

Press-Information No. 2

Internationale Spieltage

SPIEL '19

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August 2019

Once a year, the world of board and card games celebrates its annual highlight at the world's largest board games event SPIEL at the Messe Essen. The industry is booming here and elsewhere, which means the event is once again celebrating numerous records this year: with more than 1,200 exhibitors from 53 nations and a gross exhibition area of 86,000 square meters, it is bigger than ever before.

37th International Games Event "SPIEL '19" **from October 24 - 27, 2019**

Dear Colleagues,

Not only in Germany, but also worldwide, board and card games have been experiencing an enormous hype for several years. All around the globe people are playing games more than ever before. Young adults love to spend time together playing around the table. So, it comes as no surprise that the German industry only recently reported renewed sales growth of 9% for the past year. In the meantime, more than 50 million games are sold in Germany every year.

However, German board games are also experiencing strong demand worldwide. Therefore, an ever-increasing part of production is exported, because the market for board and card games is also growing rapidly abroad. Analysts from Research and Markets predict that international sales of analogue games will grow by 9% annually until 2022.

How great the hype really is can be seen at the world's largest trade fair event for board and card games, which attracts more visitors from all over the world year after year and has undergone a development in recent years that other trade fair organizers can only dream of.

SPIEL '19 once again grows significantly and reports record figures

In the last 5 years the SPIEL event has almost doubled its exhibition space. Compared to last year, the event is once again growing significantly. This year, the recently converted and extended Hall 5 will provide even more exhibition space. This additional space will be fully used for SPIEL '19. This means that the event will grow by around 6,000 square meters to 86,000 sqm of gross exhibition space. The number of exhibitors has also increased once again, reaching a provisional record high with 1,200 exhibitors from 53 nations (previous year: 1,150 exhibitors).

Around 190,000 games fans from more than 100 nations are expected

Last year 190,000 gaming enthusiasts from more than 100 nations and 5 continents streamed into the Essen exhibition halls to find out about the latest trends on the board games market. Organizers Friedhelm Merz Verlag expect another record number of visitors this year.

Veranstalter:

Friedhelm Merz Verlag GmbH & Co. KG
Bismarckallee
D-53173 Bonn
T: +49/228/ 342273
Fax: +49/228/ 856312
E-Mail: info@merz-verlag.com
<http://www.merz-verlag.com>

Ausstellerbetreuung:

Frau Dominique Metzler
Friedhelm Merz Verlag GmbH & Co. KG
Bismarckallee 8
D-53173 Bonn
T: +49/228/ 342273
Fax: +49/228/ 856312
E-Mail: info@merz-verlag.com

Techn. Organisation:

Messe Essen GmbH
Messeplatz 1
D-45131 Essen
T: +49/201/ 72440
Fax: +49/201/ 7244448

The world's largest board game paradise inspires with a record number of over 1,500 new board game releases

With the number of exhibitors exploding in recent years, the number of new releases and world premieres on show at SPIEL is also growing. While last year there were 1,400 new games to test to your heart's content, this year the number has risen to over 1,500 new releases that board game fans can try out and buy on site.

Numerous innovations and world premieres to also set the tone at SPIEL '19

In 2019 SPIEL is set to be dominated by many innovations and premieres.

- On Wednesday evening before the start of the event, there will be a **SPIEL-PREVIEW-NIGHT** for the very first time.
- The **admission system** has been revised to better accommodate the rush of visitors in the morning hours.
- The **EDUCATORS' DAY**, taking place for the first time on 25/10/2019, gives educators, teachers and other interested persons the opportunity to inform themselves about the potential of using board games in schools and in adult education.
- **Numerous Panel sessions** will be held to examine topics relating to the industry.
- And last but not least, there will be a live **STREAM** from SPIEL on all four days for the first time.

SPIEL '19-PREVIEW-NIGHT tickets sold out in minutes

The tickets for the SPIEL-PREVIEW-NIGHT, which will take place for the first time on Wednesday - one day before the official event starts - were completely sold out within a few minutes. Anyone who was able to get a ticket will have the opportunity to test new releases from numerous publishers at the Congress Center CC Süd from 6 p.m. to 1 a.m. on the night.

