



## WORLDWIDE MEDIA RELEASE

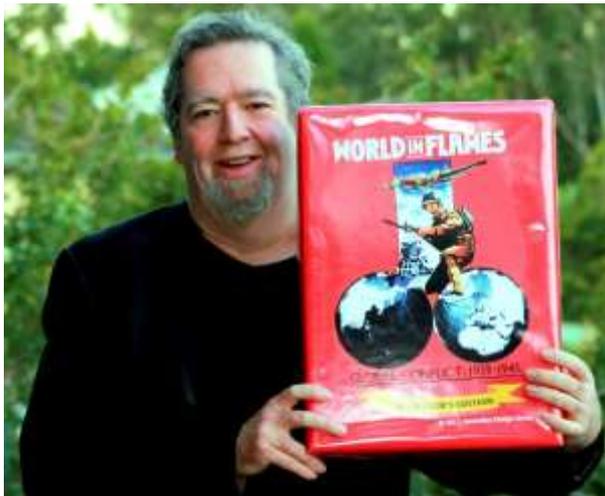
6 September 2017

# Australian game set to smash world record

Australian Design Group is about to break the world record for the biggest board game ever produced with its newest release, [World in Flames: the collector's edition](#).

**World in Flames** is a grand strategy board game of the Second World War which was first released in 1985. It has been best seller ever since, and is the recipient of multiple international awards.

Based in the Queensland town of Mapleton, Australian Design Group has reached out across the world



*Size does matter, Designer Harry Rowland*

to take advantage of recent high-tech developments in print technology to print the, up to now, unprintable.

Australian Design Group Managing Director Harry Rowland said the idea to make the collector's edition something very special had resulted in the chance to take out the world record.

**"World in Flames: the Collector's edition** will be released as a hard-mounted board game, unlike previous versions which, like most games in this genre, use paper maps," Mr Rowland said.

"It will have four 830mm x 574mm hard-mounted maps and three 420mm x 297mm hard-mounted mini-maps and displays, totalling 2.27 sqm.

"While we have to confirm with the Guinness Book of Records, we believe that our game will smash the current world record by more than 20 per cent. The current record is a [97cm x 195cm boardgame](#) according to the [Guinness book of records](#).

"We submitted an application on 4 August to the Guinness Book of Records in support of our claim and we look forward to it being recognised on the game's release in October."

While produced by this small Australian Company, **World in Flames** has been an international hit from its first year of release. The game begins in 1939, and encompasses all the important aspects of diplomacy, production and warfare across the globe during the Second World War.

**"World in Flames: the Collector's Edition** is the culmination of millions of hours testing the game to its limits by thousands of gamers over the years, we couldn't have done it without their help." Mr Rowland said.

"The international nature of modern gaming is clearly displayed in this project with artists contributing from Mexico, the USA, Germany, Czechia and Australia; testing from around the world and design in Mapleton.

"In particular we are very excited to be collaborating with our printers, EFKO based in Prague. They are one of the few companies in the world that could take on a project as massive as this and will give it the lavish attention it deserves when we claim the world record."

EFKO owner, Mirek Kotik, said his company was proud to be taking part in this project and creating history with this world record.

"It is a deserved recognition of our team's professional approach to printing the most complex projects in a time critical manner, paying attention to the smallest detail in every game we produce."



*World in Flames main maps (0.830mtrs x 2.296mtrs)*

**World in Flames: the Collector's edition** is available for advance order on [kickstarter](https://www.kickstarter.com) from Sunday 3 September.

**World in Flames: the Collector's edition** is an international award-winning global game of World War II. Starting in 1939 with the only forces at your disposal ravaged by the Depression, you, as the leader of your nation, must guide your people through the dark horrors of war to the ultimate fruits of final victory.

Commencing on 1 September 1939, World in Flames encompasses the entirety of World War II in two-monthly turns on a corps level scale. But each turn is conducted in a series of impulses so you never know when the month will end. Can you afford to move your forces in a sweeping pincer maneuver or will the month end with your forces dangerously exposed?

**World in Flames** is the first game to successfully integrate all aspects of warfare: air, naval and land forces interacting constantly as well as the production, diplomatic and political decisions required for you to successfully chart your country through the rocky rapids of war.

#### **World in Flames: the Collector's edition features**

- Largest board game in the world with four large (each 830mm x 574mm) maps, three mini-maps and displays (each 420mm x 297mm).
- A total of 4800 counters encompassing all the important aspects of diplomacy, production and warfare across the globe during the Second World War from 1939 to 1945, and before and after to integrate with the other games in the series, **Days of Decision**, **Patton in Flames** and **America in Flames**.
- Up to six players control one or more of the eight major powers of the war (China, the Commonwealth, France, Germany, Italy Japan, the USA and the USSR).
- Most detailed and integrated system of air, land and naval warfare ever.
- Twelve million hours of testing.
- Novel game systems incorporating aircraft, land, ship and submarine special abilities.
- Highly suitable for solitaire play.

For more information on **World in Flames: the Collector's edition** please go to Australian Design Group's [webpage](http://www.a-d-g.com.au).

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#### **ABOUT AUSTRALIAN DESIGN GROUP**

Australian Design Group was formed by a group of gaming friends in 1982 and for its first game published the smash hit *Empires in Arms* in 1983. Since then it has published nine games including *Days of Decision*, *Rub Out*, *World Cup football* and its two international award-winning games *World in Flames* (as well as and its 40+ kits and expansions) and *7 Ages*. Several of these are also published as computer games. Australian Design Group is based in Mapleton, Queensland, Australia. For more information, please visit the [ADG website](http://www.a-d-g.com.au).