



## Fantasy: The Thirty Years War

Newsweek

Nov. 22 issue - With no new "Lord of the Rings" or "Harry Potter" films this season, where does one get a fantasy fix? Dungeons & Dragons, the paper-and-pencil role-playing game, continues to draw a cult following as it turns 30. A new 320-page coffee-table book, "30 Years of Adventure: A Celebration of Dungeons & Dragons," will be released this month. It's packed with three decades of artwork, including game booklet covers, posters and fan-inspired art; the foreword is by D&D fan Vin Diesel.

According to game publisher Wizards of the Coast, some 4 million people currently play D&D at least once a month—and it's not just teenage boys. Liz Schuh, senior brand manager, says that thirtysomething enthusiasts now play with their kids. The introduction of new rules four years ago that simplified gameplay, the "LOTR" and "Potter" franchises and a popular line of D&D-themed novels by R. A. Salvatore have revitalized the brand. Atari is set to release an online role-playing game next year to challenge the rival fantasy world of EverQuest. And although a D&D film adaptation bombed at the box office in 2000, a bigger-budget follow-up is slated for a 2005 release. Game on.

—*Peter Suci*

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