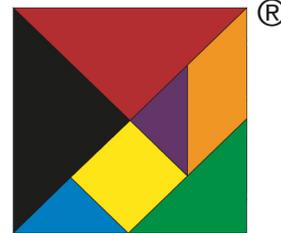


Internationale Spieltage

SPIEL '22



Press Information No. 3

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Countdown running to SPIEL '22 in Essen, Germany

In a few weeks SPIEL '22 will start at the Essen Exhibition Center. Numerous new releases will be presented to the public at the world's leading games event. Trying out the games is explicitly requested. The SPIEL-GUIDE and the newly developed SPIEL App will provide orientation to help guests keep track of things during their visit to the convention. The whole convention experience will be rounded off by a top-class supporting program.

The anticipation for SPIEL '22 can be felt everywhere. Board game enthusiasts from all over the world will meet for four days from October 6 - 9, populate the gaming tables and try their way through the numerous titles. Around 950 game publishers from 56 nations will be presenting more than 1,800 board game innovations - this figure impressively demonstrates how much interest in board games has increased during the pandemic. Friedhelm Merz Verlag, a subsidiary of Spielwarenmesse eG, is particularly pleased as the organizer that big players such as Asmodee, Goliath, Hasbro and Noris Spiele are returning to SPIEL '22 after a break last year. "Thanks to the balanced mix of exhibitors, the convention will become even more of a four-day celebration for the national and international board game scene," says CEO Dominique Metzler.

Added value through new SPIEL App

With the huge volume of new products, it is important to keep an overview. As a special service, the organizer is offering the SPIEL App for the first time. It provides information on the exhibitors present and their new releases and includes a watch list. In addition to the App, the SPIEL-GUIDE will be available to download on the SPIEL homepage three weeks before the start of the convention. It contains lists of exhibitors and new releases, hall plans, program highlights and other useful information to make your visit to the convention easier. In addition, the printed SPIEL-GUIDE will be distributed free of charge on the exhibition grounds in the proven manner.

Event starts with press conference

For media representatives - that is, representatives of TV stations, print and online media, and social media - SPIEL '22 begins one day earlier. On Wednesday, October 5, the winners of this year's innoSPIEL and the top finishers in the Deutscher SpielePreis in the categories "Best Family and Adult Game" and "Best Children's Game" will be presented at the press conference. Directly after that, the New Releases Showcase opens. The press officers can take advantage of this exclusive moment to report early on the innovations. All key contacts will be on site that day and available for interviews.

EDUCATORS' DAY for teaching professionals

In addition to trends and innovations, SPIEL, as the central industry gathering, contributes to the further development of board game culture. "Board games stand for analog fun worldwide like no other product. At SPIEL '22 there will therefore once again be a varied supporting program," promises Florian Hess, who has been acting as Managing Director alongside Dominique Metzler since this year. One highlight is EDUCATORS' DAY. On Friday, Oct. 7, there will be presentations and discussion sessions on the use of board games in the classroom, community, or senior citizen work. For the first time, around 40 publishers will be showing games in Saal Europa that are particularly suitable for use in the classroom. EDUCATORS' DAY is aimed at educators and all teaching professionals.

Other highlights

On Saturday, Oct. 8, the program continues with Research Day. From 11 am to 6:30 pm, the Boardgame Historian team will host several panel discussions in Saal Panorama. Founded in 2020, the project promotes both networking among researchers in the field of board games and scientific discourse about this. Also, on the Saturday of the convention, there will be a panel discussion entitled "What is the crisis doing to the games scene?" from 3 to 4 pm in Saal Berlin. It looks at the global changes that have taken place in recent years and what impact they have had on the board game industry. In addition, the European Game Collectors Guild (ESG) dedicates its annual exhibition to five great game designers: Alex Randolph, Reinhold Wittig, Wolfgang Kramer, Klaus Teuber, and Rainer Knizia. They have all fundamentally changed the way games are played and the way games are viewed. The exhibition is in Hall 4, Booth 4E102.

Safe preparation

With so much on offer, expect heavy crowds. All the more important that health and safety is guaranteed for all visitors. It was therefore decided by the organizers that medical grade masks covering mouth and nose must be worn in all indoor areas during SPIEL '22. Due to the difficult-to-predict infection situation in the coming fall, the adopted safety and hygiene concept is a preventive measure. At the same time, it creates clarity for all sides in terms of convention planning. Ultimately, the well-being of visitors and exhibitors comes first.

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