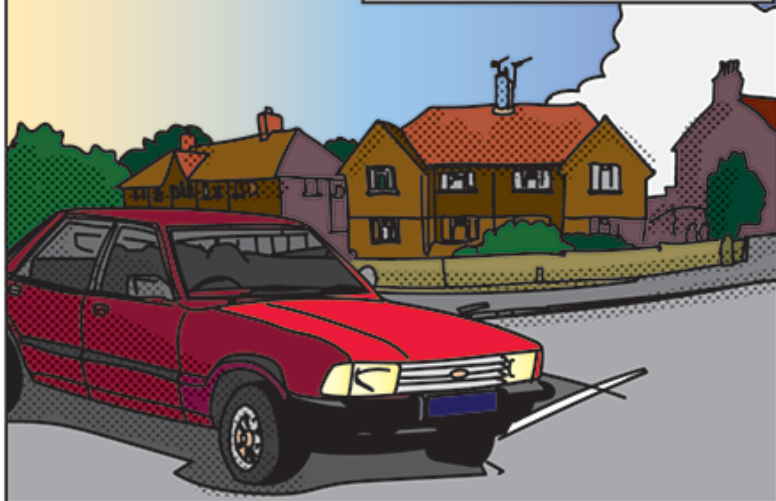
I USED TO LIVE IN MINSTER, ABOUT FIVE MILES FROM THE SEASIDE TOWNS OF MARGATE, RAMSGATE AND BROADSTAIRS, AND THEIR ARCADES.



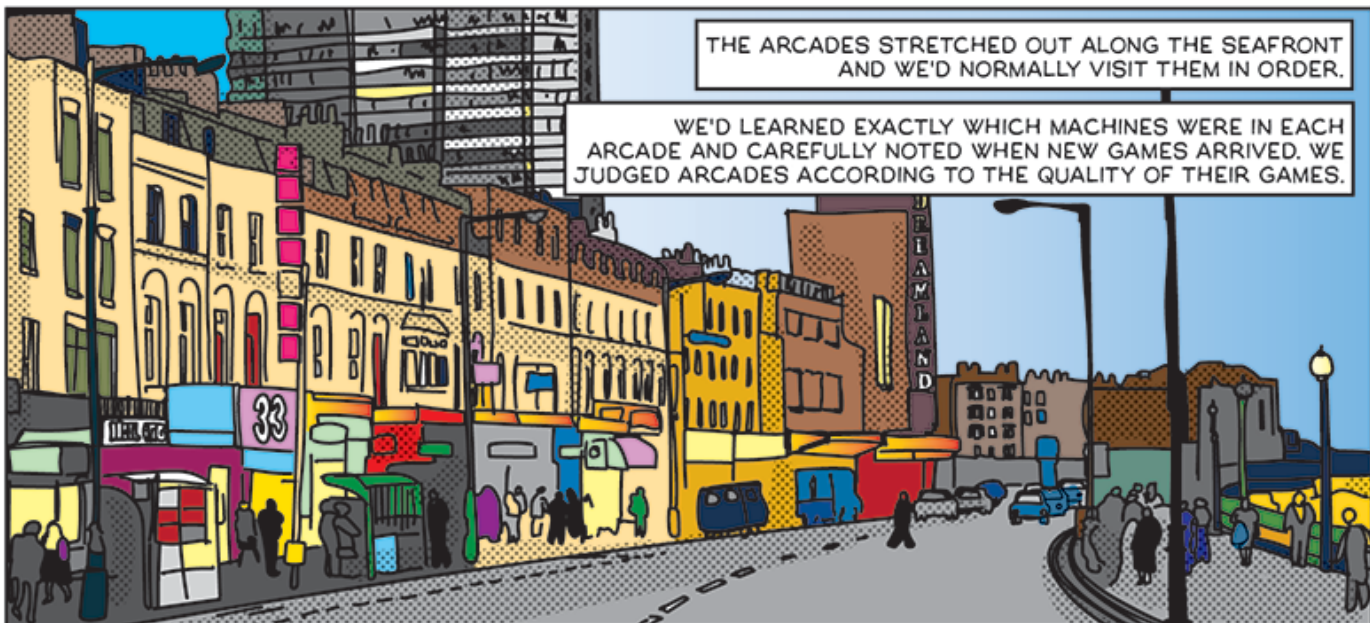
BUT I STILL USED TO GO TO THE ARCADES ALMOST EVERY WEEKEND.



MY MUM WOULD GIVE ME A LIFT TO MARGATE AND DROP ME OFF AT MY FRIEND'S HOUSE. HE LIVED JUST OUT OF TOWN BY VICTORIA TRAFFIC LIGHTS. I'D NORMALLY TAKE A FIVER TO COVER A DAY OF FUN.



WE'D CALL FOR ANOTHER MATE, THEN WALK PAST THE BACK OF DREAMLAND, ROUND THE CORNER AND ONTO MARGATE SEAFRONT AND MARINE DRIVE.



THE ARCADES STRETCHED OUT ALONG THE SEAFRONT AND WE'D NORMALLY VISIT THEM IN ORDER.

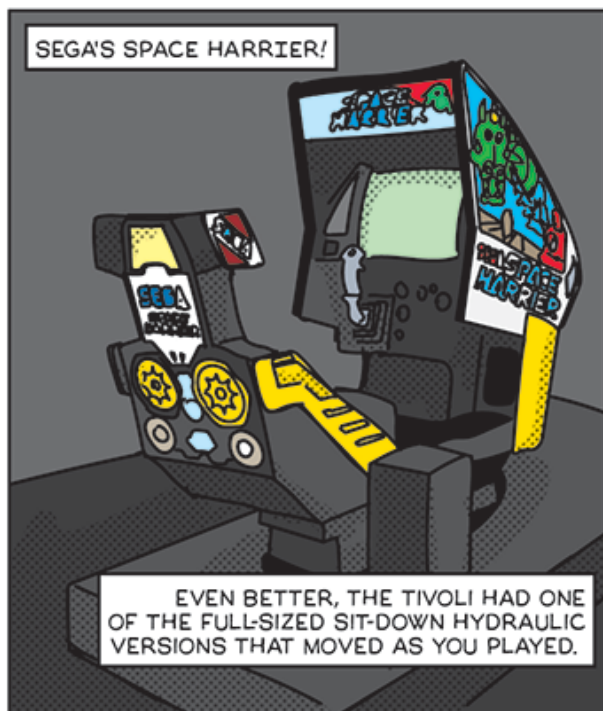
WE'D LEARNED EXACTLY WHICH MACHINES WERE IN EACH ARCADE AND CAREFULLY NOTED WHEN NEW GAMES ARRIVED. WE JUDGED ARCADES ACCORDING TO THE QUALITY OF THEIR GAMES.

BACK IN 1986 THE FLAMINGO ARCADE WAS STILL A PUB, SO THE FIRST PLACE WE'D GO INTO WAS THE TIVOLI.

THE TIVOLI HAPPENED TO HAVE ONE OF THE VERY BEST GAMES AROUND AT THE TIME.



SEGA'S SPACE HARRIER!



EVEN BETTER, THE TIVOLI HAD ONE OF THE FULL-SIZED SIT-DOWN HYDRAULIC VERSIONS THAT MOVED AS YOU PLAYED.



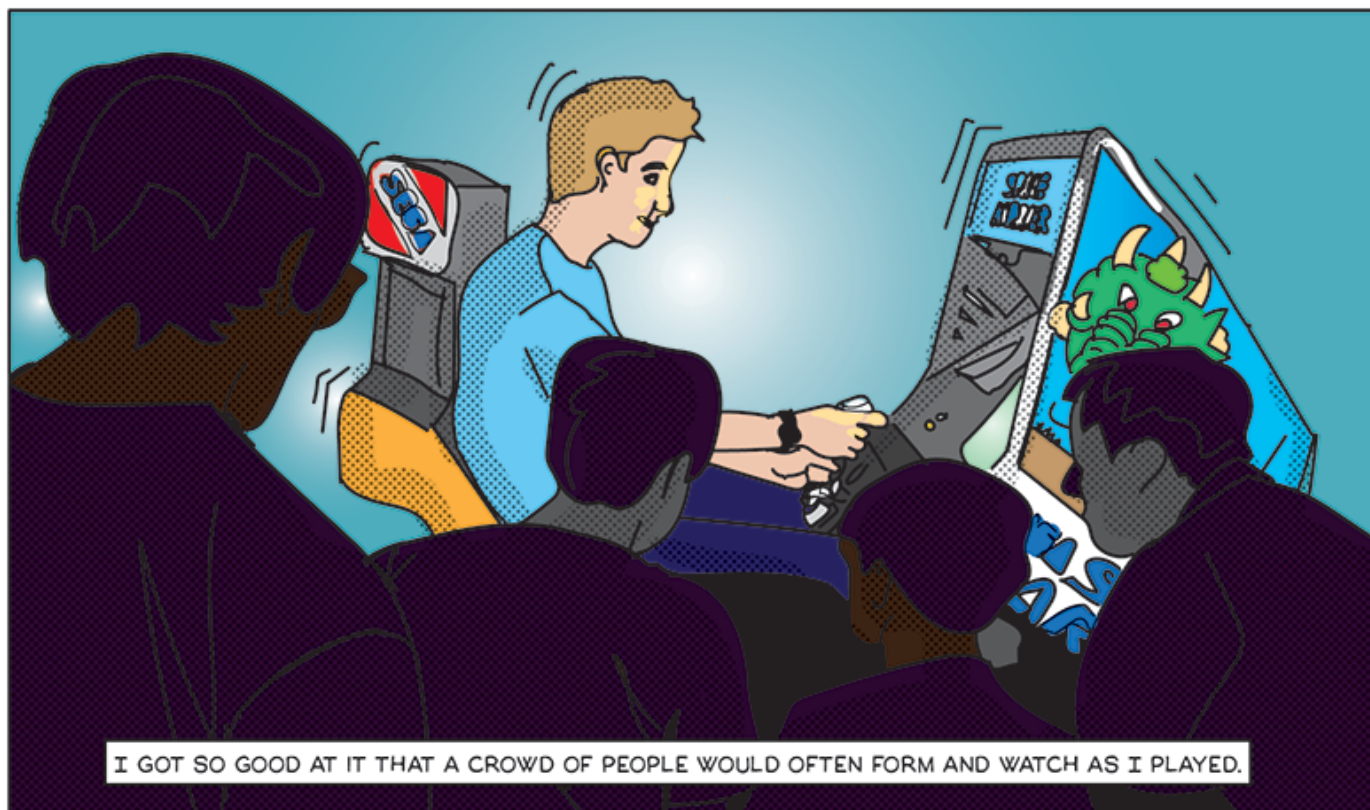
IN SPACE HARRIER, YOU'RE SOME KIND OF RUNNING, FLYING, SPACE SOLDIER. YOU ZOOM INTO THE SCREEN SHOOTING AT DIFFERENT ENEMIES LIKE FLYING SAUCERS, GIANT DRAGONS AND EVEN THE OCCASIONAL ONE-EYED WOOLLY MAMMOTH.

AS STRANGE AS ALL THAT MIGHT SOUND THE IMPORTANT THING TO KNOW IS THAT IN 1986 SPACE HARRIER WAS - IT - IN THE ARCADES. IT WAS - THE - GAME THAT EVERYONE WANTED TO PLAY AND I GUESS EVERY ARCADE WANTED TO STOCK. IT MUST HAVE MADE A LOT OF MONEY FOR THEM.

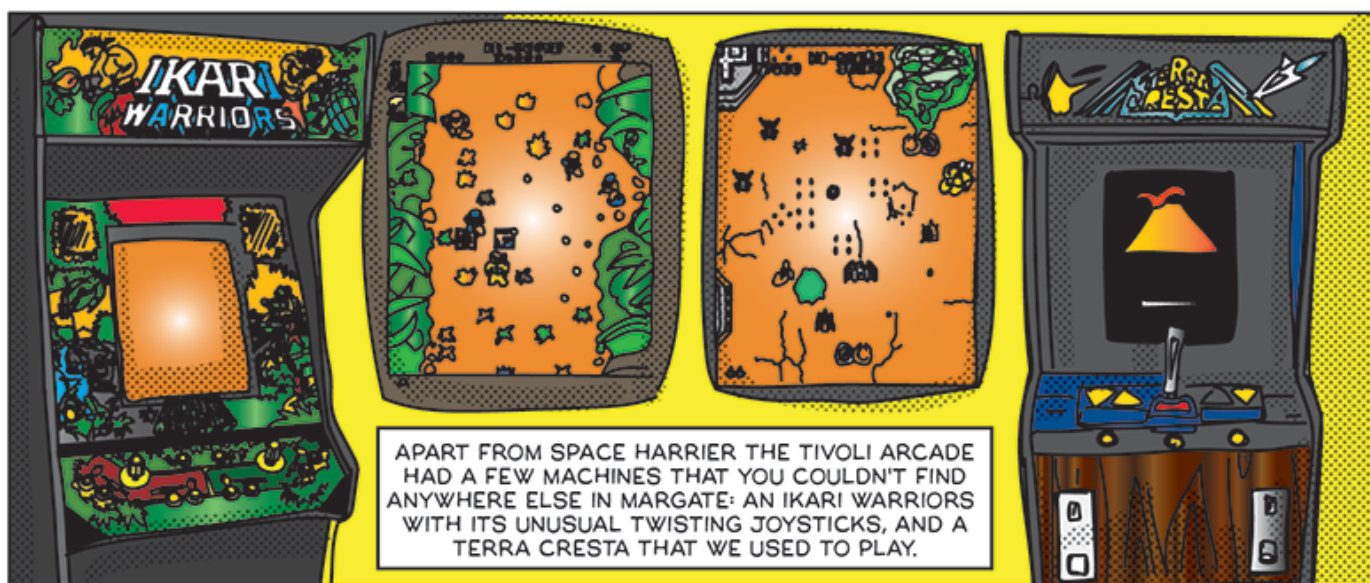


AT ONE POINT THERE WERE THREE OF THE FULL-SIZED VERSIONS ALONG MARGATE SEAFRONT AND A SMALLER STAND-UP ONE IN DREAMLAND.

