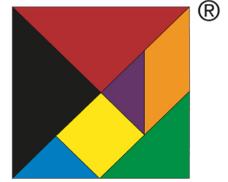


Internationale Spieltage

SPIEL '18



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Press Information

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From subculture to mainstream pop culture - board games are booming at the height of the digital era. And so the world's largest trade fair for analogue games races from one superlative to another.

36th Internationale Spieltage "SPIEL '18 with Comic Action" from October 25th to 28th, 2018

“Come play with us!” - we expect more than 180,000 board game fans to respond to this call again this year. With more than 1,150 exhibitors from 50 nations (previous year 1,100) over an exhibition area of 80,000 square metres (previous year 72,000), SPIEL '18 will provide a real firework display of innovations.

Dear Colleagues,

In their free time, more and more people want to get away from the digital and back to the real world. A trend from which board and card games have benefited enormously in recent years. And thus, it is the younger generation in particular that is enthusiastically throwing dice and manoeuvring tactically around the games table and bringing the industry rapid growth figures worldwide. Whoever only thinks of MONOPOLY and LUDO when it comes to board games, has been sleeping right through a truly rapid development. Today, modern games open up experiences, and the focus is less on counting points than on the creation of game worlds. Modern games tell fascinating stories in which they involve the players. This is why more and more people like to dwell for a long time in these worlds.

Visitors to this year's Internationale Spieltage are expecting a real firework display of innovations, because with more than 1,400 new releases and world premieres (previous year 1,200), the international board game world is more multifaceted and colourful than ever before. Once again, this year, we would like to warmly invite you, to obtain a picture of this fascinating games world. The New Releases Showcase in Hall 1A, which will follow on after the press conference on October 24th, 2018, shows how modern, colourful and fascinating today's analogue games are, and also offers the opportunity for interviews with publishing house representatives and authors, as well as film and TV recordings.

Today, we want to present a small selection of various games innovations and program highlights and we hope this makes you curious for more.

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The development from a legacy game to a unique game

Among other things, a development towards very individual game editions can be observed, which began a few years ago with so-called legacy games. No legacy game is like any other, because the rules and components change irrevocably from round to round, depending on the decisions of the players. This year the first so-called Unique Game DISCOVER - ZU UNENTDECKTEN LAN- DEN (Asmodée) will be presented and this is already on every game fan's lips. The vast majority of all components in the game are selected in a different way for each game. You can never be sure what is hidden in a box, and no one game plays the same way as another.

A whole planet in your hands

PLANET (Blue Orange) lets 2-4 players from 8 years upward, create a whole world using their own hands. Move by move they cover a large twelve-sided cube with landscapes. The aim of the game is to make your planet as attractive as possible for animals to find a habitat on.

Chase away vampire beetles with a catapult

Things get exciting in the third part of the Hexbug series from Ravensburger: 2-4 players from 6 years upward flee together from the vampire beetle KAKERLAKULA. The Prince of Darkness is represented by an electronic beetle that hurtles through the rooms of his castle and must be kept in check with garlic chips and candles. If all else fails, the catapult is used to launch Kakerlakula far into the distance.

kNOW - a quiz game that is always up-to-date thanks to Google Assistant

Ravensburger presents its brand-new quiz game kNOW, which is always up to date. This is because the game's 1,500 + quiz questions change daily. The current location of the players also plays a role, because depending on where you are, the answers to questions such as "When does the sun come up tomorrow?" or "How far is it from here to Honolulu?" are always different. This is made possible by Google Assistant. This free digital language assistant has the current answer to all questions and also explains the rules before the game starts. And if you don't want to play online, there is also a version that can be played without the language assistant.

New cooperative adventures by hit-author Matt Leacock

American author Matt Leacock has been well known to gamers, at least since his extremely successful board game PANDEMIE. This year he is presenting a series of new releases at SPIEL '18.

- Among them his successful children's and family game SPACE ESCAPE, which he will be presenting and signing copies of at the Game Factory stand. In SPACE ESCAPE, players must work together as a naked mole rats to reach a rescue capsule before they are bitten by horrid snakes.
- On the game board of FORBIDDEN SKY (Schmidt-Spiele) it is the giant rocket that immediately catches the eye. But before it signals with light and sound that it is ready for take-off, 2-5 players from 10 years upward must work together to make the rocket ready for launch. Successful author Matt Leacock has created an adventure in this game that can be experienced again and again at different levels of difficulty.

