

Mew (Pokémon)

Mew (Japanese: ミュウ, Hepburn: *Myū*) is one of the fictional species of creatures from Nintendo's and Game Freak's *Pokémon* media franchise created by Satoshi Tajiri. Mew is a small, pink, Psychic-type Mythical Pokémon.

It was added to *Pokémon Red* and *Blue* by its creator, Game Freak programmer Shigeki Morimoto, as an intended obtainable Pokemon. However, due to a lack of cartridge space, and the inability to write/add additional storyline/plot points to lead up to an in-game encounter with the Pokemon, it was ultimately not published within the game. It was still viewable within the game's background data, which led to the assumption and ultimate confirmation that it was originally intended to be released/published within the game. As such, its presence within the game's background data has been surrounded by rumors and myths, which contributed to making the *Pokémon* franchise a success. For years, Mew could not be legitimately obtained in the games except through Pokémon distribution events or via glitches.

Mew's first film appearance was in *Pokémon: The First Movie* as a main character alongside Mewtwo. The movie revealed that a fossilized Mew eyelash, found in the Guyana jungle by a team of scientists, was used to create Mewtwo, a genetically enhanced Mew clone. Mew later appeared in *Pokémon: Lucario and the Mystery of Mew* as a main character alongside Lucario; the backstory of the film revolves around Mew's mysterious history and how it came to be so powerful. *Pokémon: The Mastermind of Mirage Pokémon* had a mirage version of Mew appear as a main character in the movie who helped Ash and friends try to defeat the Mirage Master.

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Mew	
 <div><i>Pokémon series</i> character</div>	
<div><div></div><div><div>National Pokédex</div><div>Mewtwo – Mew (#151) – Chikorita</div></div></div>	
First appearance	<i>Pokémon: The First Movie</i>
First game	<i>Pokémon Red</i> and <i>Blue</i>
Created by	Shigeki Morimoto
Designed by	Ken Sugimori
Voiced by	Kōichi Yamadera (<i>Mewtwo Strikes Back</i> and <i>Super Smash Bros.</i> series) Satomi Kōrogi (<i>Lucario and the Mystery of Mew</i>)
In-universe information	
Species	New Species Pokémon
	<div><div>National Pokédex</div><div>Mew (#151) → Chikorita</div></div>
Gender	Unknown
Origin	Kanto (Generation I)
Type	Psychic

Concept and creation

Unlike the older characters in the *Pokémon* franchise, Mew's development was not overseen by Ken Sugimori, but by Game Freak programmer Shigeki Morimoto. Morimoto programmed Mew into the game secretly as a prank amongst the staff just prior to its release in Japan. It was intended to be a Pokémon only Game Freak staff members would know about and be able to obtain.^[1] Mew was added at the very end of the development of *Pokémon Red* and *Blue* after the removal of debug features, freeing up just enough space to add the character despite being told not to alter the game any further at this point. Though not intended by the developers to be obtainable, due to a glitch, players were able to encounter it.^[2]

In the spring of 1996, Game Freak's president Satoshi Tajiri used the Japanese manga journal *CoroCoro Comic* as an experimental exhibition of Mew and distributed the first cards of it for the card game as free giveaways,^[3] which surprised many at Game Freak, including Morimoto.^[1] Due to the success of the experiment on April 15, 1996, Game Freak announced a contest to publicly release Mew to 151 winners, with the number referencing the number of Pokémon during that generation and Mew's Pokedex number.^[4] Tajiri described using Mew to create hype around an "invisible character" within the game and to keep interest alive in the title and create rumors and myths about the game passed around by word of mouth,^[5] which resulted in increased sales for the game.^[6]

Design and characteristics

Mew is a Psychic-type Pokémon with high stats.^[7] Morimoto designed it as a pale pink feliform creature with somewhat large eyes and a long, thin tail that broadens at the end,^[8] though the shiny version is blue and rarely distributed. Its skin is covered with a layer of short, fine hair which may only be viewed under a microscope.^[9] Its DNA combines the genetic composition of all existing Pokémon species;^[10] the game states that scientists within the game view it as being the single ancestor of all other Pokémon.^[11] It is shy and rarely seen by humans.^{[8][10]} It is a Mythical Pokémon,^{[12][13]} though it was previously classified in non-Japanese media as a Legendary Pokémon alongside Pokémon such as Articuno,^[14] Zapdos,^[15] Moltres,^[16] and Mewtwo.^[17] Mew's number in the National Pokédex is 151, the last of the first-generation Pokémon,^[7] with 150 being Mewtwo^[18] and 152 being Chikorita. In the first-generation games and their remakes, the player can find journal entries in the Pokémon Mansion on Cinnabar Island stating that Mew was discovered deep in the jungles of Guyana, South America, on July 5 of an unspecified year,^[19] and named on July 10,^[20] and that it "gave birth" to Mewtwo on February 6.^[21] Both the Japanese name ミュウ, *Myū*, and its romanized form *Mew* are based on the English words mutant or mutation, as well as the onomatopoeia "mew", the sound a kitten makes, referring to its size and cat-like appearance.