I REALLY LIKED SPACE HARRIER, AND I GOT PRETTY TASTY AT IT.



I GOT SO GOOD AT IT THAT A CROWD OF PEOPLE WOULD OFTEN FORM AND WATCH AS I PLAYED.



APART FROM SPACE HARRIER THE TIVOLI ARCADE HAD A FEW MACHINES THAT YOU COULDN'T FIND ANYWHERE ELSE IN MARGATE: AN IKARI WARRIORS WITH ITS UNUSUAL TWISTING JOYSTICKS, AND A TERRA CRESTA THAT WE USED TO PLAY.



AFTER WE'D PLAYED WHAT WE WANTED IN THE TIVOLI WE'D MOVE ON TO THE NEXT ARCADE ON THE SEAFRONT, THE ROYAL.

THE ROYAL HAD A NEMESIS MACHINE...



BACK IN 1985 NEMESIS HAD BEEN THE MAIN PULL, LIKE SPACE HARRIER WAS IN '86. IT HAS BECOME MY ABSOLUTE FAVOURITE AND BENCHMARK VIDEOGAME. I COMPARE ALL GAMES TO NEMESIS AND FEW EVEN COME CLOSE.



THE GAME WAS ORIGINALLY RELEASED IN JAPAN AS GRADIUS, BUT WAS RENAMED FOR AMERICA AND EUROPE AS NEMESIS.



MOST FANS I TALK TO NOW SEEM TO CALL IT GRADIUS.

NEMESIS IS A CLASSIC - IF NOT THE CLASSIC - SIDEWAYS SCROLLING SHOOT-EM-UP GAME.



GENERALLY THOUGHT TO BE BASED UPON KONAMI'S 1981 SCRAMBLE, THE NEMESIS SERIES INCLUDES MORE THAN FIFTEEN GAMES IN THE ARCADE, HOME CONSOLES AND EVEN MOBILE PHONES. THERE ARE EVEN SPIN-OFF TITLES LIKE PARODIUS, A SILLY CARTOON-LIKE VERSION OF THE GAME, AND SALAMANDER WHICH INTRODUCED VERTICALLY SCROLLING LEVELS.

ALL THE GAMES IN THE SERIES HAVE SIMILARITIES THOUGH - YOU FLY A SPACESHIP FROM LEFT TO RIGHT, ZAPPING ENEMIES AND AVOIDING COLLISIONS, COLLECTING POWER-UPS, AND THEN BATTLING HUGE AND DANGEROUS BOSSES OFTEN MIDWAY AND AT THE END OF EACH STAGE.

BUT PERHAPS NEMESIS IS MOST FAMOUS FOR BEING INCREDIBLY DIFFICULT!



IN NEMESIS YOU'RE IN CHARGE OF THE 'VIC VIPER' ATTACK SPACESHIP.



AS YOU SHOOT DOWN WAVES OF, OR SPECIAL RED COLOURED ENEMIES,



THEY DROP POWER-UPS, RED ONES FILL UP YOUR POWER-UP BAR, WHILE BLUE ONES KILL ALL ENEMIES ON SCREEN.

EACH RED POWER-UP THAT YOU PICK UP MOVES YOUR POWER-UP BAR ALONG ONE STEP, GIVING YOU A NEW UPGRADE THAT YOU CAN APPLY TO YOUR SHIP IF YOU SELECT ONE, BY PRESSING A BUTTON ON THE ARCADE CONTROL PANEL, THE POWER-UP BAR EMPTIES AND YOU START COLLECTING AGAIN.

[SPEEDUP] [MISSILE] [DOUBLE] [LASER] [OPTION] [?]



THE SHIP UPGRADES ARE REALLY USEFUL, AND ESSENTIAL TO PLAYING NEMESIS.

SPEEDUP



SPEEDUP MAKES YOUR SHIP MOVE FASTER - YOU CAN SELECT THIS UPGRADE MULTIPLE TIMES.

MISSILE



MISSILE LETS YOU FIRE GROUND-SKIMMING MISSILES AT THE PRESS OF A BUTTON - GOOD FOR TAKING OUT WALKERS AND BUNKERS.

DOUBLE



DOUBLE MAKES EACH OF YOUR SHOTS FIRE ANOTHER UP AT A 45 DEGREE ANGLE, GREAT FOR ATTACKING ENEMIES ABOVE YOU!

LASER



LASER GIVES YOU A POWERFUL LASER INSTEAD OF A NORMAL SHOT. THE LASER IS REALLY USEFUL, BUT FORCES ENEMY AI TO BECOME MORE AGGRESSIVE.

AND THEN WE HAVE THE REALLY IMPORTANT ONE...

OPTION

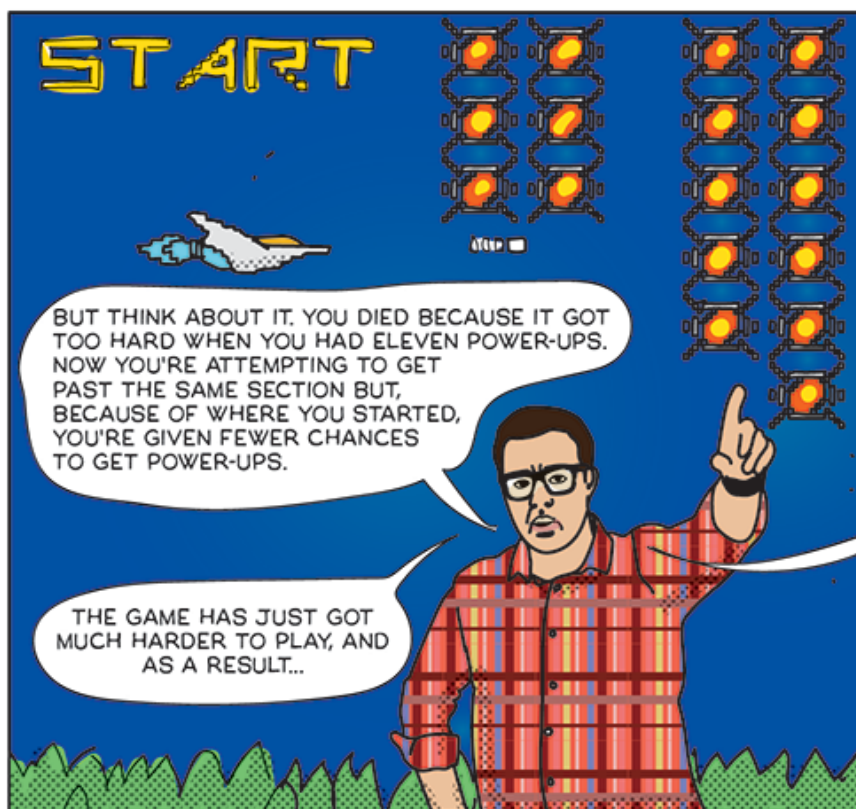
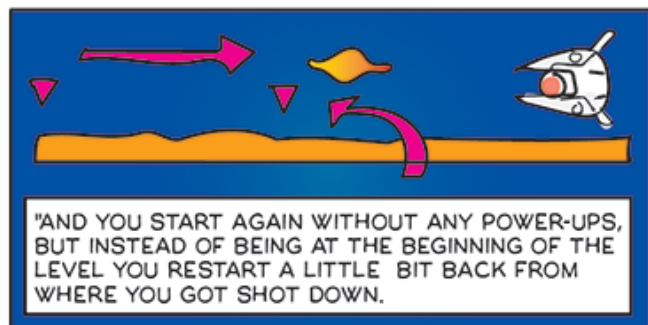
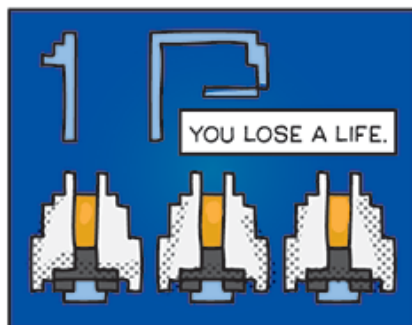
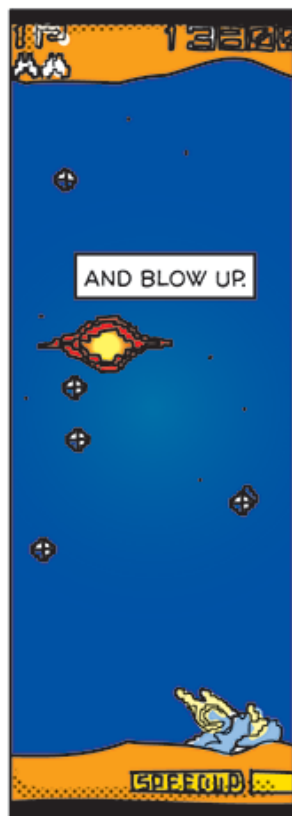
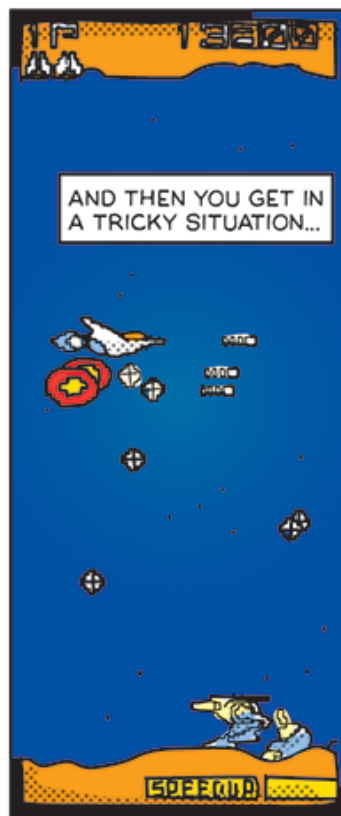
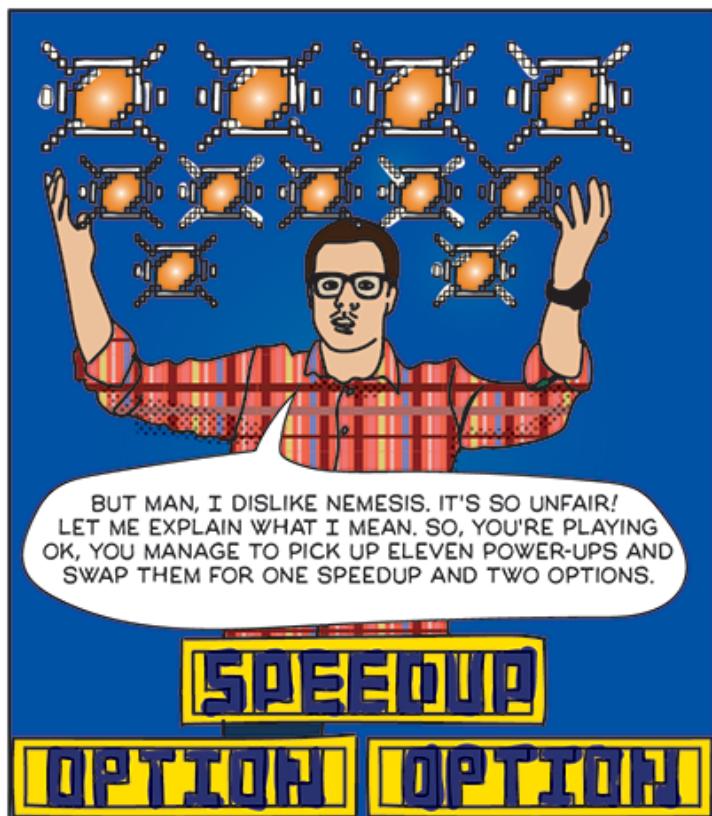


AN OPTION IS AN ORANGE POD THAT FOLLOWS YOUR SHIP. MOST IMPORTANTLY THE OPTION HAS ALL THE SAME FIREPOWER AS YOUR VIC VIPER, WHAT'S MORE THE OPTION CANNOT BE DESTROYED. IN NEMESIS YOU CAN ACTIVATE UP TO FOUR OPTIONS SIMULTANEOUSLY.

