



ideas further, and thus keep his mind free to create'. Constantly observing human behaviour, he has a knack of knowing what people want, and his solutions show a range of influences including Tolkien, science fiction, myths and legends, fantasy literature and old-fashioned comics.

Ian is a leading spokesman for the computer games industry. He celebrates the diversity of games, emphasises the socially inclusive aspects of interactive entertainment, and advocates games technology as a learning tool for creativity. He passionately believes that