

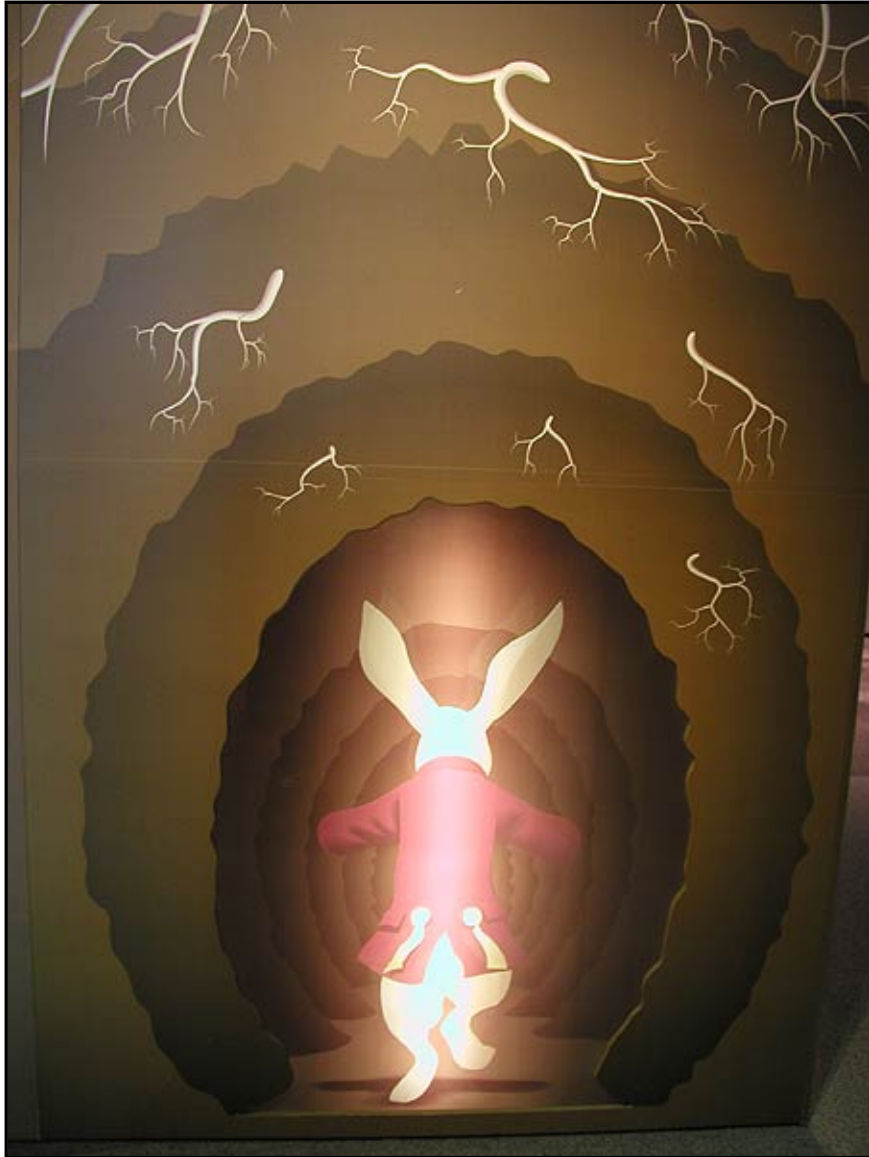
**d0wn the  
rabbit h0le**

**05**

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**Jane M<sup>c</sup>Gonigal**  
**[www.avantgame.com](http://www.avantgame.com)**



