

games™ welcomes Heavy Rain into the fold with exclusive cover effect

Imagine Publishing and Sony join forces to deliver an industry first origami-style cover treatment

On Thursday 3 September, issue 87 of *games™* goes on sale across the UK and the rest of the world with an innovative and unique origami-themed cover to celebrate Sony's upcoming PS3 game, *Heavy Rain*.

The cover treatment, which involves folding flaps that switch the main image between *Heavy Rain*'s two lead characters' faces, is a first for gaming magazines and must be seen to be fully appreciated. In addition to the special cover, this issue of *games™* includes an extensive 12-page feature with an exclusive interview with Quantic Dream's David Cage, and hands-on impressions with never-before-seen content – a perfect celebration of the most promising and fascinating game of the coming year.



“This treatment is the most ambitious cover design we've seen to date and is certainly one of the most striking and effective,” commented Hugo Bustillos, UK PR Manager at Sony Computer Entertainment UK. “We hope fans appreciate the style, which complements *Heavy Rain* and shows *games™*'s commitment and enthusiasm for a title we feel is very special.”

“To be able to champion *Heavy Rain* in this way is perfect,” added Editor in Chief, Rick Porter. “Quantic Dream is attempting to push the medium forwards with this game, and a cover with this level of uniqueness and ambition seems very apt. It's certainly one of the most challenging covers I've ever worked on, but the end result was worth it.”

Damian Butt, Managing Director of Imagine Publishing said: “This is another superb example of the *games™* team's dedication to quality and innovation. Rick Porter and Senior Art Editor Greg Whitaker have done a great job creating this vision and the end result is impressive.”

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 27 websites in the videogames, computing, entertainment, motoring and photography markets. An Imagine magazine is purchased every ten seconds.

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