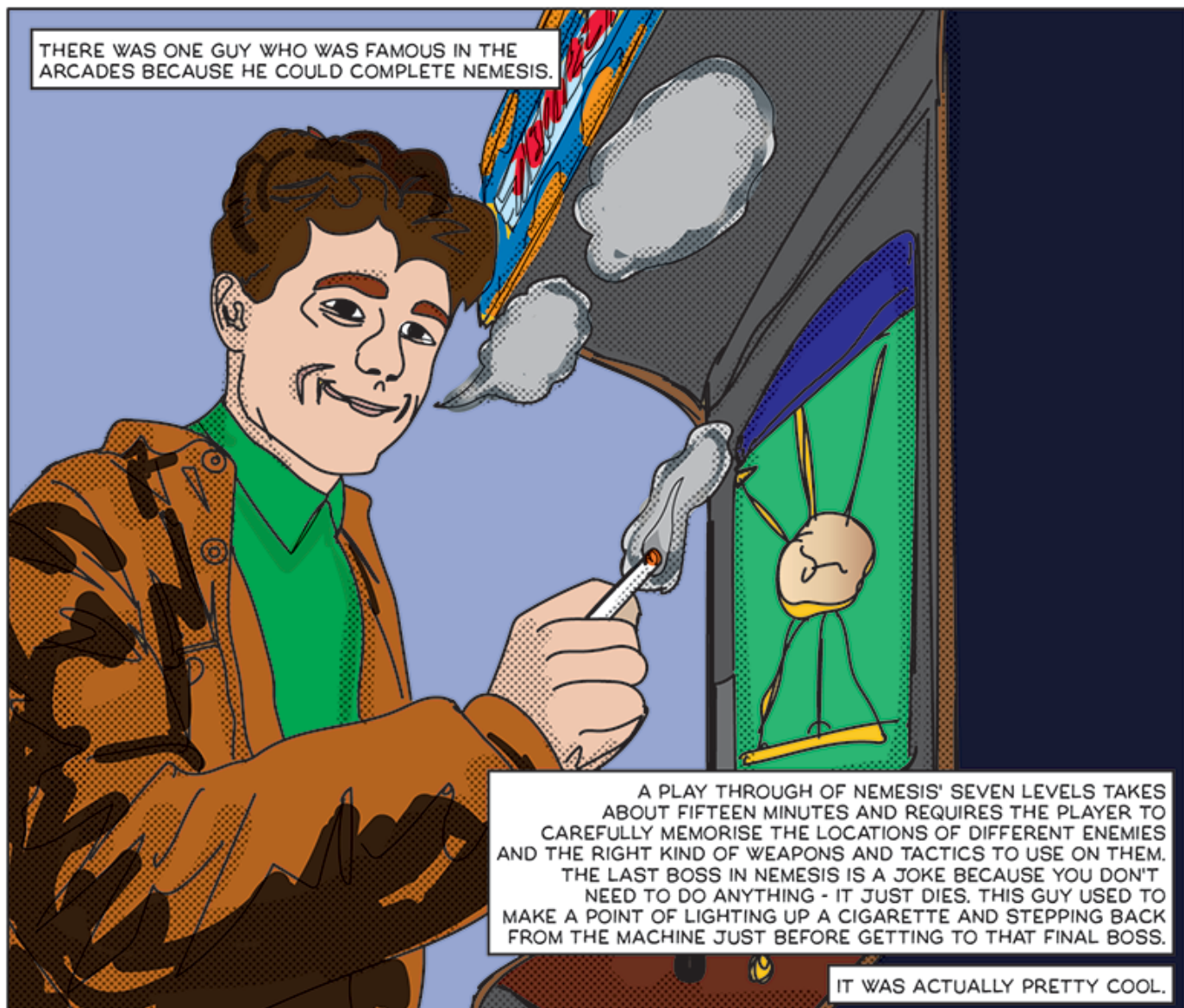
?



THE LAST POWER UP - ? - GIVES YOU A SHIELD THAT WILL ABSORB DAMAGE FROM COLLISIONS AND ENEMIES. THE SHIELD GETS SMALLER WITH EACH HIT UNTIL IT EVENTUALLY DISSAPEARS.



THERE WAS ONE GUY WHO WAS FAMOUS IN THE ARCADES BECAUSE HE COULD COMPLETE NEMESIS.



A PLAY THROUGH OF NEMESIS' SEVEN LEVELS TAKES ABOUT FIFTEEN MINUTES AND REQUIRES THE PLAYER TO CAREFULLY MEMORISE THE LOCATIONS OF DIFFERENT ENEMIES AND THE RIGHT KIND OF WEAPONS AND TACTICS TO USE ON THEM. THE LAST BOSS IN NEMESIS IS A JOKE BECAUSE YOU DON'T NEED TO DO ANYTHING - IT JUST DIES. THIS GUY USED TO MAKE A POINT OF LIGHTING UP A CIGARETTE AND STEPPING BACK FROM THE MACHINE JUST BEFORE GETTING TO THAT FINAL BOSS.

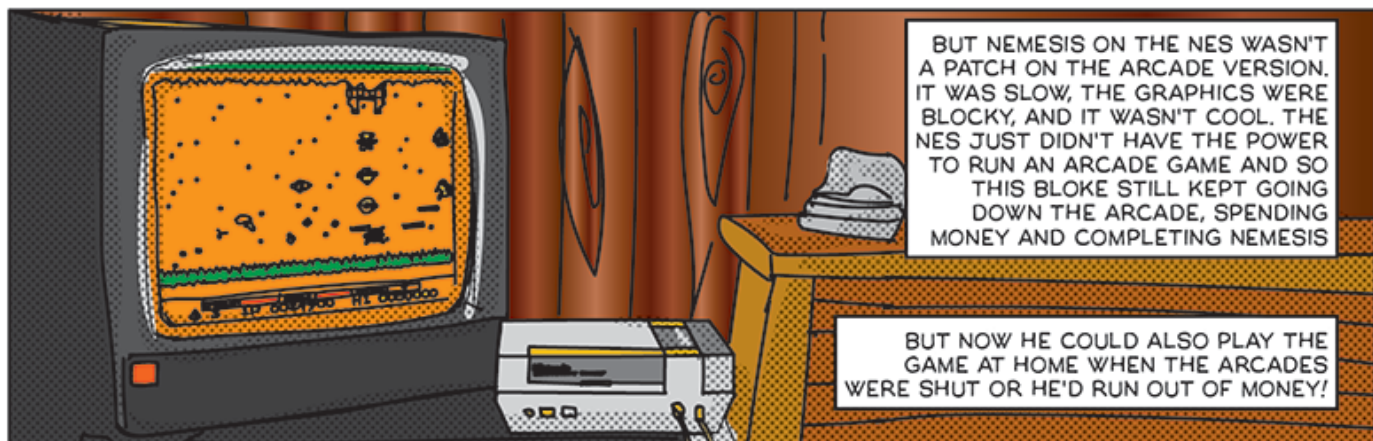
IT WAS ACTUALLY PRETTY COOL.

THIS GUY WAS PRETTY OBSESSED WITH NEMESIS AND MUST HAVE SPENT A HUGE AMOUNT OF TIME AND MONEY ON IT. THIS REALLY BOTHERED HIS PARENTS, IT BOTHERED THEM SO MUCH THAT THEY BOUGHT HIM A NINTENDO NES AND A COPY OF NEMESIS SO HE COULD PLAY IT FOR FREE AT HOME.



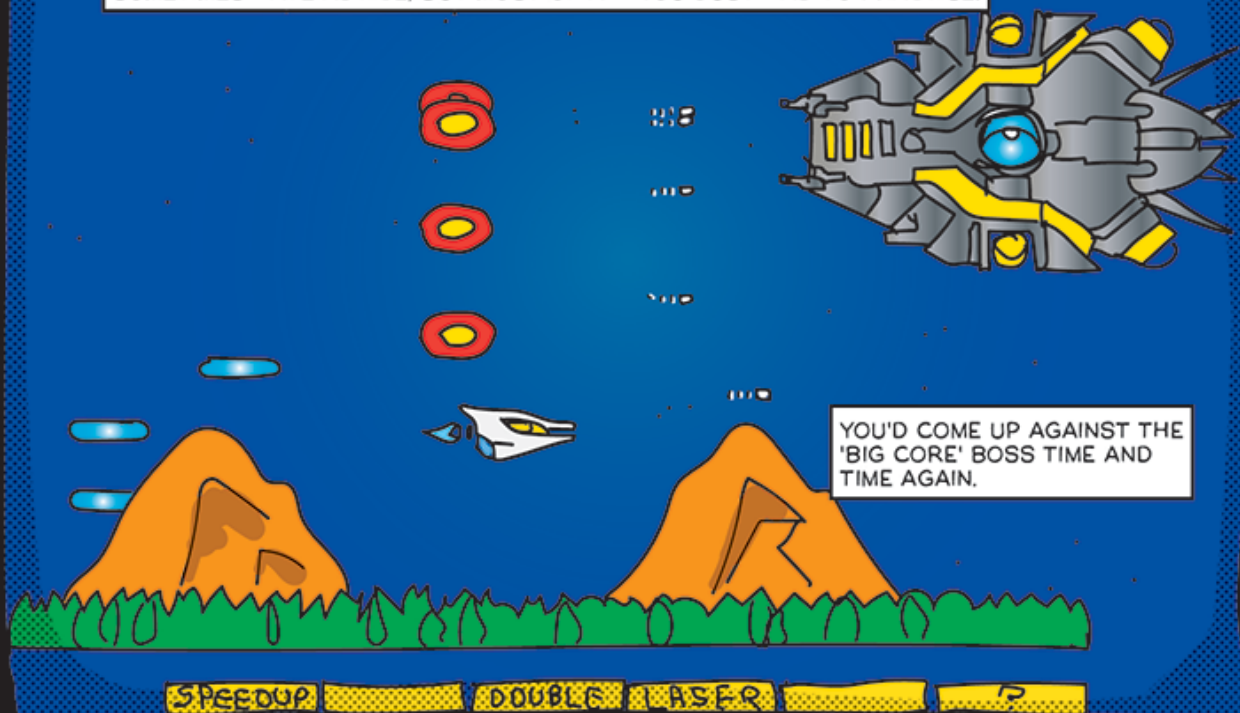
BUT NEMESIS ON THE NES WASN'T A PATCH ON THE ARCADE VERSION. IT WAS SLOW, THE GRAPHICS WERE BLOCKY, AND IT WASN'T COOL. THE NES JUST DIDN'T HAVE THE POWER TO RUN AN ARCADE GAME AND SO THIS BLOKE STILL KEPT GOING DOWN THE ARCADE, SPENDING MONEY AND COMPLETING NEMESIS

BUT NOW HE COULD ALSO PLAY THE GAME AT HOME WHEN THE ARCADES WERE SHUT OR HE'D RUN OUT OF MONEY!



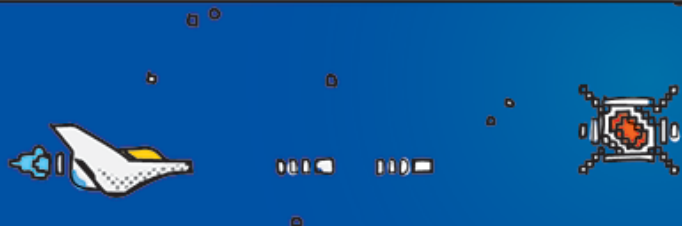
I WAS NEVER AS OBSESSED AS THAT GUY, BUT I LOVED NEMESIS, IT WAS A GREAT GAME. I'D NORMALLY PLAY IT A FEW TIMES EACH TIME I WENT TO THE ARCADE.

BUT THE GAME WAS REALLY UNFORGIVING, YOU'D LEARN THROUGH TRIAL AND ERROR AND BY WATCHING OTHER PEOPLE PLAY. THERE WERE ALSO MAGAZINES LIKE COMPUTER AND VIDEO GAMES THAT WOULD SOMETIMES HAVE ADVICE, BUT MOST OF ALL YOU JUST HAD TO PRACTISE.



YOU'D COME UP AGAINST THE 'BIG CORE' BOSS TIME AND TIME AGAIN.

I REMEMBER WHEN NEMESIS FIRST ARRIVED IN THE ARCADE. WHEN I FIRST PLAYED THE GAME I THOUGHT THAT THE POWER-UPS THAT ENEMIES SOMETIMES DROPPED WERE MINES AND AVOIDED THEM. WITHOUT THE POWER-UPS THOUGH YOU CAN'T GET FAR. IT WAS ONLY AFTER WATCHING OTHERS PLAY THAT I STARTED PICKING THEM UP.