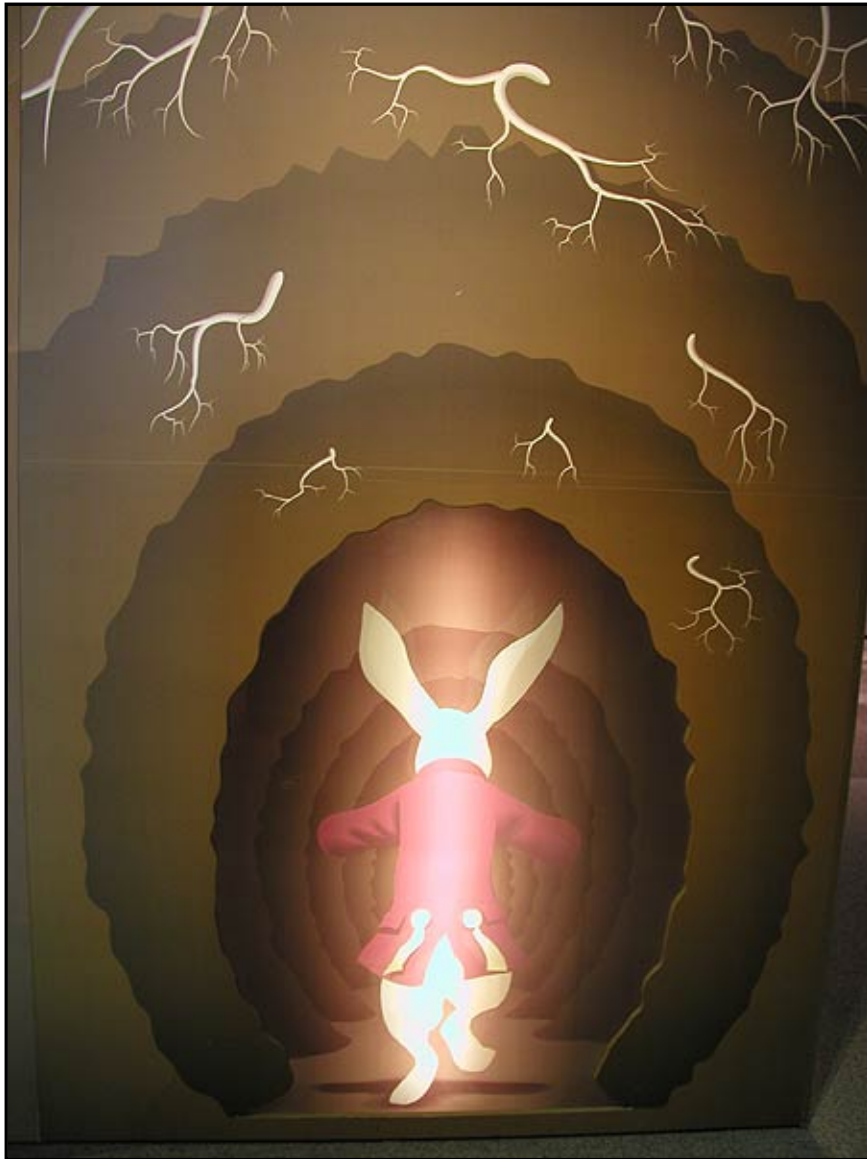
**d0wn the  
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**05 questions**