In the video games, it is possible for Mew to learn any move that can be taught (except for signature moves that only certain Pokémon know, unless if Mew uses the move Copycat).^[22] In addition to Ditto and Smeargle (through the Sketch technique), it can "transform"^{[7][8]} into other Pokémon. In the anime, it is capable of flight, teleportation, shapeshifting (via the move Transform), rendering itself invisible,^[10] and summoning bubbles of psychic energy for protection, amusement, or other purposes.^[23]

Appearances

In the video games

Mew is mentioned in *Pokémon Red* and *Blue* in the Cinnabar Mansion, in a journal referencing that Mew is in Guyana.^[24] For a time, Mew could only be legitimately obtained in the *Pokémon* video games via Nintendo promotional event distributions.^[7] Mew was first revealed and made available to the public in the April 1996 issue of *CoroCoro Comics*. This issue offered a promotion called the "Legendary Pokémon Offer", where 20 randomly selected entrants could send their cartridges in for Nintendo to add Mew to their games. At Nintendo promotional events soon after the release of *Pokémon Red* and *Blue*, players could have it downloaded to their games.^[25] This period ended with the release of *My Pokémon Ranch*, where Mew was accessible legitimately without an event distribution.^[7] Mew also appears as one of the Pokémon that can be released from the Poké Ball item in the *Super Smash Bros.* series. When sent out, it flies away from the stage, usually dropping rare items as it does so.^[26]

The creature has also long been accessible by the use of glitches or cheating devices.^[2] One of the glitches discovered in *Pokémon Red*, *Blue*, and *Yellow* involves exploiting programmed events. Walking into the view of a Trainer, then using a Pokémon's "Fly" or "Teleport" move (or "Dig" or the item "Escape Rope" in caves) to escape the area right before the Trainer notices the player, then battling a Pokémon with the correct Special stat in a different area and immediately returning to the original location starts a battle with a wild Mew.^[27] It also appeared in several Pokémon games such as *Pokémon Diamond*, *Pokémon Pearl*, *Pokémon Platinum*, *Pokémon HeartGold and SoulSilver*, *Pokémon Black and White*, *Pokémon X and Y* and *Pokémon Omega Ruby and Alpha Sapphire*. Mew also appears in *Pokémon Go*^[28] and *New Pokémon Snap*.^[29] Players can now easily get a Mew by buying a *Poke Ball Plus*, which contains only one Mew. The Mew from the *Poke Ball Plus* can be transferred to either *Pokémon: Let's Go, Pikachu! and Let's Go, Eevee!* or *Pokémon Sword and Shield*. Mew is also obtainable in *Pokémon Brilliant Diamond and Shining Pearl* if save data exists for one of the *Let's Go* games.^[30]

In the anime

Mew's first major appearance in the *Pokémon anime* was in *Pokémon: The First Movie*, where it served as one of the main characters. It was believed to be long-extinct and "the legendary and rare 'most powerful Pokémon ever'".^[12] After years of research, scientists used a recombination of Mew's DNA to create Mewtwo,^[17] a genetically enhanced clone of Mew who becomes the film's main antagonist.^[12] The backstory of *Pokémon: Lucario and the Mystery of Mew* revolves around Mew's mysterious history and how it came to be so powerful.^[31] In the movie, a Pokémon "family tree" is shown;^[32] the first Pokémon on it is Mew, and the last is Ho-Oh.^[31] In *Pokémon Journeys: The Series*, Mew appeared in a flashback showing the childhood of Goh, *Ash Ketchum's* current traveling companion. Ever since that encounter, Goh is currently working his way to Mew by catching all known Pokémon in the world.

In the manga

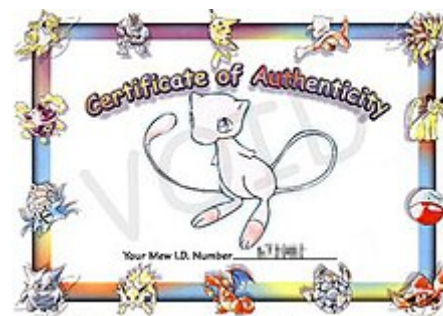
Mew appears in the *Pokémon Adventures* series of *Pokémon manga*. Mew, also known as the "Phantom Pokémon" in the manga, appears in the first chapter when the criminal organization Team Rocket tries to capture it. Pokémon Trainer Red also tries to capture it, but he is easily defeated by Mew.^[33] In following chapters, it is revealed that Team Rocket wants to have Mew's DNA to finish the creation of Mewtwo, and Red and Trainer Green join forces to avoid it being captured.^{[34][35]}