AND AS I PLAYED I STARTED GETTING BETTER, I COULD GET FURTHER INTO THE GAME, BUT I ALSO LEARNED CLASSIER WAYS TO PLAY. THERE WERE CERTAIN METHODS TO DEFEAT BOSSES, POWER-UPS TO PICK-UP AND TO AVOID, AND THINGS THAT YOU JUST HAD TO DO BECAUSE THEY WERE COOL...

LIKE FLYING YOUR SHIP THROUGH THE MOUNTAIN TUNNEL ON THE FIRST STAGE.



I STARTED TO GET FURTHER, REACHING STAGE THREE OR STAGE FOUR BEFORE CRAPPING OUT. BUT EVEN SO SOMETIMES I'D ONLY MAKE IT THROUGH TO STAGE TWO.



I SPENT A FAIR AMOUNT OF TIME, CERTAINLY ALMOST EVERY WEEKEND, AT THE ARCADES, SURROUNDED BY LOTS OF OTHER TEENAGE BOYS. IT WAS PRETTY MUCH ONLY BOYS THAT PLAYED GAMES SERIOUSLY IN THE ARCADES, THERE WERE A FEW GIRLS WHO HUNG AROUND, BUT NOT MANY WHO PLAYED ON THE GAMES THAT MUCH.



THERE WAS ONE GIRL WHO PLAYED THE GAMES THAT WENT TO MY SCHOOL.



ONE DAY WE GOT TALKING ABOUT THE ARCADE.



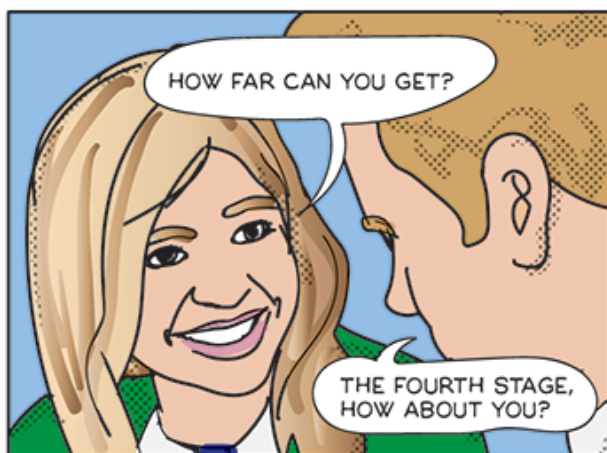
HEY MARTIN, YOU PLAY NEMESIS DON'T YOU?



YES



HOW FAR CAN YOU GET?



THE FOURTH STAGE, HOW ABOUT YOU?

I RECKON I CAN DO THE FIFTH!



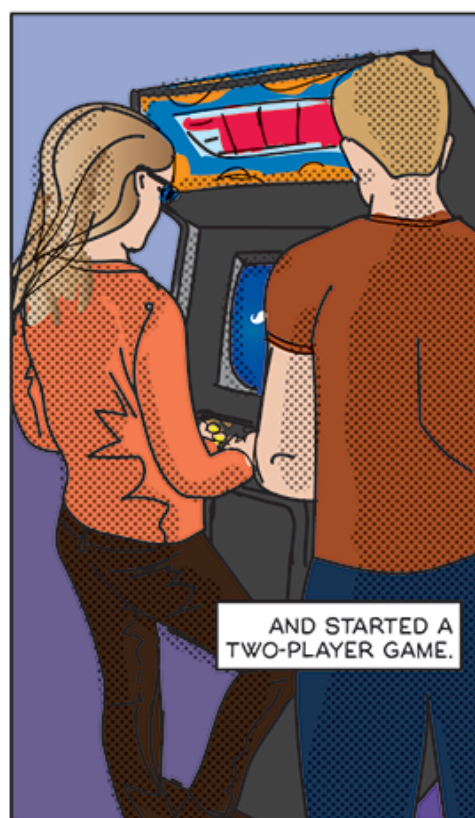
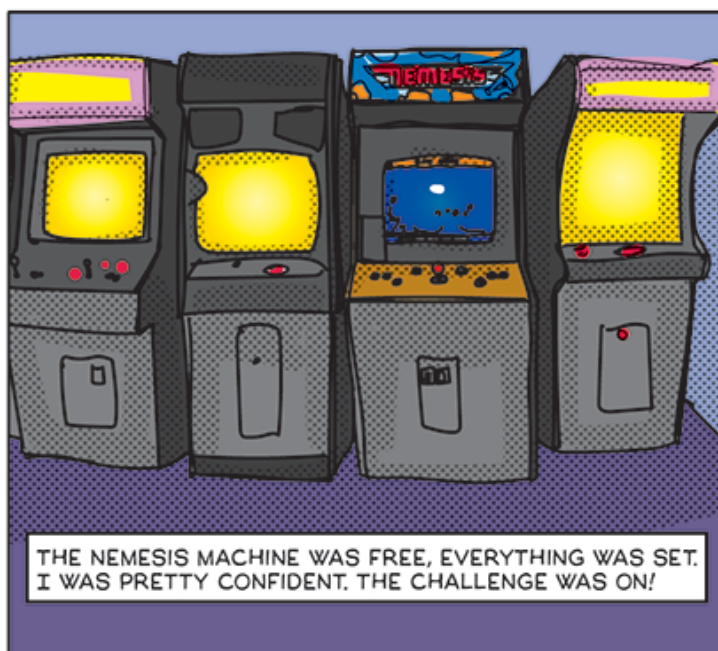
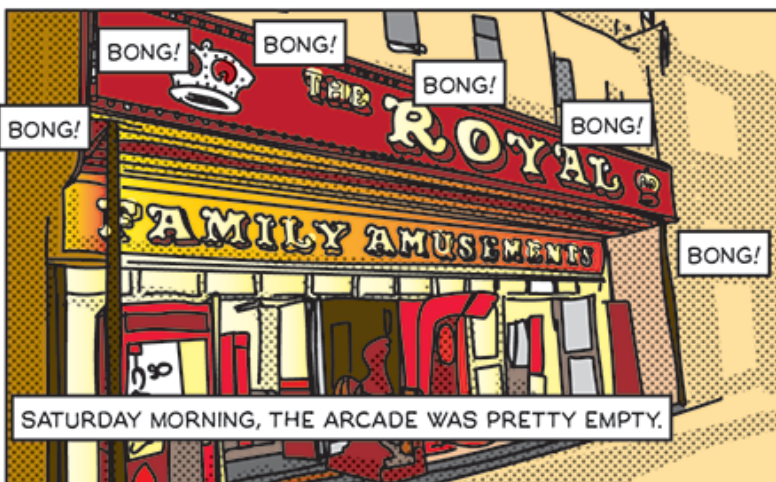
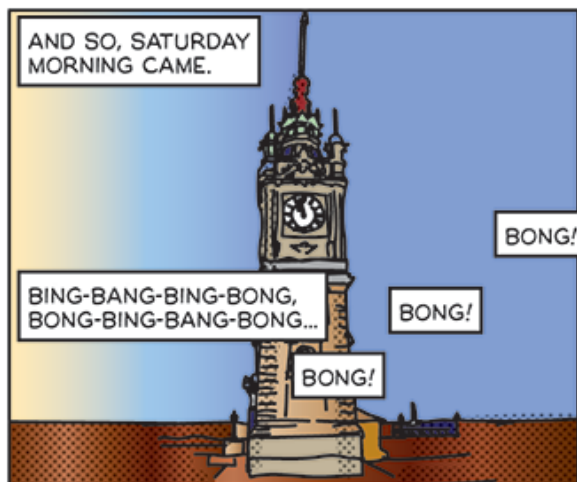
HMMMN... THE FIFTH STAGE... REALLY?



COOL! HOW ABOUT MARGATE ARCADES THIS SATURDAY. LET'S SEE WHO GETS FURTHER!



SURE!



IN A TWO-PLAYER GAME OF NEMESIS YOU TAKE IT IN TURNS, SWAPPING OVER THE CONTROLS WHEN YOUR VIC VIPER IS SHOT DOWN OR CRASHES.

EVER THE GENTLEMAN I WENT SECOND, GIVING ME A CHANCE TO SEE HOW GOOD SHE WAS, AND IT WAS CLEAR FROM THE START THAT SHE WAS REALLY GOOD.

SHE CLEARED THE FIRST STAGE, DESTROYING THE VOLCANOES AND BIG CORE NO PROBLEM AT ALL.

AND THEN ON TO STAGE TWO, STONEHENGE.

IT WAS IMPRESSIVE...

BUT THEN... FZZT.

THE GAME WENT BLANK.

ALL THE GAMES WENT BLANK.

THERE'D BEEN A POWER CUT!

THE MANAGER CAME OUT OF HIS OFFICE, AND THEN QUICKLY DISAPPEARED OUT THE BACK TO FIDDLE WITH THE FUSES.

?!
UH...

POWER CUTS ARE RARE, I ONLY EVER SAW ONE IN THE ARCADE, BUT IT WAS THE FUNNIEST THING.

THE ARCADE HAD BEEN MOSTLY EMPTY BEFORE THE POWER WENT OFF.

BUT BY THE TIME THE MANAGER TURNED THE POWER BACK ON THERE WAS A KID STANDING BY EACH MACHINE, CERTAINLY ALL THE EXPENSIVE ONES, THE GAMES HAD 'SWALLOWED THEIR MONEY', AND THEY WAITED TO BE GIVEN A FREE CREDIT OR TWO.

THE MANAGER WENT AROUND
OPENING UP THE CABS AND GIVING
CREDITS. IT WAS LIKE CHRISTMAS!



BUT WHEN HE CAME TO US HE SAID
THE MOST UNEXPECTED THING, SO MUCH
THAT IT STILL STICKS WITH ME EVEN TODAY.

NORMALLY PUNTERS SEEMED PRETTY MUCH INVISIBLE TO THE
MANAGER, UNLESS THEY WERE CAUSING TROUBLE, BUT THIS
GUY STOPS, LOOKS ME STRAIGHT IN THE EYE AND SAYS...



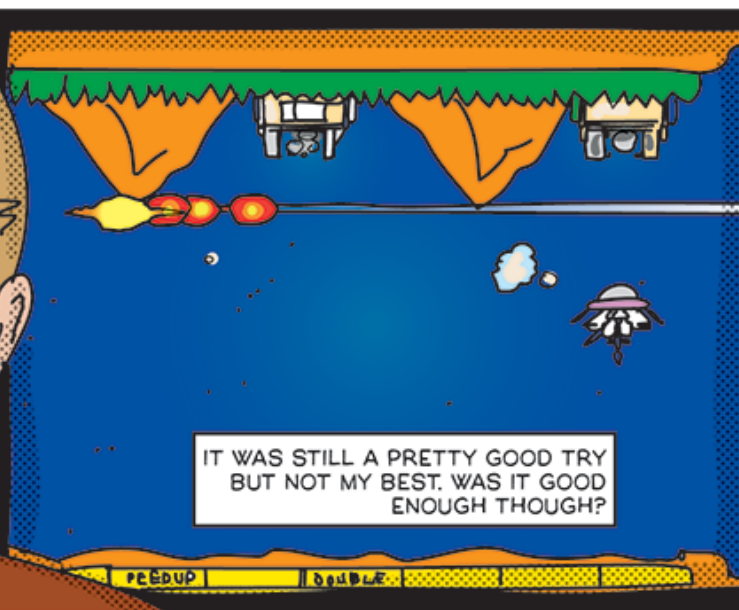
AHH, YES...
NEMESIS!
GODDESS OF
RETRIBUTION.

FOR THE TEENAGE ME WHAT
HE SAID WAS FUNNY, PROFOUND
AND UNEXPECTED. PERHAPS HE HAD
A LIBRARY OF CLASSICAL LITERATURE
IN THE ARCADE BACK OFFICE?

WE AGREED THAT I'D
GO FIRST THIS TIME
ROUND...



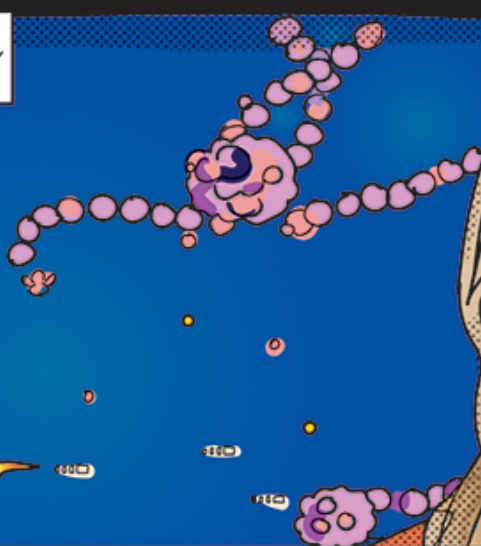
BUT WITH THE MANAGERS'
WORDS RINGING THROUGH
MY MIND I MADE A SLOPPY
MISTAKE ON STAGE FOUR
AND CRAPPED OUT.