**05**

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**Jane M<sup>c</sup>Gonigal**  
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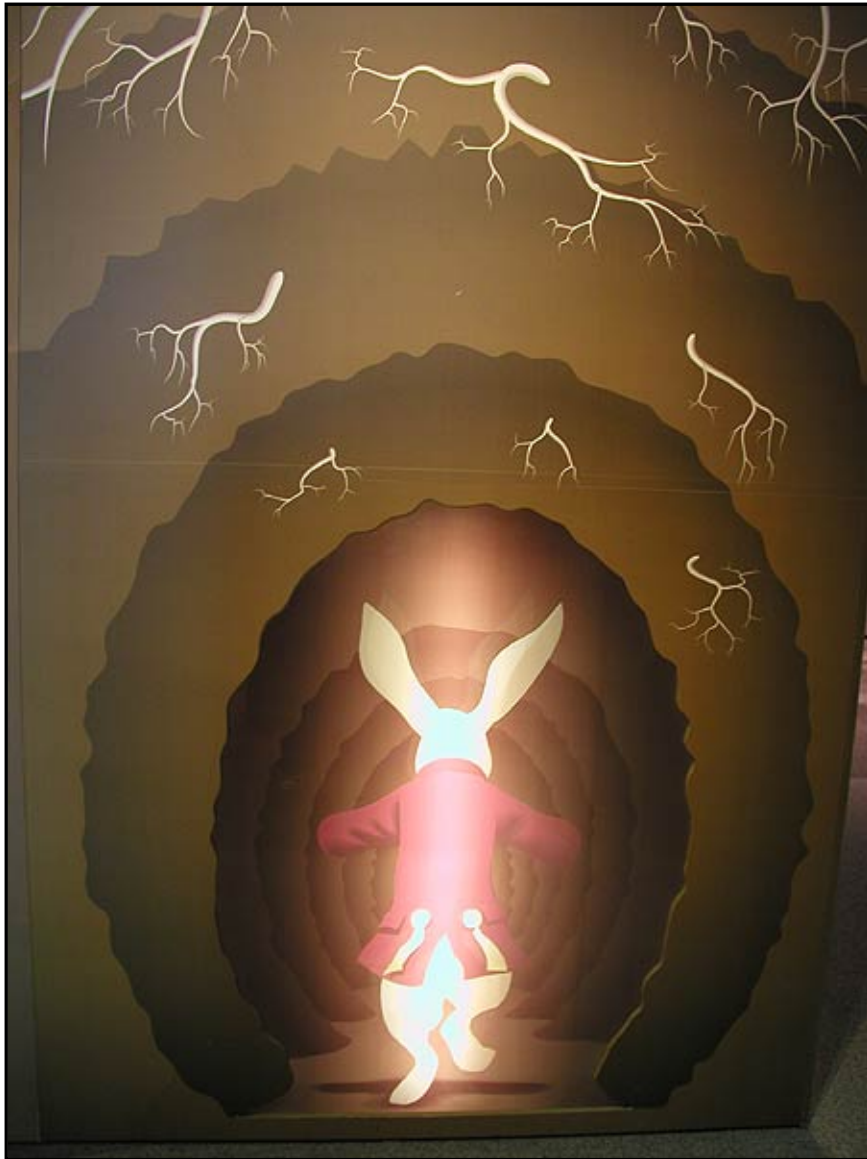
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rabbit h0le**

**05** questions

**05** design principles

**05**

**Jane M<sup>c</sup>Gonigal**  
**[www.avantgame.com](http://www.avantgame.com)**



# **d0wn the rabbit h0le**

**05** questions

**05** design principles

**05** provocations

**Jane M<sup>c</sup>Gonigal**  
**[www.avantgame.com](http://www.avantgame.com)**

**05 questions**

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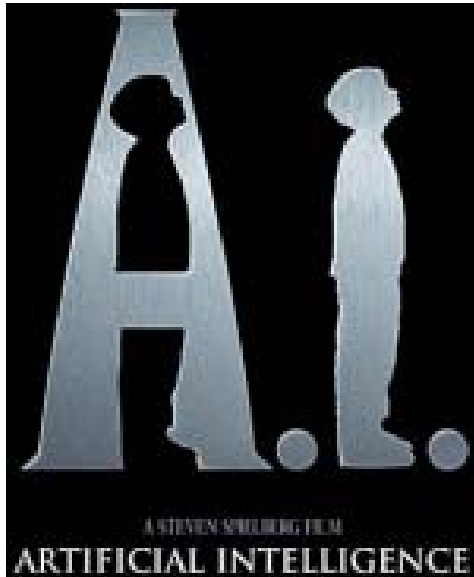
1. **What** is a rabbit hole?

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1. What is a rabbit hole?



