

Culica: Nuremberg



The Culica Team exhibited at the Nuremberg Toy Show, one of the top three Toy and Games trade shows in the world. This was our first trade show exhibition and (speaking for myself) this was the most consistently intense and fun week since I was a student (at least in *most* ways)!

What is the Culica

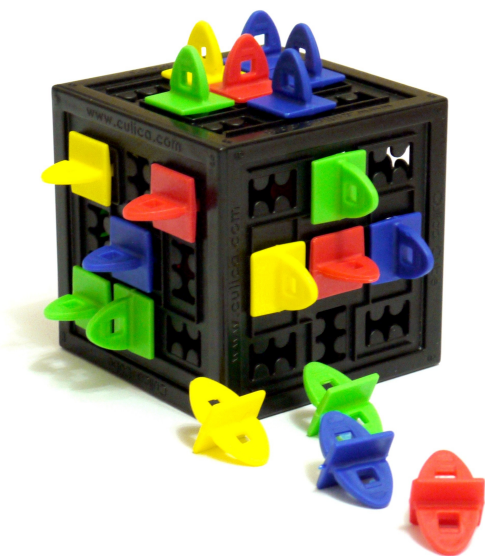
Culica® is a new game that was launched in mid 2011. Culica is a hand-held 3D game, in which red, yellow, green and blue pegs are placed on a cube to achieve various goals (e.g. *no* pegs of the same colour can touch). Culica has over thirty games and puzzles, and counting, that can be played on it, each has completely different game play. The game can be played by yourself or with friends.

In the Christmas season, Culica sold out on the British High Street (Lakeland and Hamleys). So now the challenge is to grow the company to be an international force.

Nuremberg Toy Show

Over ninety buying parties visited our stand for a significant time, from all over the world, and from indie shops to the largest international toy and game companies.

Culica Co-Founder and MD, Chris Ollivier, was the chief organiser of the Culica Exhibition. Chris and James Eadon (Co-Founder and CEO) manned the stand. We were joined by Natalie Moseley, a Culica expert and Nigel Walton, our Marketing Director.



Two principal insights came from the experience. Firstly, we have many games rules (available online: <http://www.culica.com/culica-games-rules-menu>) that can be played on the Culica. Printing these out into a catalogue, as Chris did, proved immensely valuable because buyers could quickly comprehend the sheer depth and variety of different games that can be played on the Culica. These games rules vary from unique puzzle and competitive games, to re-inventions of Chess, Poker and even Football! How many games can do this? The second insight was that the Culica really strikes a chord with visitors who are buying for education markets. We knew Culica is brilliant for education, but this was the first time we got real feedback from buyers in this area and we received useful advice. This is exciting!

Culica were joined by Games Play UK for a couple of days. GPUK demo'ed Trivia Tower, their splendid début game, highly recommended! The Culica game is in the GPUK trade magazine.

Keith Wilkinson, GPUK MD, is pictured, right, with Culica expert, Natalie, and, as is not at all unusual, a smurfette.

Most importantly, our exhibition at Nuremberg has shown the Culica to the industry. The vast potential of the Culica to impact the world has now been communicated to important people worldwide. It was great fun to meet such great people, the Toy Industry is wonderful, friendly and fascinating.

The Nuremberg show was an unforgettable experience, for me, this is not work, this is fun, this felt like a fabulous holiday. Perhaps the most memorable person we met, and there were many, was Maureen Hiron, the legendary game inventor. We were also pleased to meet Richard Gottlieb, who is well known as a guru in the industry. And the business people were magnificent, they are too many to list, but our thanks go out to all!



What now? The next few months are key, this is when we hope to form a relationship with one or more major partners, whether for global distribution or licencing.

See also: a Culica blog post with more pictures:

<http://www.culica-blog.com/culica-blog/entry/nuremberg-toy-show-culica-meets-the-world>

www.culica.com

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