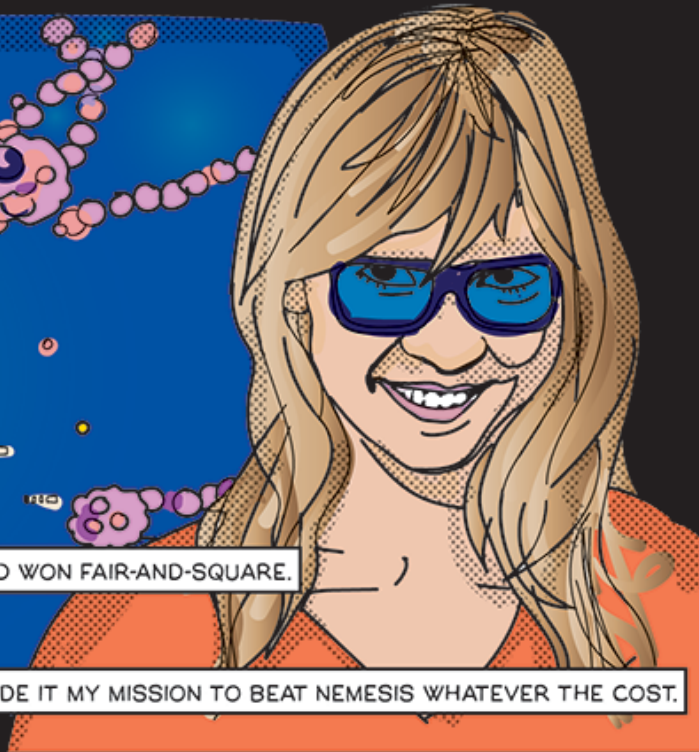
IT WAS STILL A PRETTY GOOD TRY
BUT NOT MY BEST. WAS IT GOOD
ENOUGH THOUGH?

NO IT WASN'T. SHE GOT KILLED
ON STAGE FIVE BY THE RASPBERRY
TENTACLE ENEMIES.

I'VE ALWAYS HATED THOSE
THINGS. THEY GAVE ME THE
CREEPS WITH THEIR WEIRD
FLICKY ANIMATION.



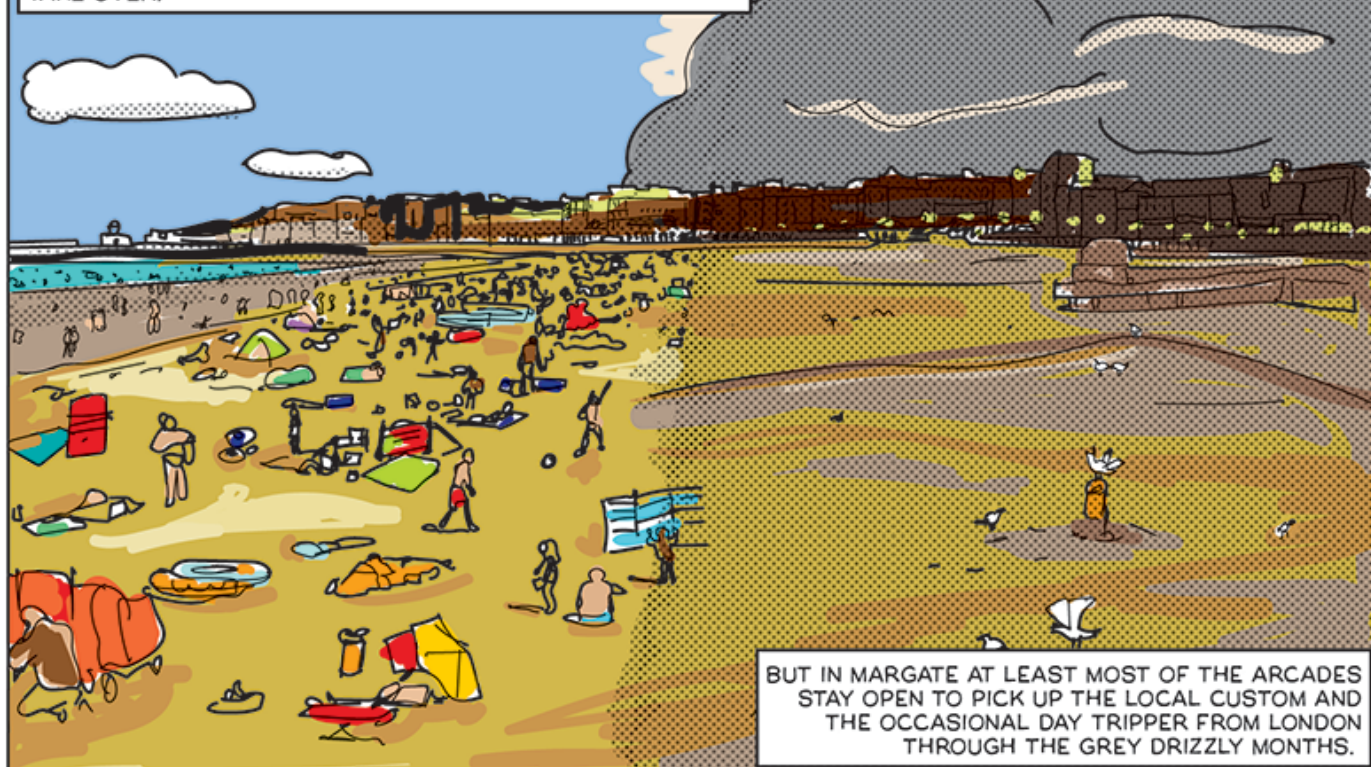
ANYWAY, SHE'D PLAYED WELL AND HAD WON FAIR-AND-SQUARE.



SPEEDUP

AND ON THAT DAY I MADE IT MY MISSION TO BEAT NEMESIS WHATEVER THE COST.

IF YOU'VE LIVED BY THE SEASIDE YOU'LL KNOW HOW QUICKLY THE HOLIDAY SEASON ENDS. THE WEATHER TURNS, THE BEACHES EMPTY AND THE SEAGULLS AND DOG WALKERS TAKE OVER.



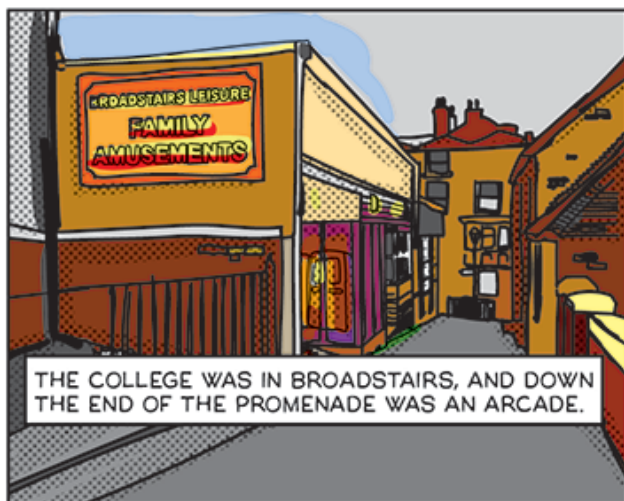
BUT IN MARGATE AT LEAST MOST OF THE ARCADES STAY OPEN TO PICK UP THE LOCAL CUSTOM AND THE OCCASIONAL DAY TRIPPER FROM LONDON THROUGH THE GREY DRIZZLY MONTHS.

1987

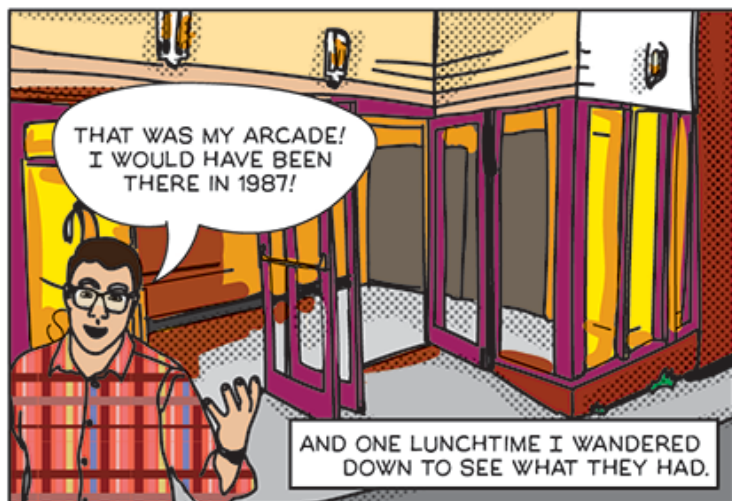
IT WAS ALL CHANGE FOR ME TOO, THE NEW YEAR CAME AND I MADE THE TRANSITION FROM SCHOOL TO COLLEGE.



AND THIS MOVE HELPED ME WITH MY MISSION TO BEAT NEMESIS.

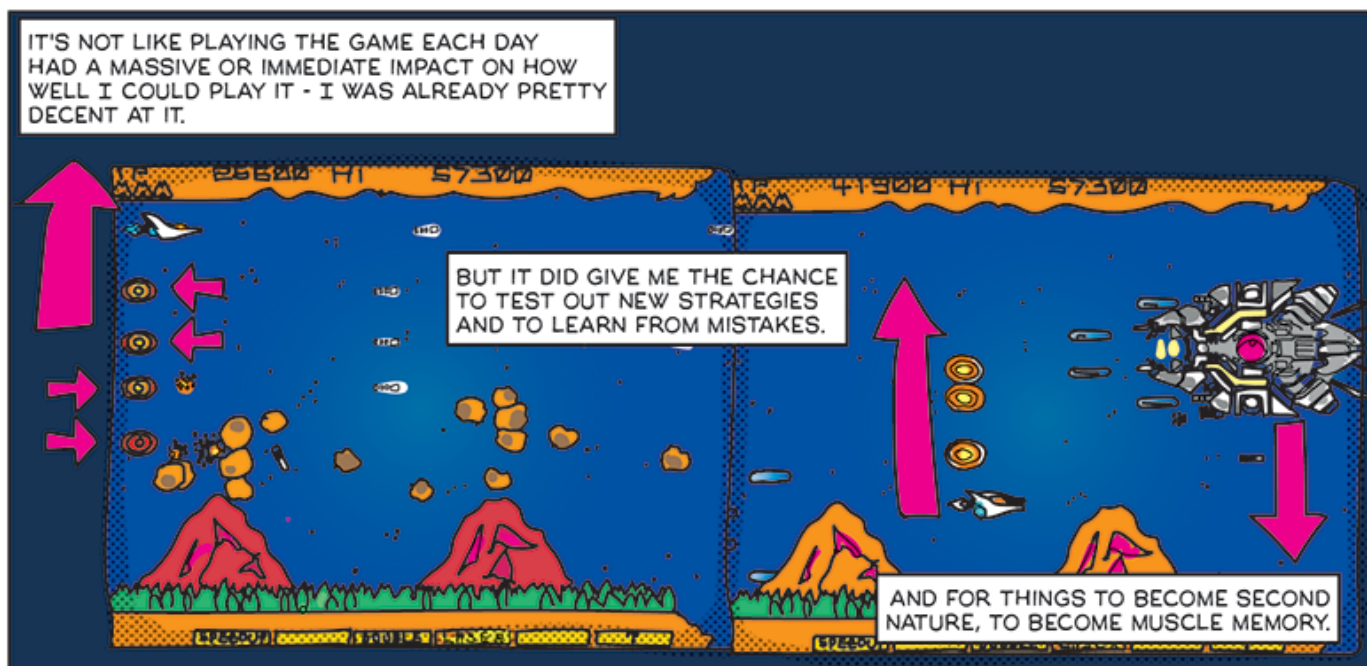
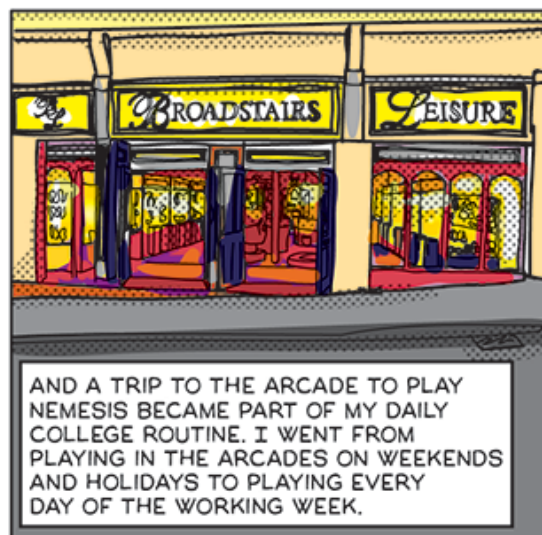
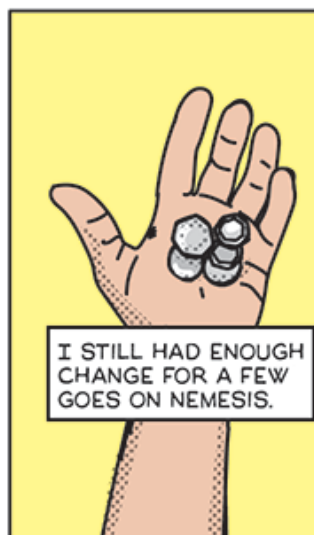
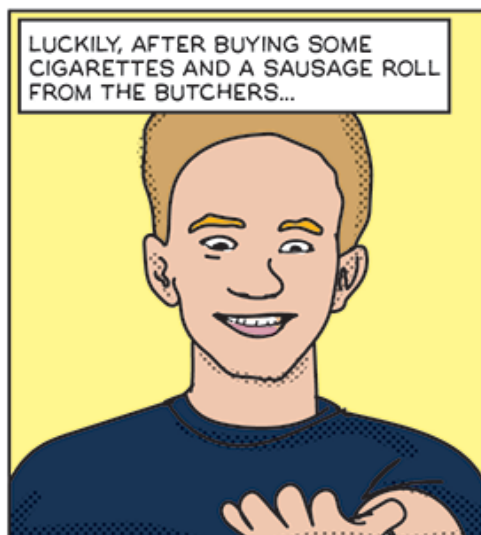
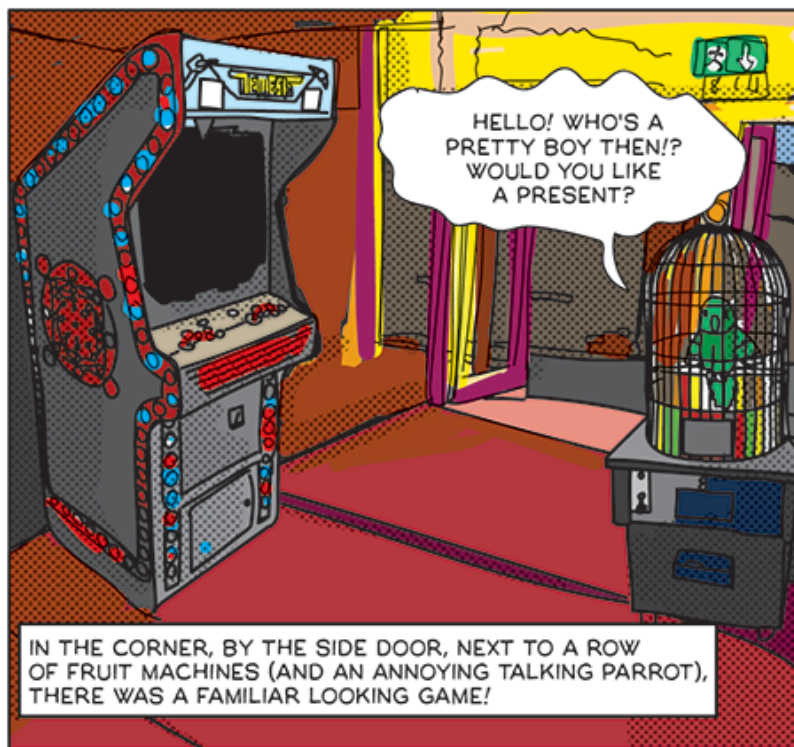


