Pokémon Go: The Embedded Fantasy

Gustavo Henrique Campos de FARIA¹, Luciane Maria FADEL², Carlos Eduardo Verzola VAZ³

(1) Program in Architecture and Urban Design, Federal University of Santa Catarina, Florianópolis, SC, Brazil
Email: guscamfar@live.com
ORCID: 0000-0002-1568-4498
(2) Program in Engineering and Knowledge Management, Federal University of Santa Catarina, Florianópolis, SC, Brazil
Email: luciane.fadel@ufsc.br
ORCID: 0000-0002-9198-3924
Email: (3) cevv00@gmail.com
ORCID: 0000-0002-5841-7605

Abstract

The Pokémon Go application can be read as remediation of the Pokémon game created by a Japanese company in 1995. The presence of a well-established narrative known to users has generated considerable enthusiasm for game experimentation integrating augmented reality. Due to the mechanics of traversing public spaces for the capture of extraordinary creatures, a real fever took over the cities, significantly altering the flow of people in the main urban areas. This article discusses the poetics of this media, mainly the narrativization of the interface, in order to understand the phenomena of gameplay of the application and its main implications in the context of the contemporary city. The close reading method was applied to analyse the oscillation between immediacy and hypermediacy that highlights the perception of urban spaces and the implications of interactivity and agency as the driver of actions. The results suggest that the new media are instruments capable of stimulating the perception, use, and occupation of urban space, albeit subjectively, contextualising a new phase of understanding the concept of the city. Thus, through these poetics, it is argued that the fantasy sustained by digital media can enhance the attractiveness of public spaces.

Keywords: interface, narrative, interaction, agency, public space