



About

I'm Adrian Hon, and *mssv.net* is my weblog. *mssv* stands for 'massive', as in 'massively multiplayer online entertainment' and I'd originally intended to focus on that subject. While I still do make posts on that subject, I realised that there were plenty of other things I wanted to talk about besides what is essentially my work.

I'm currently the co-founder and Chief Creative Officer at [Six to Start](#). We specialise in creating new forms of cross-media entertainment - you can call them alternate reality games (ARGs) if you like, although [I don't think that term is particularly useful any more](#).

Previously, I was the Executive Producer and Director of Play at [Mind Candy](#) from 2004 to 2007, where I designed and produced [Perplex City](#). My interest in ARGs began with the genre itself in 2001, when I was a moderator for the [Cloudmakers](#) community that was following 'The Beast', an ARG that promoted Steven Spielberg's movie A.I. I also wrote a very long and detailed walkthrough for the game, called 'The [Guide](#)'.

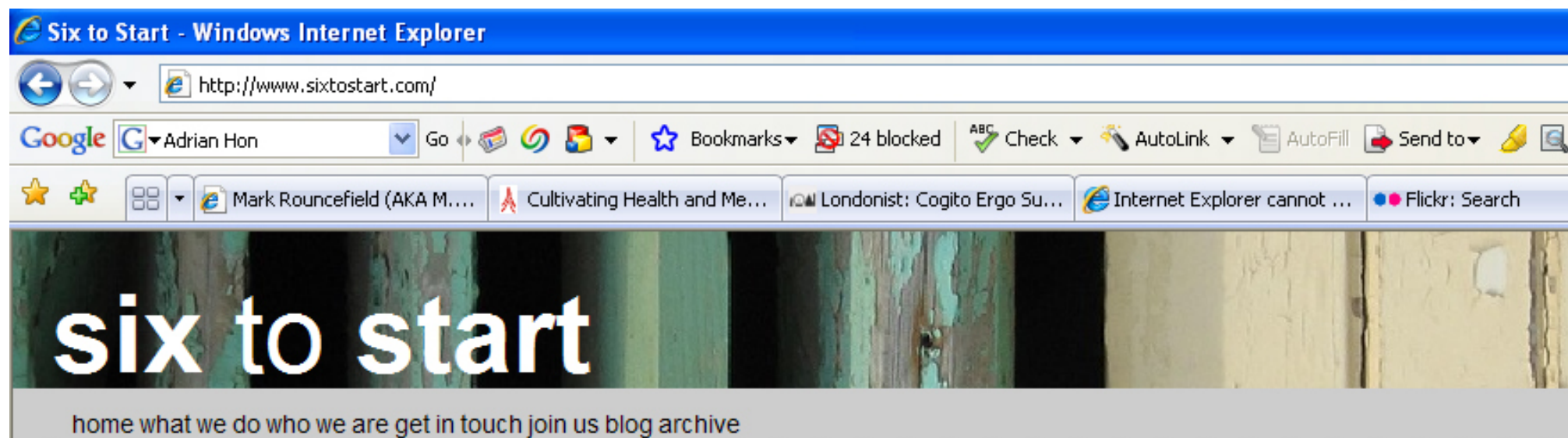
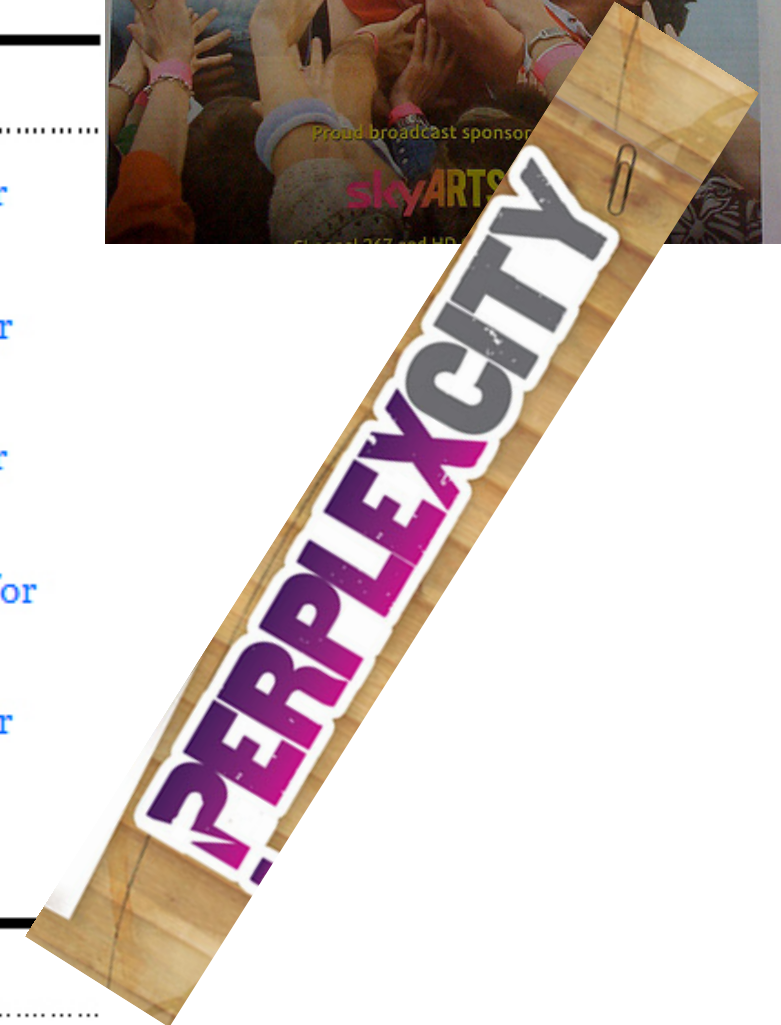
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FIVE RANDOM PHOTOS