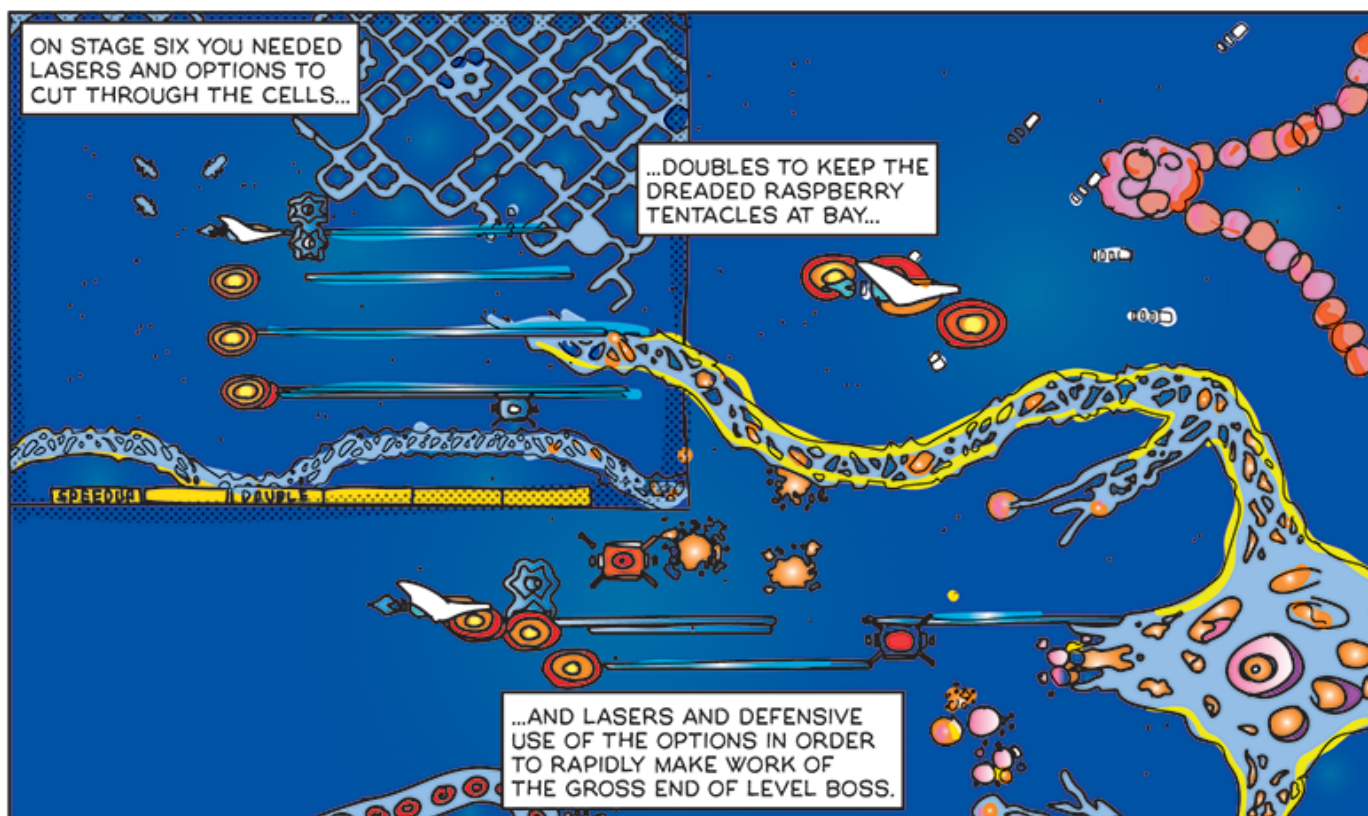
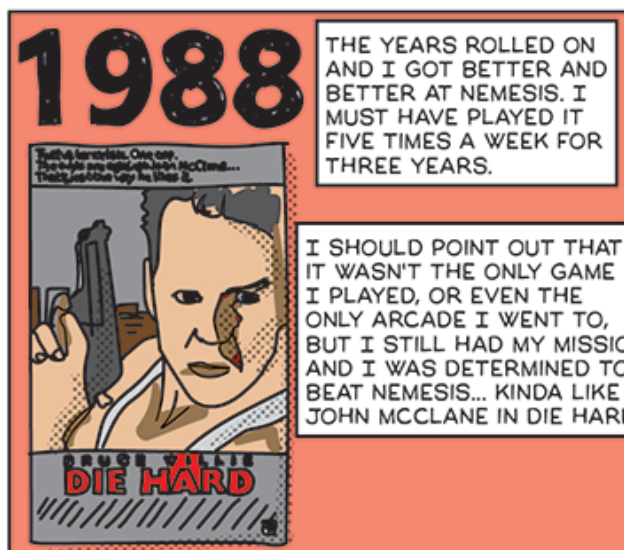
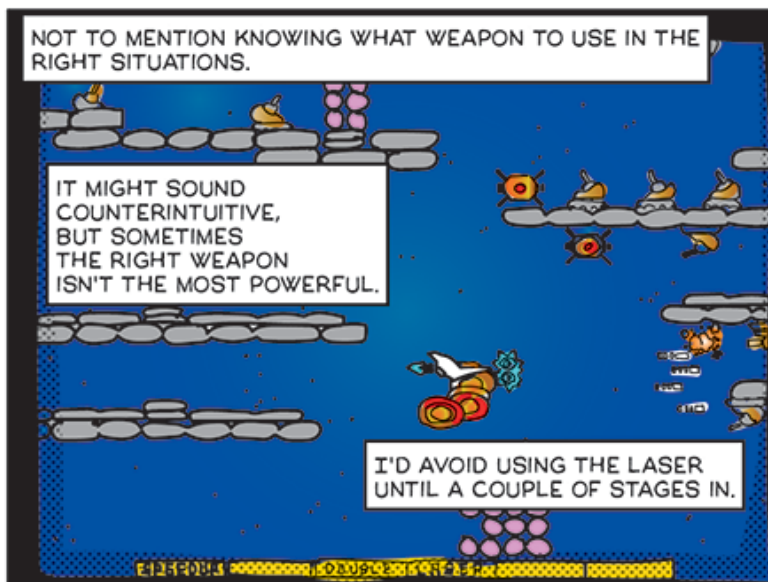
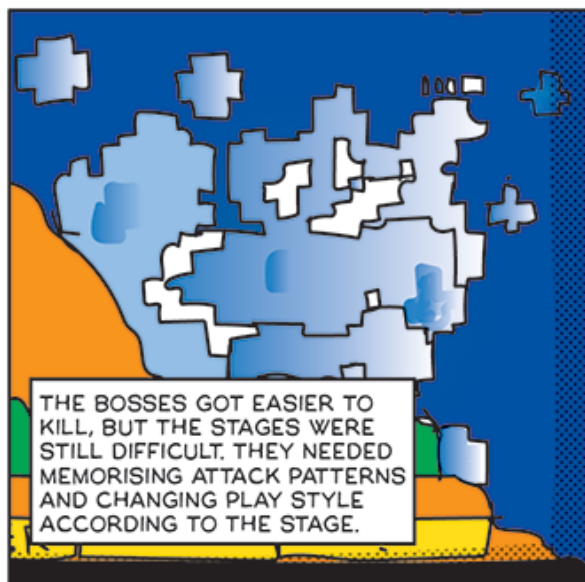
THE COLLEGE WAS IN BROADSTAIRS, AND DOWN THE END OF THE PROMENADE WAS AN ARCADE.



THAT WAS MY ARCADE!
I WOULD HAVE BEEN
THERE IN 1987!

AND ONE LUNCHTIME I WANDERED
DOWN TO SEE WHAT THEY HAD.



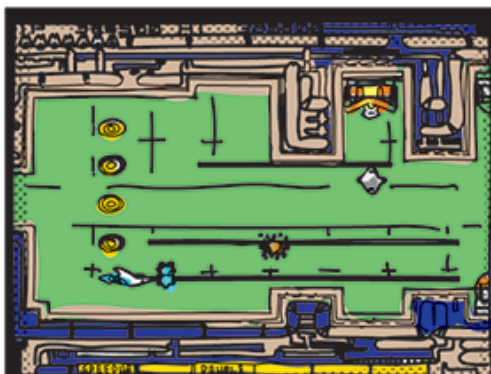


1989

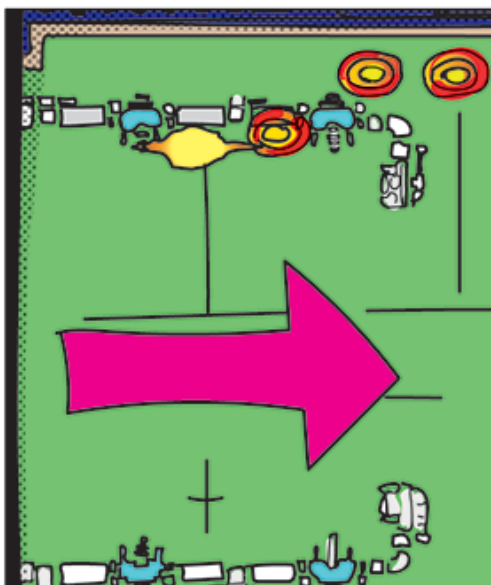
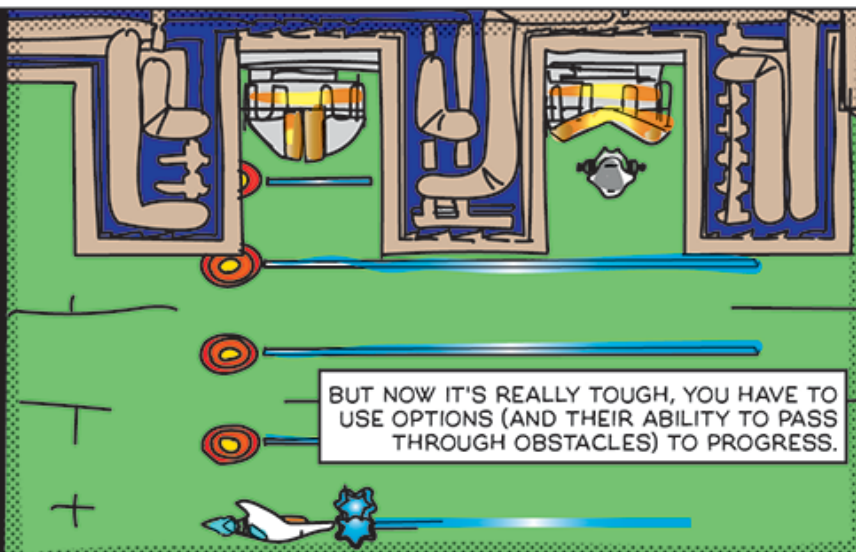


BY THE TIME THAT BATMANIA HAD HIT IN 1989 I WAS ABLE TO NEARLY GET THROUGH THE WHOLE GAME. I WAS ABLE TO GET THROUGH TO STAGE SEVEN, THE HANGAR.