Use the power of the dice to reach the pyramids

TEOTIHUACAN, THE CITY OF GODS (Schwerkraft Verlag) is a strategic heavyweight. Using a dice throwing mechanism that is currently extremely popular, 1-4 players aged 14 and upwards, fight to expand the Aztec temple city and to possess the largest share of it. The game captivates players with its wealth of features, with which - among other things - players can build a large Central American pyramid.

Hunt the princess in the fun house

Publisher Matagot has put a real fun house on the game board. In PRINCESS JING by Roberto Fraga, 2 players, 8 years and upwards, struggle to guide the heiress through a maze of revolving mirrors to meet her true love. Evil henchmen are hot on her heels. The mirrors help to find the princess's confidants or reveal her position to the opponent. Who's going to win the race?

Cuddly toys protect sleeping children

Almost every child is afraid of monsters - but what if cuddly toys wake up at night and protect the sleeping children? The adventures that result from it can be experienced by 1-4 players from 7 years in DER HERR DER TRÄUME (Asmodée). The game consists of miniatures of the cuddly toys and their opponents and a ring binder: each double page reveals a new game board and sets the rules for the respective adventure - ideal for parents and children to play together.

Lighthouses show the way

An exciting regatta awaits for 2-4 sailors from 8 years up, in the form of LIGHTHOUSE RUN (Amigo): On the dim horizon a storm threatens. The players try to head for the safety of port with their sailing boats.

Six large, three-dimensional lighthouses help them to navigate safely - but only when their lights are on, can the voyage progress.

The three games nominated for innoSPIEL 2018 are particularly innovative

The innoSPIEL prize is awarded for a particularly innovative game idea, the winner of which is announced and presented annually at the SPIEL press conference. We would like to present the three nominated games below:

- In the game BONK, players try to push a larger wooden ball into the opponents' goal using small steel balls. Each player gives the steel ball the necessary momentum using his own pivoting chute. The gently curved playing surface between the teams makes aiming more difficult. The wooden ball needs to be struck well, if it is to roll into the opponents' half. The first team to score five goals, wins.
BONK by David Harvey, Game Factory, 2-4 players, ages 8 and up.
- COOL RUNNINGS is a classic game of pursuit in which four competitors race to the finish line. The game pieces are moved using action cards. The key feature is that there are real ice cubes in the players' game pieces. It is not only important to be the first to finish - there must also be something left of the ice cube. On its way to the finish line it is constantly exposed to adversity: opponents might blow on it, sprinkle salt on it, or splash it with water from a pipette.
COOL RUNNINGS by Olivier Mahy, Ravensburger, 2-4 players, ages 8 and up.
- One hundred cards, numbered from 1 to 100, a few life cards and a joker - and the game is ready to play, reduced to absolute basics and yet it gets the mind pulsating. The aim of THE MIND is to play out the respective hands of cards together in ascending order, without communicating, or giving any hints. At the beginning, each of the 2-4 players has one card in his hand, at the highest level, up to twelve.
THE MIND by Wolfgang Warsch, Nürnberger Spielkarten Verlag NSV, 2-4 players, ages 8 and up.

Games that look like old books

Facade Games is a provider whose games covers are reminiscent of antiquarian books and make the hearts of board game enthusiasts beat faster. At SPIEL '18 the American publisher is presenting its new release DEADWOOD 1876.

Save the world from collapse!

A secret Darknet institution has struck in X-CODE (Amigo) and released a computer virus that threatens to destroy all data on the Internet. You and your hacker group are the last hope of averting this worldwide disaster. You play simultaneously and have three minutes to crack an unknown 12-digit code. You can buy yourself more time, but only speed and good communication will lead to success. This new game contains top-secret material for nine more levels with varied challenges.