Great demand for the EDUCATORS' DAY too

The EDUCATORS' DAY- also happening for the first time on Friday, October 25, 2019 seems to be a response to recent trends. Hundreds of educators have already expressed their interest ahead of the event. At the venue, they can collect information in high-caliber discussion rounds and panels. On this day, experts and scientists from all over the world will discuss board games as drivers of change in education and society, the potential of games to become a core medium for informal and formal educational contexts, and present studies that show that board games make people smarter. For those who prefer a practical approach, this day offers valuable tips for setting up a Board Games Working Group at school from pedagogues who are already experienced in using board games and provides valuable information about everyday ideas for "powerhouse schools" or game concepts developed for history lessons.

The whole world is playing - and playing more and more

Modern board games are spreading like a virus across the globe. Even in countries where a boom in board games would have been considered unlikely 15 years ago, more and more people are now playing. These include countries such as Korea and Japan, where board games are becoming increasingly popular. Even in Russia, Indonesia and the whole of Latin America, more and more people are playing board games. America reports annual growth rates of around 20%. And there's no end in sight.

Board games in Iran - a largely unknown exploding market

Who'd have thought? Modern board games have recently enjoyed great popularity in Iran as well. What began as a delicate little seedling in 2013 when the very first board game café, called Cando Café, opened in the city of Shiraz, has quickly spread like wildfire throughout the entire country. More than 50 board game cafés have been established in the capital Tehran since 2015. In the whole country it's about 300. Currently more than one million games are sold annually in Iran. It is the younger, educated generation that is coming together to play modern board games. But there are

also national publishers being established that are publishing their own board games. One of these is Persian Dice/Reality Game, who will present their game ZAAR, as well as the new release KING THIEF MINISTER at SPIEL '19 in hall 5, booth 5E106, where they will be happy to provide information about their home board games scene.

"The innoSPIEL Award" awarded to particularly innovative games

This year's winning game will be announced at the SPIEL '19 press conference

The innoSPIEL prize is awarded for a particularly innovative game idea, the winner of which is announced annually at the SPIEL press conference. In the following, we would like to introduce this year's nominees to you:

- In **AB DURCH DIE MAUER**, 2-4 ghosts want to disguise themselves and are looking for the necessary accessories. But the wardrobes are suddenly no longer where they once were. To get to them, you have to overcome walls. To do this you need to act at the right moment.

AB DURCH DIE MAUER creates the illusion that game pieces really can walk through walls. This is done using the innovative combination of a rotating game board with three magnetic sliders, which are embedded under the playing surface.

AB DURCH DIE MAUER by Jürgen Adams, Zoch Verlag, 2-4 players, 7 years and over, 20 minutes game time, approx. 35 Euros.

- Always on the hunt for criminals, in **DETECTIVE** we do investigative work, interrogate and shadow suspects, drive to crime scenes and collate clues and evidence. The game includes information from a specially programmed database and the real Internet. Sometimes during the investigation, we miss our lunch break, but if we do overtime, the chief gets on our backs. So, we don't have time to follow all the clues. Can we tighten the noose, or have we missed something crucial?

DETECTIVE breaks through the boundaries of play and reality in an innovative way. Here, players are drawn into what seems like real police work and given the feeling of being part of an actual criminal case.

Five card-based criminal cases make up a major crime story turning DETECTIVE into a fascinating criminal narrative. The way in which play, narrative and reality interweave here is new and innovative.

DETECTIVE - EIN KRIMI-BRETTSPIEL by Ignacy Trzewiczek, Story by Przemysław Rymer and Jakub Łapot, Portal Games and Pegasus Games, 1-5 players, from 16 years, 120-180 minutes, approx. 40 Euros.

- In **KEYFORGE**, two players use their cards to control three of seven available factions whose goal is to forge three keys from the raw material Æmber. These are played as an individual display, and either strengthen the player's own battle line or help with the Æmber harvest. Only one faction can be activated in each turn. Again, and again the decision must be made as to which way is the most promising: cunning, strength or conflict?

KEYFORGE is a successful representative of the innovative "unique game" genre, because each deck of 36 cards is unique and consists of 12 cards of each faction, which cannot be changed or combined in any other way. These decks compete against each other, and what matters most is what each player does with the cards he has in his own deck.