YOU HAVE TO FIGHT THROUGH LOADS OF AGGRESSIVE WAVES OF ENEMIES - THE SUPER-SHIP XAEROUS' LAST LINE OF DEFENSE.



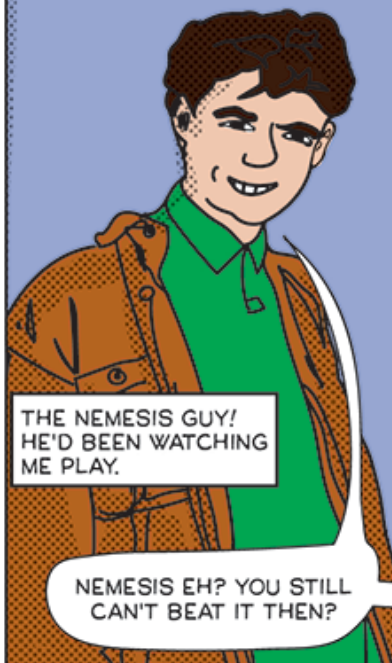
AND THEN YOU'RE SUDDENLY IN THE SHIP ITSELF, THE STARS THAT HAVE BEEN THE BACKGROUND FOR THE LAST TWELVE MINUTES ARE REPLACED BY HANGAR WALLS!



AT SOME POINT THIS ELECTRIC CAGE OBSTACLE RUSHES ACROSS THE SCREEN, YOU'RE FORCED TO SQUEEZE INTO A TINY GAP ABOVE OR BELOW IT, BUT I KEPT CRASHING.

AND WHEN I DIDN'T CRASH INTO THE CAGE I ENDED UP GETTING SHOT BY ONE OF THE ENEMIES THAT STILL ATTACK AT THE SAME TIME.

THIS ONE TIME I CRAPPED OUT JUST BEFORE THE ELECTRIC CAGE SECTION, AND WHEN I STEPPED AWAY FROM THE CAB WHO WAS THERE?



THE NEMESIS GUY! HE'D BEEN WATCHING ME PLAY.

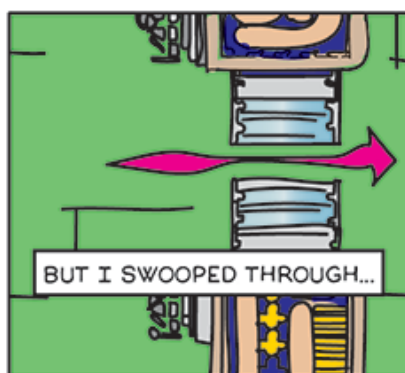
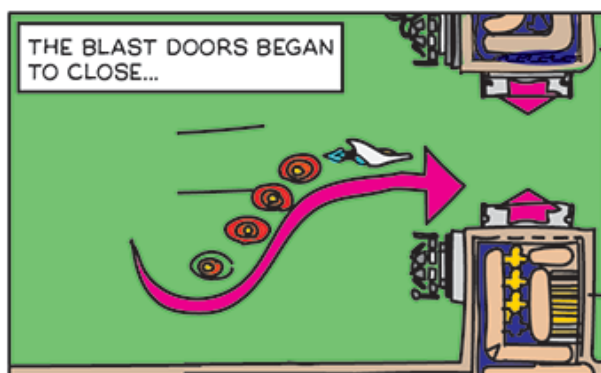
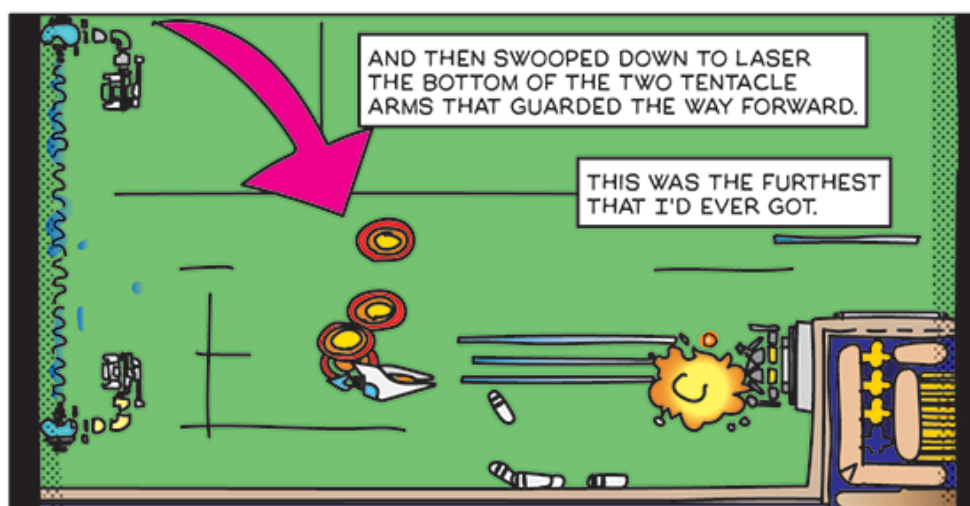
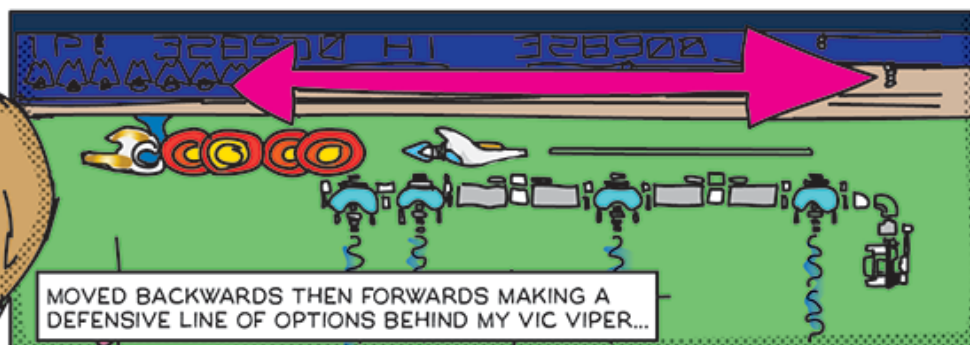
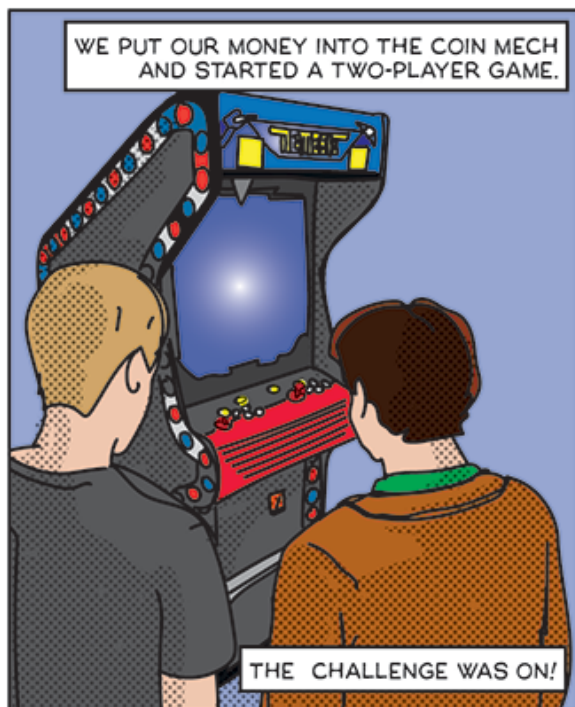
NEMESIS EH? YOU STILL CAN'T BEAT IT THEN?

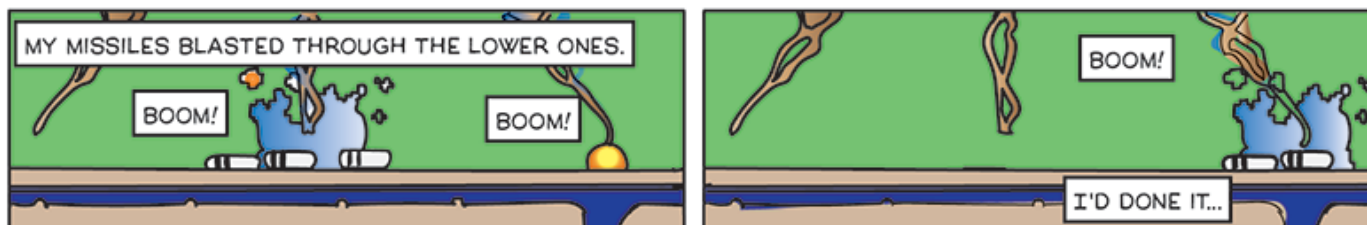
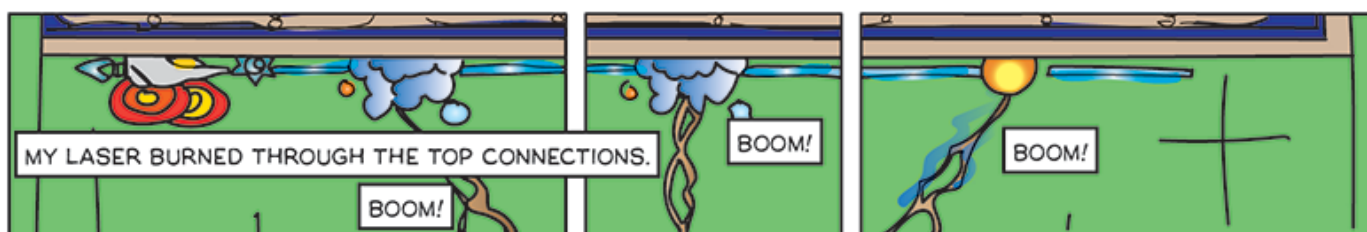
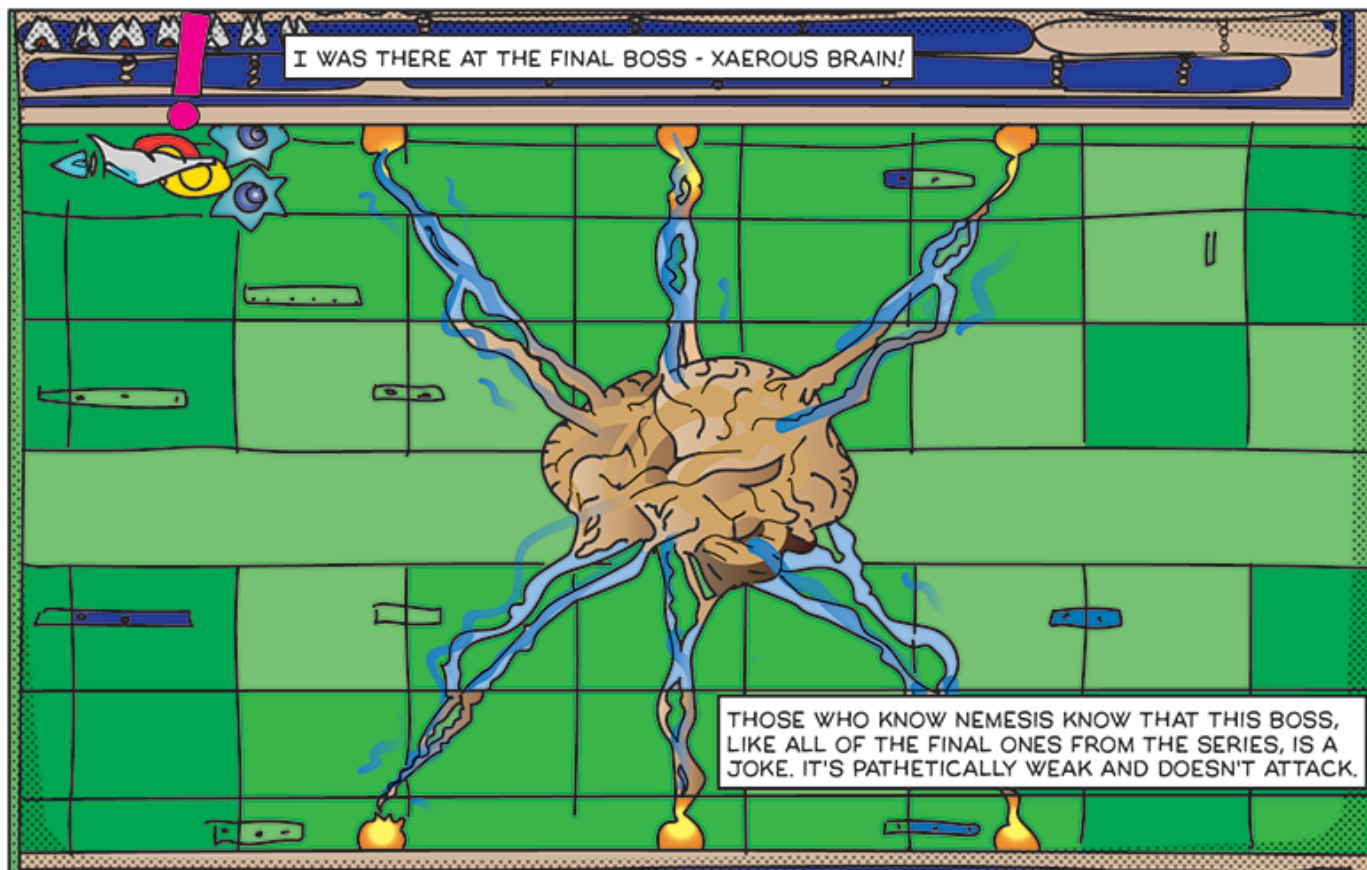


