***Pokémon Go – notes for stewards***

Many of you will have heard people talking about this new game, or you may already be playing it!

*We are actively encouraging people to visit the museum looking for Pokémon* – so here is some information to help you understand what it’s all about

What you need to know:

* ***Pokémon Go*** is a location-based, augmented reality game for mobile devices – that is taking the country by storm since its release in most regions of the world in July 2016.
* Typically played on mobile phones, players use the device's GPS and camera to capture, battle, and train virtual creatures, called Pokémon, who appear on the screen as if they were in the same real-world location as the player.
* The game is free-to-play, and encourages people to go for walks outside, and visit historical and cultural places, such as museums.
* ***PokéStops*** – These are places, linked to real world locations, where people can collect items that are useful in the game. The front of Bunyan Meeting has been made one, and in the future (when they allow requests) I will be making the museum one.
* ***Pokémon*** – These are cartoon creatures (“Pocket Monsters” in Japanese) that appear in and around public spaces. There are 150 different creatures – and the general concept is to ‘catch them all’. People can also train and evolve them using items from the PokéStops or at the PokéGyms (there is one on the lawn in front of the Higgins)

What you need to do:

* Please **don’t stop people** from having their phones out in the museum – the game uses people’s cameras, but does not actually take photographs. (Even if they did, there would be a Pokémon in the middle of the picture, and it would be great publicity if they put it on their social media!)
* That’s it! – Just treat people (adults, children, or whole families) playing like any other visitor. You could also talk to the people using it, maybe show them some of the monsters from The Pilgrim’s Progress

The British Museum, London Royal Air Force Museum, and the V&A are among many museums that are making the most of this new way of attracting visitors and encouraging them to engage with the building and its artifacts.

This is all very new, so the full possibilities are unknown – but an example of using the game to engage with visitors - the State Historical Society of North Dakota (US), is hosting an event to shed light on the fossils that some of the characters in earlier Pokémon games are based on. An artist will be on hand to help children to design their own fossil-inspired Pokémon.