KEYFORGE is a deck-builder without deckbuilding, a collectible card game without collecting. Each player can even start immediately without a basic set with only one pack of cards.

KEYFORGE by Richard Garfield, Publisher - Fantasy Flight Games, Distribution: Asmodee, 2 players, from 14 years, 15-45 minutes, starter set approx. 30 Euros, single decks around 10 Euros.

Media representatives will be able to learn about current trends at the SPIEL '19 New Releases Show as of Wednesday, October 23, 2019.

Directly following the press conference on 23 October 2019, we will be opening the SPIEL '19 New Releases Show for media representatives, where they will be able to assess and film a large part of the 1,500 new releases. Industry representatives are available for interviews on this day.

A huge supporting program turns the games event into a special experience

At SPIEL '19 you will not only be able to try out around 1,500 new releases and world premieres; you will also be able to buy them. The event is also a unique adventure park for the whole family. For example, the following are on offer:

- In the Galeria, a huge children's entertainment program with a juggling studio, an intergalactic play journey, bouncy castles, clown shows and much more. Selected Amigo games, such as the cup game Speed Cups, can also be tested here in giant format.
- To mark the 25th anniversary of "6 nimmt!", fans can take part in a 6 nimmt! special card competition at the Amigo publishers stand, where they can win a trip to SPIEL '20 including a Meet and Greet with the author Wolfgang Kramer.
- Kosmos invites all visitors to a huge real CATAN exchange campaign. Visitors can contact other CATAN fans in the exhibition halls and exchange raw materials. As soon as the 5 different Catanian resources are collected, they can take part in a competition with many great prizes.
- There are numerous tournaments and competitions at many event stands. Among other things a CHRONICLES OF RUN tournament and numerous Yu-Gi-OH! tournaments will take place. MOBILITY ERA, LUNATIC, L.A.M.A., SMART 10 and a NICE TRY tournament will also be played. The German Championship in WAR OF THE THREE KINGDOMS, a very popular Chinese board game, will be held. And of course, the CARCASSONNE World Championships will not be missing.
- In Hall 6, artists will be showing their latest illustrations on Artist-Alley.
- The annual Math-Trade is better than any flea market for used games. Here players can already post games for sale ahead of the event on the internationally highly frequented platform BoardGameGeek. If they find a buyer, the exchange takes place at SPIEL. For the purpose of the exchange, the players meet and hold up signs with their BoardGameGeek nicknames. Friedhelm Merz Verlag is especially pleased that these meetings can now take place again indoors daily in Hall 7 after the completed reconstruction of the hall.
- The face of the SPIEL is characterized by many large publishing house stands. This year the French publisher Libellud has come up with something very special and cordially invites visitors to play its new game OBSCURIO in a specially built mansion.

The exhibition "spielART" - about art in games

Like many aspects of culture and everyday life, art always finds its inevitable way into games. At SPIEL '19, the European Game Collectors Guild will be searching for traces in its annual exhibition in Hall 5, Stand 5A118: How do art and games come together as forms of expression of confrontation with the world? How do they influence each other? Where are the possibilities and limits? Historical and contemporary, exciting and curious, unique and curious exhibits illustrate the broad spectrum and discussion potential inherent in this theme. The exhibition shows among other things: art in games (art trade, art mediation, ...), artists in games, artistically designed games, the graphic designers as artists, as well as games as part of art.

Help for game rules is available at games text service Spieletexter

Spieletexter offers a special SPIEL service for authors and publishers. Here you will find valuable feedback and writing tips for game instructions.

