

# Monster Hunter Invades Central London

Submitted by: Clarity Communications

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## Monster Hunter Invades Central London Art Space

One of the biggest video games in the world, Monster Hunter Freedom Unite, will this summer take over the former site of the prestigious Lazarides gallery in central London, the first time in the UK that a space of this size has been devoted to a single game.

From July 3rd to September 1st, across the whole school holidays, the space is being transformed into the Gathering Hall, a haven for Monster Hunter players to congregate, socialise and, of course, play Monster Hunter, with hundreds of fans expected to descend each day.

Friday 3rd July will see the grand opening of the Gathering Hall at 3pm, with fans expected to be queuing round the block to gain entrance. This will be a great opportunity to check out the space, see the social element of the game in action, talk to some fans, and to appreciate exactly why this is such a phenomenon amongst gamers.

Three floors will be available for players - featuring comfortable seating, free soft drinks and amazing graffiti art, and enough space for several hundred enthusiasts to come together and play. Open from 10am to 8pm, 7 days a week, and from 10am to 10pm on Thursdays, The Gathering Hall will open its doors to everyone who wants to experience Monster Hunter at its best - played with other people - and to meet fellow fans. Admission is only allowed with a PSP - so don't forget your console and a copy of Monster Hunter!

Come and find us and experience Monster Hunter for yourselves at 121 Charing Cross Road, London, WC2 0EW.

(Map: <http://maps.google.co.uk/maps?hl=en&q=wc2%20ew&um=1&ie=UTF-8&sa=N&tab=wl> )

For more information about the game, contact Matt on 07931 763 666 or [mattm@monumentpr.com](mailto:mattm@monumentpr.com), or go to <http://www.monsterhunter-freedomunite.com>

### Editors' Notes:

Monster Hunter Freedom Unite was released in the UK on the PlayStation Portable (PSP) on June 26th.

Monster Hunter is THE biggest game in Japan at the moment, outselling all other titles by hundreds of thousands of copies. It's such a phenomenon that people of all ages play it - parents with their children, married couples, even employees with their bosses - but the biggest market is tweens and teens, who go absolutely mental for it.

Monster Hunter places the player in the role of an up and coming male/female warrior who must accomplish various quests to achieve glory. Armour, weapons, and other items are created from the remains of slain monsters by carving off their horns, scales and bones.

It combines the 'gotta catch 'em all!' excitement of Pokemon with the depth and appeal of World of

Warcraft - but with more action and better graphics. What makes Monster Hunter unique in that it is best played cooperatively - that is, with friends. Because it's on the PSP, players have to be physically close to play together, meaning that there's a real social element to the game - players in Japan congregate everywhere, from parks to cafes to amusement arcades to on public transport. It's not unusual to see large huddles of kids in parks, all sitting together playing the game; it's very rare to take the subway in Tokyo without seeing a few dozen people playing Monster Hunter together as they commute.

Now it's being released in the UK for the first time, and is set to be the gaming phenomenon of Summer 2009.

