

AUSTRALIAN DESIGN GROUP  
WORLDWIDE MEDIA RELEASE

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## Australian game awarded world record

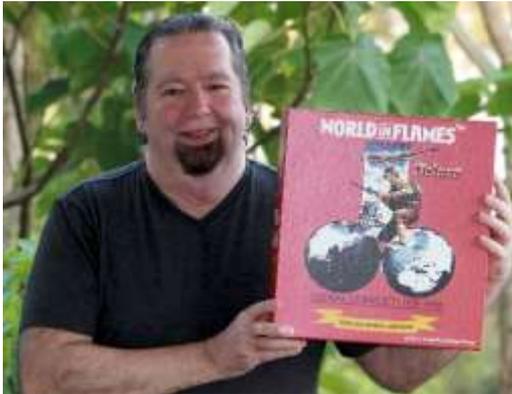
Australian Design Group is thrilled to announce that the Guinness World Record for the [World's largest boardgame](#) has just been awarded to ADG's latest release [World in Flames: the collector's edition](#).

**World in Flames** is a grand strategy game of the Second World War which was first published in 1985. It has been a 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 to take advantage of recent high-tech developments in print technology to print the, up to now, unprintable game.

Australian Design Group Managing Director and game designer 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** was released in 2018 as a hard-mounted board game unlike previous versions which, like most games in this genre, use paper maps," Mr Rowland said. "It has four 850mm x 574mm hard-mounted maps and three 420mm x 297mm hard-mounted mini-maps and displays, totalling 2.3279 sqm. It also includes, in the [Deluxe](#) version, 4900 counters and 192 pages of rules, 22 campaigns, and players' & designer's notes, that makes World in Flames a hobby in a box."



Game designer Harry Rowland

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 tens of thousands of gamers over the years, we couldn't have done it without their help." Mr Rowland said, adding "The award is as much a tribute to our players' enthusiasm, comments and suggestions as it is to the printers and company, many people deserve this award and I thank you all."

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

"We are also very pleased with the outstanding efforts of our printing partners, EFKO, based in Prague. They are one of the few companies in the world that could take on a project as massive as this, particularly in the creation of the hard-mounted maps which have immense technical difficulties making terrain features align exactly across the map joins. EFKO have given **World in Flames: the Collector's Edition** the lavish attention this game deserves to make this award possible."

EFKO owner, Mirek Kotik, said his company was proud to have taken part in this project helping to create 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."

## Background



[World in Flames main maps \(0.850mtrs x 2.297mtrs\)](#)

**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 850mm x 574mm) hard-mounted maps and three hard-mounted mini-maps and displays (each 420mm x 297mm).
- 4900 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, [America in Flames](#), [Days of Decision](#) and [Patton 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](#).

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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* (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](#).



[World in Flames players at the Teheran conference, 1943](#)



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**Who**  
HARRY ROWLAND

**What**  
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