BrettSPIELcake - A huge charity campaign by bloggers, YouTubers and podcasters

What started a year ago within the gaming scene as a silly Twitter stunt will become reality for the first time this year. More than 40 bloggers, YouTubers, podcasters and some publishers will be baking for a good cause under the motto "BrettSPIELcake". All cakes and cookies will be handed out in exchange for a donation at the organizer's booth 3H100 in Hall 3 throughout SPIEL '19. A drink is included free of charge. All proceeds will go to the association **Balu und Du e.V.** (www.balu-und-du.de), which will use the money to start financing its first location in Essen. The nationwide mentoring program Balu und Du supports primary school children between the ages of 6 and 10 outside of school: For one year, a volunteer high school pupil or student (Baloo) supports

a child of primary school age (Mowgli). Once a week they spend one afternoon with each other and undertake joint leisure activities. Through personal focus and attention and active leisure activities, they help the child to develop in our society and learn how to successfully master the challenges of everyday life. All Baloo receive guidance from qualified specialists who are always available to provide the sponsors with good advice. Teachers at primary schools can recommend children in need of special care for the Baloo and Du program. In America such mentoring programs are also known as Big Brothers Big Sisters.

Games in libraries and toy libraries - Playing games in public cultural spaces

On Saturday, 26 October 2019, at 11.00 a.m., the Games Authors' Guild will hold a panel discussion in Saal Rheinland on the topic "Games in libraries and toy libraries - Playing games in public cultural spaces", because games are becoming increasingly important in public cultural spaces, complementing what libraries offer and bringing these lost target groups back. Representatives from the various fields report on their practical experiences with the lending and use of games. In the discussion, the perspectives and opportunities of using this medium will be discussed. Public Lending Rights royalties for games authors, which are currently inadequately implemented, will also play a role. The following institutions and persons are planned as guests for the podium: Christian Beiersdorf (presenter, Managing Director of the Game Authors Guild), Petra Fuchs (Spielecafé der Generationen in Pfarrkirchen), Renate Fuchs (Coordinator of the European Toy Libraries), Thomas Patzner (Director of the Stadtbücherei Ahrensburg), Michael Schmitt (Spielwiese in Berlin, Member of the Association of Game/Toy Libraries) and Martina Silbermann (SpielTruhe, supplier to public libraries).

YouTube, Podcast & Co - The digital world of analogue games

In this panel, experienced YouTubers, podcasters and bloggers will provide information about their channels and their success on 26 October 2019 at 2 p.m. in Saal Berlin, because a large part of media coverage of the analogue scene is now digital. Stephan Willis (Boardgamedigger), Nico Wagner (Brettagoge), Benjamin Törck (Brettspielblog.net), Christoph Dick (Get on Board), Julia Zerlik (Spiel doch mal!) and Daniel Wüllner (Süddeutsche Zeitung) will discuss questions such as: "Which self-image do I use as a YouTuber, Blogger or Podcaster? How do I style my channel? How do I win my audience and how do I keep it? How independent can I be operating a channel of this kind?".

Hall 6 is again home to all suppliers of miniature and fantasy role-playing games

Fans of miniature and role-playing games will get their money's worth again this year in Hall 6. Well-known manufacturers like Games Workshop, Square Enix, Smirking Dragon, WizKids Games and Para Bellum Wargames, but also many small publishers can be found here. Workshops and seminars about figure and terrain painting as well as airbrushing will be offered in this special hall. Fantasy live role-players can stock up with stylish clothes, pen and paper role-playing games have their home here.

We hope we have whetted your appetite for games and would be delighted to welcome you this year to SPIEL '19! Please find below a summary of the most important information for all press representatives:

- We will open SPIEL '19 for the media with the **press conference** on October 23, 2019 at 11.00 a.m. in CC West, Saal Europa. Immediately afterwards, the New Releases Show will be held once more in Hall 1A where again numerous trend-setting games will be premiered. You couldn't hope for a better testing area than this international games event.
- On Wednesday evening **the SPIEL '19-PREVIEW-NIGHT** will have its premiere starting at 6 p.m. Unfortunately, the tickets are very limited, so that we cannot offer media representatives free tickets - but tickets at reduced prices are available. Please contact us if you are interested.

- On the evening of October 24, 2019, the award ceremony for the **German Game Prize** will take place. There are only a limited number of admissions, the allocation of which we vary from year to year. You will receive separate invitations for this event.

If you kindly complete and return the attached accreditation form, you will receive your press pass and parking permit in a few days by return post. We will of course keep you updated on future developments. Should you have any telephone queries, we will be pleased to help. We can be reached on +49 228 342273.

Kindest Regards,
Yours sincerely,
Friedhelm Merz Verlag (Organizer SPIEL '19)

Dominique Metzler