

OZMA IS KICKSTARTING A POETRY GAME

Words of Oz is a creative word game where you make poetry together. Swedish studio Ozma Games is now launching a Kickstarter campaign for the game.

“We created this game because we believe lots of people long to make beautiful things” says producer Karin Ryding. “And it felt like the right thing, to do it on our own.” The studio has been working hard to finish the game without the help of a publisher. A beta version was released online in the end of last year. “People have given us so much great feedback. And we are now eager to take the next step with the game.”, Karin continues.



The idea behind Words of Oz is to boost people’s creativity by making it really easy to create poetry together. The game provides players with words to make phrases. And by placing a phrase on the game board they will score points in the game. Words that fulfill the bonus criteria or which are related to the images on the game board, will give extra points if placed correctly. The creative challenge is to come up with phrases that both score well and that sounds nice.



OZMA GAMES – RÅDMANSG. 15 B – 211 46 MALMÖ SWEDEN
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When a game is over, you can choose the phrases you like, order them into a poem and pick a background image. The result can be shared on social media. “We are often surprised by the poems and phrases that come out of the game”, says game designer Bobbi A. Sand. “Some of them turn out really weird and funny, but quite often there is a phrase or two that really sticks with you.”



Words of Oz is developed by Swedish game studio Ozma Games - www.ozmagames.com - founded by Karin Ryding (Producer and Creative Director) and Bobbi Augustine Sand (Game Designer and Art Director) in 2006. Exploring playfulness and using game mechanics in unexpected ways has always been Ozma's thing. Over the years Ozma have made board games, location-based games, games for change, and participated in several research projects.

Inspiration for Words of Oz was taken from the popular fridge magnets but also all the way from the Dadaists and the cut-up technique they created in the 1920s. “We believe that the unexpected poetry you get this way, can help free your imagination”, says Karin. “We hope that people will see the value in this, and take action to support our campaign.”

Link to Kickstarter campaign:

<https://www.kickstarter.com/projects/274931609/words-of-oz-a-game-of-poetry>

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ABOUT WORDS OF OZ

- **Platforms**, phase 1: Online, phase 2: iPad 2, 3, mini and Android, Kindle Fire, Windows
- **Release date**: 19th November for beta online, other platforms TBA
- **Business model**: Free2Play
- **Gameplay**: Casual, turn-based, asynchronous
- **Technology**: HTML5, Neo4J
- **Kickstarter campaign**: Starts 26th February and ends 31st March

ABOUT OZMA

- **Founded**: 2006
- **Founders**: Karin Ryding and Bobbi Augustine Sand
- **Location**: Malmö

PRESS CONTACT

KARIN RYDING

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Karin Ryding is the Creative Director and Producer of Ozma Games.

She has previously worked as a Web Programmer and Technical Project Leader for several IT-companies in Sweden. She studied Game Development in the University of Gotland. During her study years Karin became the co-initiator of SuperMarit - an EU-funded project about women and games.

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Bobbi A. Sand works as a Game Designer and Art Director in Ozma Games. She studied Interaction Design at Malmö University and Media Production in Kalmar. She worked in the ITC industry as Web Producer, Marketing Assistant and Community Manager. She also studied Graphic Design and Illustration and did freelance work as an illustrator, before co-founding Ozma Games in 2006.

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