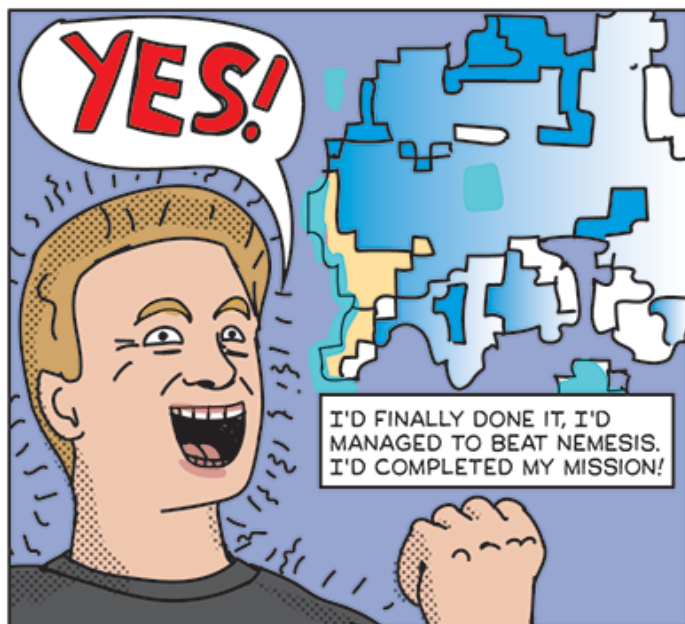
HMMMN... ELECTRIC CAGE... REALLY?

RIGHT. LET'S GO! LET'S SEE WHO GETS FURTHER!

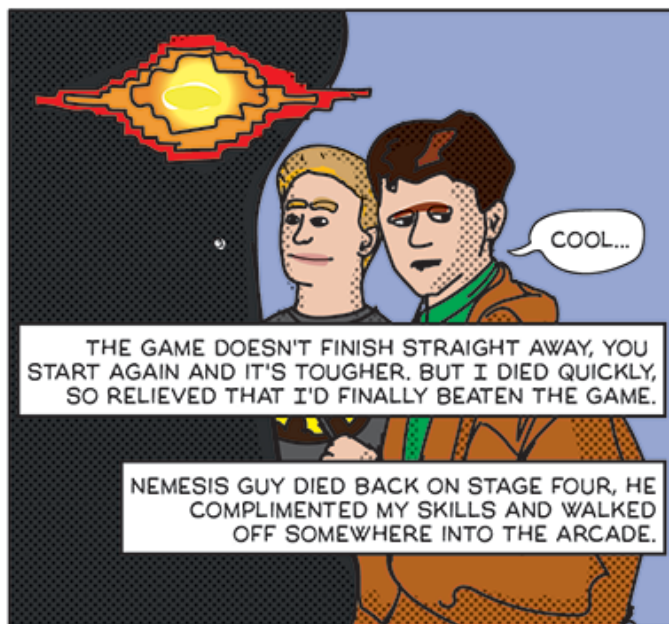
SURE!







I'D FINALLY DONE IT, I'D
MANAGED TO BEAT NEMESIS.
I'D COMPLETED MY MISSION!



THE GAME DOESN'T FINISH STRAIGHT AWAY, YOU
START AGAIN AND IT'S TOUGHER. BUT I DIED QUICKLY,
SO RELIEVED THAT I'D FINALLY BEATEN THE GAME.

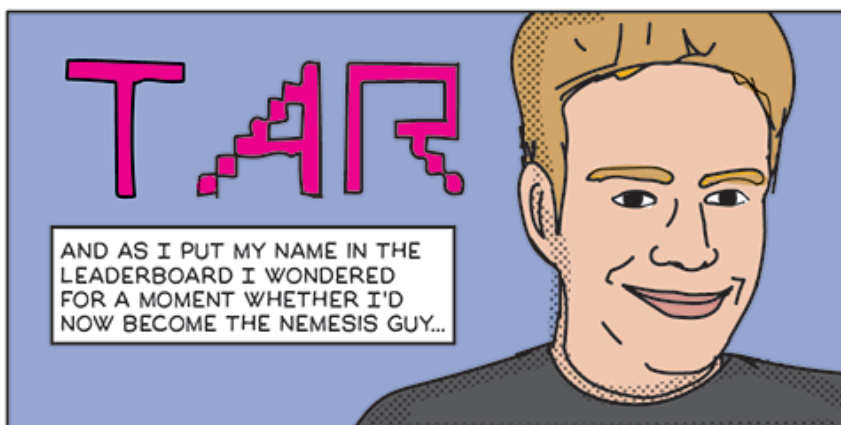
NEMESIS GUY DIED BACK ON STAGE FOUR, HE
COMPLIMENTED MY SKILLS AND WALKED
OFF SOMEWHERE INTO THE ARCADE.



I WAS AT THE TOP OF THE
LEADERBOARD - RANK ONE.

HOROSCOPE?

TAR
RANK



AND AS I PUT MY NAME IN THE
LEADERBOARD I WONDERED
FOR A MOMENT WHETHER I'D
NOW BECOME THE NEMESIS GUY...



BACK IN A PUB TWENTY-SIX YEARS LATER...

WOW MARTIN, THAT'S AN AWESOME ARCADE TALE.
THERE'S SO MUCH GOING ON THERE! I'VE
PLAYED NEMESIS AND IT'S SO TOUGH. SO,
WHAT WERE THE ARCADES ALL ABOUT FOR
YOU - WHAT WAS IMPORTANT TO
YOU ABOUT THEM?



CHEERS ALAN,
I'M PLEASED YOU THINK
IT'S INTERESTING!

FOR ME THE ARCADES WERE ABOUT
THE GAMES, YOU'VE GOT TO REMEMBER
THAT AT THAT POINT IN TIME THERE WAS
NO OTHER WAY YOU COULD EXPERIENCE
GAMES AND GRAPHICS LIKE THAT. THAT'S
BEFORE YOU THINK OF SOMETHING LIKE
THE SIT DOWN SPACE HARRIER CAB.

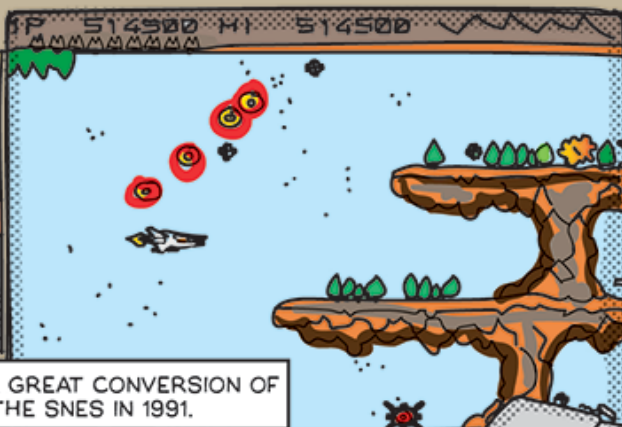


BUT OF COURSE, ONCE WE GOT PERSONAL COMPUTERS AND 16-BIT GAMES CONSOLES EVERYTHING CHANGED. YOU COULD GET NEAR ARCADE QUALITY EXPERIENCES AT HOME. IN FACT GAMES CHANGED, INSTEAD OF BEING BASED UPON A FIVE-MINUTE (OR FIFTEEN MINUTE) HIT, GAMES STARTED LASTING HOURS AND HOURS. THINK OF SOMETHING LIKE ZELDA ON THE SNES.

AND FOR ME THE ARCADE CHANGED, I STILL PLAYED IN THE ARCADE, ESPECIALLY THOSE GAMES THAT YOU COULDN'T GET AT HOME, BUT THE VISITS BECAME LESS FREQUENT, MORE LIKE AN OCCASIONAL TREAT.



THERE WAS EVEN A GREAT CONVERSION OF GRADIUS III FOR THE SNES IN 1991.



THIS IS ALL SO COOL!



AND THIS CONTINUED FROM THE SNES TO THE PLAYSTATION ONE THROUGH TO THE XBOX AND PLAYSTATIONS THAT WE PLAY ON TODAY.

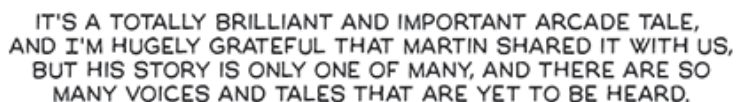
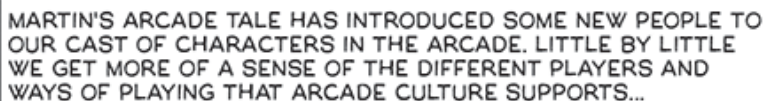


THIS IS AN ARCADE TALE THAT I TOTALLY RECOGNISE, FOR ME TOO THE ARCADE WAS ALSO ABOUT THE GAMES... BUT IT WAS ALSO A COMMUNITY TO HANG AROUND IN (I GUESS THAT BIT IS DIFFERENT FROM MARTIN'S STORY).

SO, WHAT CAN WE TAKE FROM MARTIN'S ARCADE TALE? WHAT DOES IT TELL US ABOUT PLAYING IN AND AROUND THE ARCADES?

WE'VE A CHAP WHO CLEARLY CARED AND CARES ABOUT GAMES, WE'VE A SMALL (MOSTLY MALE) GROUP OF PLAYERS WHO SHARE TECHNIQUES AND STRATEGIES. WE'VE GOT A HIERARCHY OF PLAYERS WHO RECOGNISE AND RESPECT SKILL AND COMMITMENT. WE'VE A PLAYER WHO IS PREPARED TO SPEND THREE SOLID YEARS GETTING BETTER AND BETTER AT A GAME, AND WE'VE AN EXAMPLE OF A BRUTALLY DIFFICULT (AND MEAN) GAME, NOT TO MENTION AN EXAMPLE THAT CHALLENGES THE ASSUMPTION THAT ARCADE VIDEOGAMES WERE ONLY REALLY PLAYED BY MALE PLAYERS.

MARTIN'S STORY IS ALL ABOUT THE GAMES, AND THE GAMES SEEM TO BE THE BOND BETWEEN HIM, THE OTHER PLAYERS AND THE ARCADE. IT'S A STORY THAT I RECOGNISE, BUT IT'S NOT THE SAME AS MY EXPERIENCES... I WONDER HOW SIMILAR IT IS TO YOUR EXPERIENCES OF THE ARCADE?



MARTIN'S IS A STORY ABOUT VIDEOGAMES AND DEDICATION, BUT WHAT ABOUT THE OTHER TALES? I WANT TO DO ARCADE TALES ABOUT FRUIT MACHINES, ABOUT ARCADE GANGS, ABOUT WHAT IT'S LIKE TO RUN OR WORK IN AN ARCADE... AND MANY OTHER WAYS OF PLAYING IN AND AROUND ARCADES THAT I CAN'T EVEN THINK OF! ALL OF THESE STORIES COMBINED HELP US TO DOCUMENT WHAT ARCADES MEAN TO US IN THE U.K., AND ULTIMATELY WHY ARCADES ARE MORE THAN JUST THE MACHINES AND ENTERTAINMENTS THEY CONTAIN. I HOPE THAT YOU'RE UP FOR HELPING TO BUILD THIS PROJECT BY LOOKING OUT FOR ARCADE TALES NUMBER THREE, AND PERHAPS SHARING A STORY OR TWO!

WWW.ARCADETALES.CO.UK

**ARE YOU READY TO SHARE
YOUR ARCADE TALES?**



 **Canterbury
Christ Church
University**

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