Fascinating game worlds tell stories and invite you to linger

Deep game experiences that invite players to stay for a long time are in high demand among players. In this sector too, there are numerous innovations to discover at SPIEL '18:

- CHRONICLES OF CRIME (Corax Games) is about fighting crime. 1-4 players can solve new cases over and over again with the components of the board game, because an App controls how these components feature differently in the games. VR-goggles give players an additional way of immersing themselves in the world of this game.
- ESCAPE TALES: THE AWAKENING (Board and Dice) is a board game adventure that uses elements from escape room games. 2-5 players aged 13 and older take on the role of a father who wants to understand why his daughter is in a coma and how he can reawaken her. He meets someone who has experienced something similar with his son.
- Portal Games presents DETECTIVE (German edition at Pegasus), a crime-thriller game in which the individual cases that the players are supposed to solve as investigators are connected by a single story. Hints from individual games may prove helpful at a later point in time.

Friends of the Ninth Art get their money's worth at COMIC ACTION

For comic fans, Panini in particular will have some tasty tidbits on offer. Artists like ARTHUR "ART" ADAMS and JOYCE CHIN from the USA, MIGUEL FERNANDEZ from Spain and the

German artist MICHAEL VOGT have already been announced and will be present every day. On Thursday and Friday LEE SULLIVAN from England will be on hand. Panini will also be bringing numerous comic specials with them, which will only be available at the games event in limited editions.

For the first time, the supporting program at SPIEL includes more than 1,300 program items and this year is available on-line for all visitors.

With the growth of SPIEL and an ever-increasing number of exhibitors from all over the world, the supporting program is once again growing considerably. More than 1,300 individual games fair events have been registered this year. A database, in which visitors can inform themselves about signing sessions by game authors and comic artists, about tournaments and competitions, games fair panels and much more, goes online on the SPIEL homepage at www.spiel-messe.com about 14 days before the start of the event.

Free SPIEL GUIDE at all entrances to the games event

At all three entrances there will also - for the first time - be a free 64-page trade fair guide, the SPIEL-GUIDE. In addition to the hall plans, this extremely useful guide contains a complete list of new releases, individual program highlights and tips on visiting the fair.

We would therefore like to warmly invite you to visit the world's biggest games event SPIEL '18 incorporating COMIC ACTION and give you a few more tips to help you plan your visit.

- The press conference will take place on Wednesday, October 24th, 2018 at 11.00 a.m. in **CC West, in the Saal Europa**. There, as always, you will receive a press folder with the event catalogue, the list of new releases and a list of the writers/celebrities/artists with whom you can discuss and agree your respective interview wishes.
- Directly after the press conference we will be opening the New Releases Showcase in Hall 1A, where the various publishers will present their new games to the press.
- On Wednesday evening at 7.30 p.m. in **CC West, Saal Europa**, the DEUTSCHER SPIELPREIS 2018 will be awarded. (Separate invitations to follow.)
- From Thursday we are finally all set and ready to go for the world's greatest games spectacular - SPIEL '18 with COMIC ACTION. **Journalists are admitted daily from 9.45 a.m.**
- For those who will only know at short notice whether they are able to come, accreditation will take place during the event - i.e. Thursday until Sunday at the Friedhelm Merz Verlag booth in **Hall 3, booth 3H100**. You will receive your documents here upon presentation of your press pass. For media representatives who have received press passes and parking permits in advance but are unable to participate in the press conference, your working documents will also be held at booth 3H100.

Our office in Bonn is manned until Friday, October 19th, 2018, 3 p.m. inclusively and can be reached on the phone number +49 (0)228/342273. From Monday afternoon on October 22nd, 2018 we will be available at Messe Essen on the number +49 (0)201/72 44-800. Please bear in mind that our small team will also be looking after exhibitors both on Monday and Tuesday. This might sometimes mean that you have to let the phone ring a little longer. You will be able to be in touch with us in any case.

We would like to thank all media representatives that are already accredited for their interest and, last but not least, we have an urgent request on our own behalf: As experience has shown that our press clipping service normally runs a little behind schedule, we would be delighted if you could provide us with a copy of your press report or inform us of the respective broadcasting dates.

We look forward to you coming to the event and hope that you will have fun at SPIEL '18!

Yours sincerely,

Friedhelm Merz Verlag (organizer SPIEL '18 with COMIC ACTION)

Dominique Metzler