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ARGN - Alternate Reality Gaming Network - Mozilla Firefox

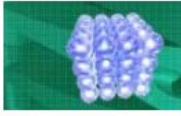
File Edit View Go Bookmarks Tools Help

http://argn.com/ Go salla sentient machine

Customize Links Free Hotmail SideStep Windows Media Windows

### Zoe's World, Aware Sequel Teaser

by Steve Peters



From the "Something May Be Going On Here" file:

Out of the numerous, shall we say, interesting emails ARGN received this week came the following:

*"The residents of "3rd" live along side us, and watch our every move but also keep their distance. The populous of "3rd" are there to protect us and watch over our interests. Occasionally holes (or leaks) are found in the boundary between dimensions and sometimes "3rd" is seen by us, but normally mistaken as paranormal activity.*

*The 5th dimension is a dangerous place, and houses the demons and evils in our lives. 5th is usually safely contained, however some problems are occurring and holes are appearing.*

*Time is limited, and the residents of our secret neighbour need our help.*

**PROVE YOUR WORTH."**

Continue reading "Zoe's World, Aware Sequel Teaser"

posted at 01:02 AM | print this

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#### RECENT NEWS

- Perplex City Explodes into Play: Introduces New Concept, Controversy
- Art Of The Heist: Bi-Coastal
- Location33 - A Trip Through Time and Space
- This Is Not A Game and the TINAG Philosophy
- Cows With Guns

-news archives-

ARG: Zoe's World :: Conversations and contacts with characters

**Perplex City Updates +**

Genealogy from the Academy?.

Fighting mad?.

When it rains, it pours?.

Just a hint of what is to come?..

**Stolen A3 +**

The Ol' Bandewine Homestead

Clues in Macungie, PA?

Coachella murder

HitsHerMark and Jane give the 411

Pictures from Coachella


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**ARGROLL**

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argspeak  
argtalk  
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immersive gaming  
infocult  
jadedmedia  
join my cult  
kristen rutherford  
miramontes studios  
mirlandano  
mostly charmless  
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neal stephenson  
sean stewart  
the go game  
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virtuquest  
we love bees  
xenophile media