Cultural impact

Promotion and merchandising

A promotion in the April 1996 issue of *CoroCoro Comics* called the "Legendary Pokémon Offer" offered the 20 winners the opportunity to send their cartridges in for Nintendo to add Mew to their games. To promote the *Pokémon* franchise, Mew is one of the Pokémon featured in the 1998 painting on the *All Nippon Airways* Boeing 747-400.^[36]

In September 2006, in celebration of the release of *Lucario and the Mystery of Mew* and *Pokémon Mystery Dungeon: Blue Rescue Team* and *Red Rescue Team*, players with a copy of *Ruby*, *Sapphire*, *Emerald*, *FireRed*, or *LeafGreen* could go to a Toys "R" Us store to download the creature for free.^[37] Included in the DVD of *Lucario and the Mystery of Mew* was a promotional Mew trading card.^[32]



Players who won Mew through Nintendo contests and events received a certificate with the identification number for their game.

Critical reception

The revealing and distribution of Mew through organized events has been noted as a major reason for the series' success in Japan,^{[3][6]} with the Japanese "Legendary Pokémon Offer" receiving over 78,000 entries, exceeding their initial expectation of 3000.^{[4][38]} Nintendo CEO Satoru Iwata attributed the success of the games to the "Legendary Pokémon Offer"; since then, the weekly sales of *Red* and *Green* began to match its previous monthly sales, and then becoming three to four times larger.^[2] However, *Computer and Video Games* magazine criticized the exclusivity of Mew to Nintendo events as one of the worst aspects of *Pokémon*, noting that through the use of cheat devices such as the *Pro Action Replay* to access Mew, they were rendered obsolete.^[39] Many fans of the game bought cheat devices only to obtain it.^[8] *UGO.com* listed Mew sixth on their list of "The 25 Awesomest Hidden Characters".^[40] Authors Tracey West and Katherine Noll called Mew the best Legendary Pokémon and the fifth best Pokémon overall.^[41] Kevin Slackie of *Paste* listed Mew as 37th of the best Pokemon.^[42] Mew was ranked first in *Complex's* "The 50 Best Pokémon Up to Pokémon Crystal", with Elijah Watson saying Mew is "The genderless creature can learn every single TM and HM move in both Generation I and II Pokemon games."^[43] *IGN* readers voted Mew as the sixth-best pocket monster.^[44] Dale Bishir of *IGN* described Mew as the most important Pokémon that impacted the franchise's history, and further stated that Mew spurred every fan to spend hours trying to capture it under an otherwise inconspicuous truck in *Pokemon Red and Blue*.^[45] Bobby Anhalt of *Screen Rant* described Mew as the best legendary Pokemon, and further stated that Mew has been one of the franchise's most elusive beasts, as it has only been available as an event-exclusive Pokémon.^[46] Steven Bogos of *The Escapist* listed Mew as twelve of their favorite Pokemon, describing it as the star of the first Pokemon film is as popular as it is because it's so rare.^[47] Raymond Padilla of *GamesRadar* claimed that Mew "is one rare, powerful, and extremely versatile Pokemon."^[48]

Due to its balanced statistics and ability to learn any move that comes from a *Technical* or *Hidden Machine*, Mew is regarded as one of the *best Pokémon* in *Red*, *Blue*, and *Yellow*.^[49] Studies on the impact of fictional characters on children, such as those in *Pikachu's Global Adventure: The Rise and Fall of Pokémon*, have noted Mew as popular with younger female children who tend to be drawn to "cute" characters; Mewtwo in comparison was described as a *polar opposite*, popular with older male children who tend to be drawn to "tough or scary" characters.^[50] The book *Media and the Make-believe Worlds of Children* noted a similar comparison, describing Mew as "child-like and gentle, combining characteristics of power and cute" and emphasizing the importance of the contrast for children between it and Mewtwo, and its role as a source of appeal for the character.^[51] *IGN* listed Mew as one of the best Psychic types,

alongside Mewtwo, Alakazam, and Starmie. They called it a good contender to Mewtwo, as well as an unpredictable Pokémon due to its ability to use any TM or HMs, items that teach Pokémon attacks.^[52] Kevin Knezevic of GameSpot stated that Mew has saved Pokémon.^[53]

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External links

- [Mew \(http://bulbapedia.bulbagarden.net/wiki/Mew_\(Pokémon\)\)](http://bulbapedia.bulbagarden.net/wiki/Mew_(Pokémon)) at Bulbapedia (http://bulbapedia.bulbagarden.net/wiki/Main_Page)
- [Mew on Pokemon.com \(https://www.pokemon.com/us/pokedex/mew\)](https://www.pokemon.com/us/pokedex/mew)

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