

## games people spray



When the urban-clothing mogul Mark Ecko was devising the video game *Getting Up: Contents Under Pressure*—whose hero, Trane, must scale walls, evade authorities, and tag the city of New Radius with his distinctive mark—Ecko wanted to convey some lessons as well. The game's got morality: Throughout the action of *Getting Up*, Trane transforms from a rebellious tagger to an urban leader, railing against political corruption through wheat-pasting, murals, and billboard campaigns. And it's got design education too. Ecko's friend Alan Ket, a former tagger and a consultant to the game's development, recruited more than 65 graffiti writers from around the globe to lend their tags, stories, and techniques (in Brazil, for example, taggers use brushes instead of spray paint) to make the game more authentic. There are even Dali-esque themes in *Getting Up*'s murals. "I don't think I've seen any other game that pays the same attention to the graphic language that's being communicated," Ket says. "We're trying to convey a history of an art movement within a game." *Getting Up* is due in the fall from Atari, for the PS2, Xbox, and mobile phones. DARA PETTINELLI