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Jeanine Salla

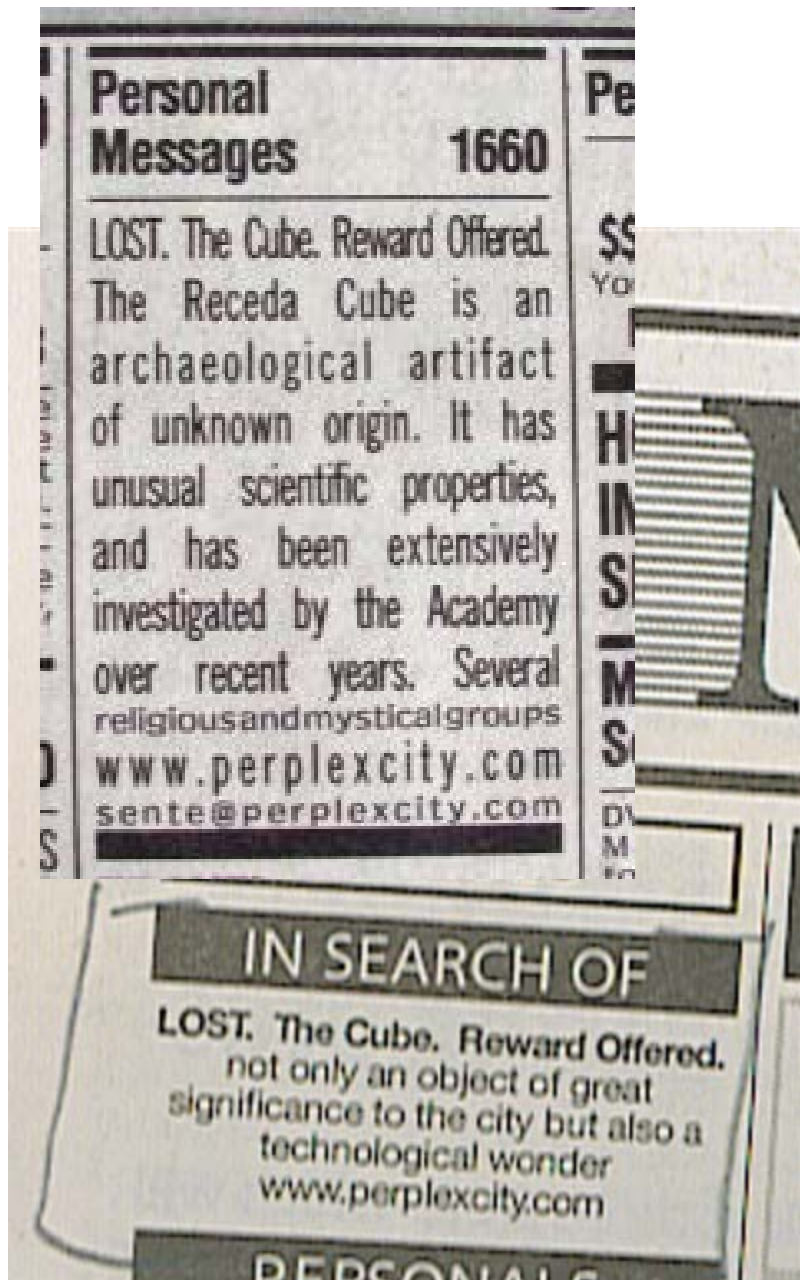
Search

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1. What is a rabbit hole?



## LOST. The Cube. Reward Offered.

forms of security without tripping warning alarms. Academy security personnel discovered the theft at 2am when security guard Mendling failed to check in for her shift change.

Police as yet have no suspects and are still questioning ball attendees. Perplex City Council leader Camryn Scott confirmed today that a police task force will work with Academy experts to find the culprits. She said, "The murderers of Fran Mendling

### will pay for their crimes.

Those who perpetrated this heinous act should know that we will

[www.perplexcity.com](http://www.perplexcity.com)

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1. **What** is a rabbit hole?



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The image shows a screenshot of a web browser window. The browser's address bar displays "http://ilovebees.com/". The website's header includes the URL "www.ilovebees.com", the name "Margaret Murray" in a cursive font, and the location "napo valley, ca". Navigation links for "about me", "the hives", and "honey" are visible. A large black rectangular overlay is positioned in the center of the page, containing white text in a monospaced font. To the left of the overlay is a small cartoon bee icon. Below the overlay, a green section contains the text "FAQ", "Q: What happened to this site?", and "A: No idea. Help me out [here](#)".

www.ilovebees.com Margaret Murray napo valley, ca

about me the hives honey

HALT - MODULE CORE HEMORRHAGE

Control has been yielded to the  
SYSTEM PERIL DISTRIBUTED REFLEX.

This medium is classified, and has a  
STRONG INTRUSIVE INCLINATION.

In 4 days, network throttling will erode.

In 18 days this medium will metastasize.

COUNTDOWN TO WIDE AWAKE AND PHYSICAL:  
**31:11:00:54:544**

Make your decisions accordingly.

FAQ  
Q: What happened to this site?  
A: No idea. Help me out [here](#).

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1. **What** is a rabbit hole?



# STOLEN A3

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## Recent Entries

- » [Discussion forum open for business!](#)
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- » [A3 not at NYIAS, either](#)
- » [Curioser and curioser...pt. 2](#)
- » [Curioser and curioser...](#)
- » [What's all this, then?](#)