hello. we're **six to start**.

We create Alternate Reality Games (ARGs). ARGs use multiple media — the web, email, IM, mobile phones, radio, newspapers, TV and live events — to tell a story to hundreds of thousands of people, who can follow and influence the game in real time.

People are dividing their attention across more media than ever before. ARGs are the best way to tell a story that spans them all, and that's what we're experts at.

We're brand new and there's not much on our site yet, so please check back every so often or drop us a [line](#) if there's anything you'd like to find out about that hasn't been covered.

Creating 'The (Former) General'

April 23rd, 2008 by Dan

Adrian's got a [great post](#) on his blog about some of the process we went through creating the last story in the current [We Tell Stories](#) series, [The \(Former\) General In His Labyrinth](#):

I love all the stories in We Tell Stories, but I do have favourites. Back when we were planning the six week schedule for the stories, we decided to structure it like an album - start with a bang, and end with a bang.

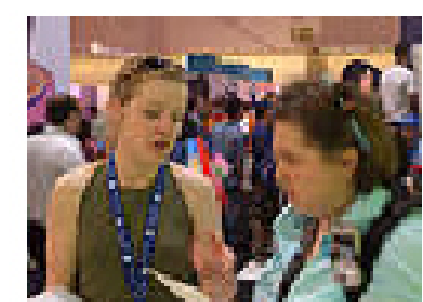
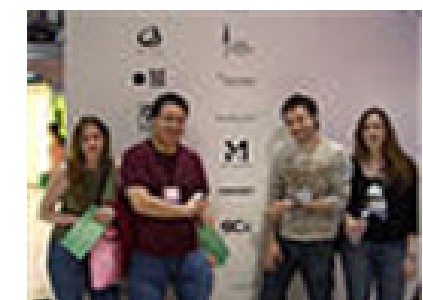
The first story was The 21 Steps by Charles Cumming. It was the most visually striking of all six stories, using the Google Maps engine, and we knew that it would generate quite a bit of buzz among the tech crowd, so it seemed like a natural choice to open with. It certainly paid off - The 21 Steps has now been read over 150,000 times, which is more than all of Charles Cumming's book sales put together. I believe he told BBC Radio Scotland that he was now better known for The 21 Steps than his books, which I don't think is an overstatement. [\[read more\]](#)

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We Tell Stories - what's yours?

March 27th, 2008 by Dan

We've had some fantastic coverage for the work we're doing with [Penguin Books](#) for [We Tell Stories](#). Here's a quick, brief roundup of some blog entries and articles from [everything that's out there](#) that have caught our eye:



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