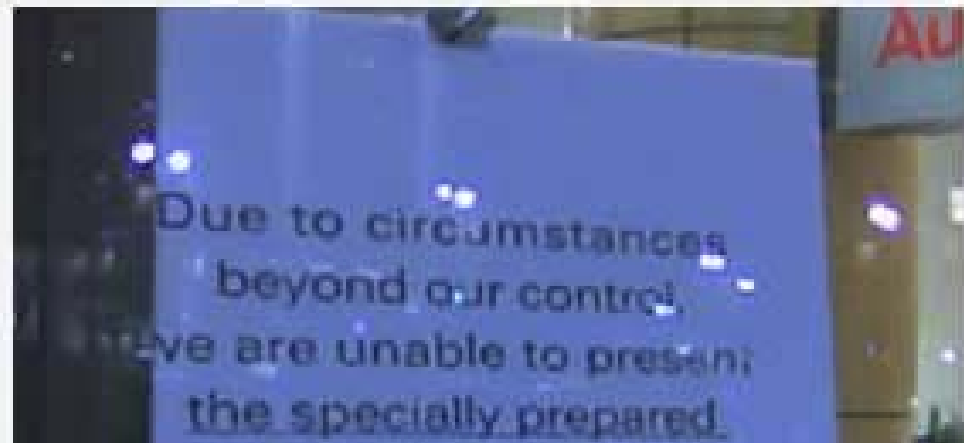
## Archives

- [April 2005](#)
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## My Links

### Curioser and curioser...

Something happened last Friday night, something hard I try. Something weird. Something that's



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1. **What** is a rabbit hole?
2. **Which kinds** of games have rabbit holes?

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1. **What** is a rabbit hole?
2. **Which kinds** of games have rabbit holes?
3. **Why** do they need rabbit holes?

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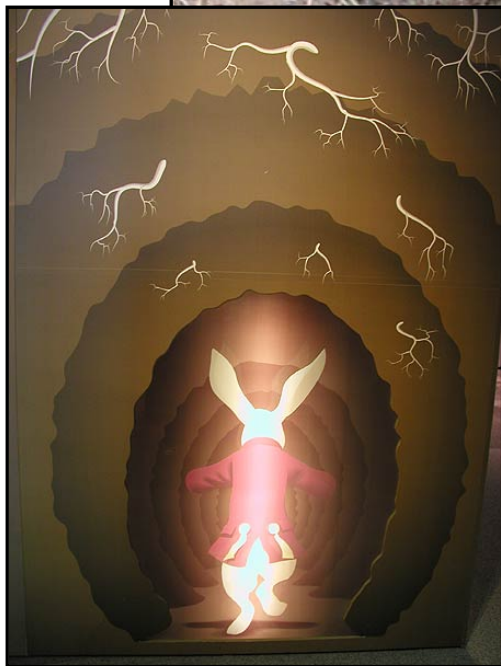
1. **What** is a rabbit hole?
2. **Which kinds** of games have rabbit holes?
3. **Why** do they need rabbit holes?
4. **How** do players find a rabbit hole?

**05 questions**

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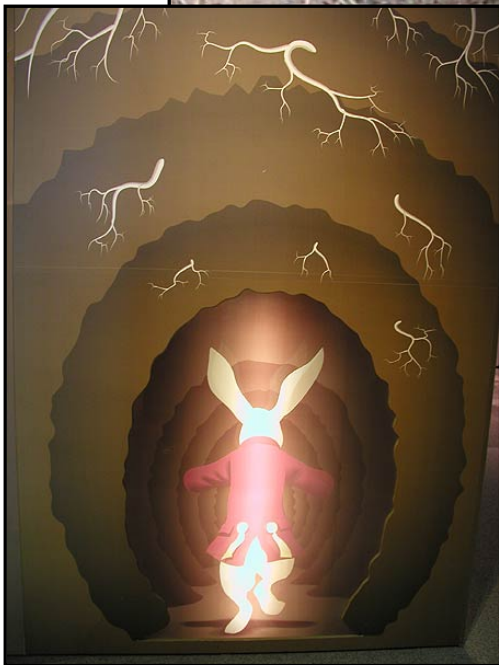
1. **What** is a rabbit hole?
2. **Which kinds** of games have rabbit holes?
3. **Why** do they need rabbit holes?
4. **How** do players find a rabbit hole?
5. **When** can I be certain I've found one?

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1. attention

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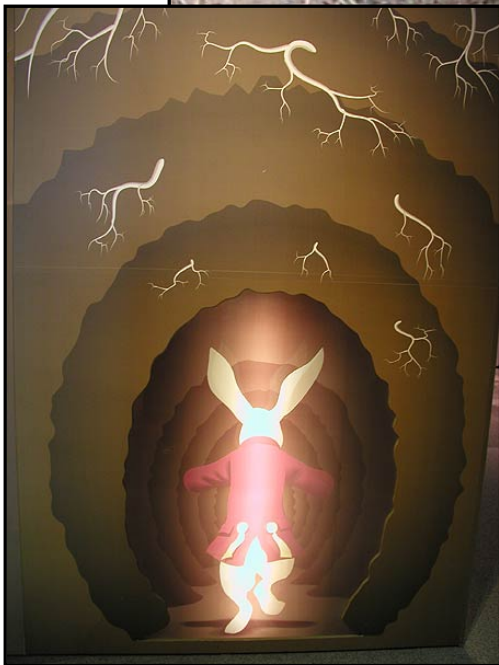
05 provocations

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1. attention

2. affordance



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1. attention

2. affordance

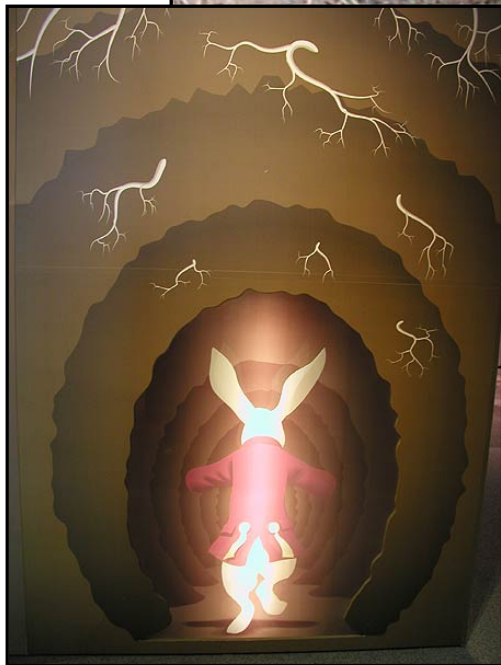
3. action

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1. attention
2. affordance
3. action
4. feedback

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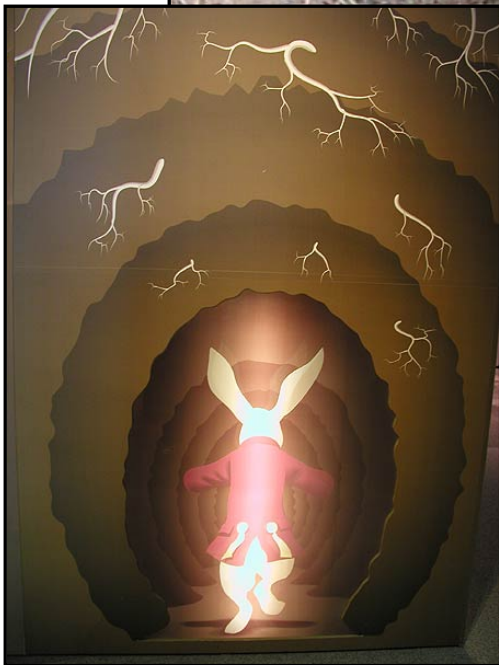
1. attention
2. affordance
3. action
4. feedback
5. replay

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**05 provocations**

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Why does it matter that there are games with rabbit holes? They:

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---



Why does it matter that there are games with rabbit holes? They:

1. create **community**

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Why does it matter that there are games with rabbit holes? They:

1. create **community**
2. build a **learning culture**

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Why does it matter that there are games with rabbit holes? They:

1. create **community**
2. build a **learning culture**
3. increase **sensitivity**

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Why does it matter that there are games with rabbit holes? They:

1. create **community**
2. build a **learning culture**
3. increase **sensitivity**
4. produce **vertigo**

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Why does it matter that there are games with rabbit holes? They:

1. create **community**
2. build a **learning culture**
3. increase **sensitivity**
4. produce **vertigo**
5. **virtualize** everyday life

**follow me down...**



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@ 42 entertainment

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**blog:**

avantgame.blogspot.com

**050505** congratulations, Center for New Media