

FISH 'N' CHIPS

Designer: Christophe Coat
Artist: Pierô

Number of players: 2-8
Duration: 20mn • **Age:** 6+
Release: 14 May 2020





Hey you! As you're the new kid in town, lemme explain how things work around here. There are two gangs in the 'hood, the seagulls and the pelicans. And we're competin' real hard to know which crew is the best at fishing!

Watch your feathers, bro! This bird up here, is the seagull boss himself "El Pico". You'd better hold your beak and look down when he talks to you.



Fish N' Chips is a chip-throwing game playable on a table, combining dexterity and tactics!

In this entertaining and family-friendly game, rival gangs of seabirds compete for the best preys and the control of the beach! Play a succession of quick and eventful games in a festive atmosphere.

**Will the cheeky seagulls
or the snarky pelicans
end up kings of the beach?**

Questions to CHRISTOPHE COAT

My name is Christophe Coat, I am from Brittany in the West of France. Currently, I have 4 different jobs: I am in charge of a library, of a cyberspace, and of Fine Arts for my city. I am also a freelancer in IT... And soon I will have a 5th job, as my very first game, Fish N' Chips, will be released in 2020 by Studio H!

How did you come to board games?

Just like many other boardgame designers, I became crazy, spent my pocket money lavishly and killed my eyesight on the first video-game consoles, on the first computers, games in bars, role-playing games, computer-games, and of course board games. Nowadays I am doing my best to promote the board game industry. I am head of the "Troade" association (game convention and group of designers). I created a website called "Le Meeple Breton" (calendar of the French events and game referencing in Brittany). And I am the treasurer of the "Société des Auteurs de Jeux" (Society for the Board Game Designers).

How did you get the idea of this game, and more particularly of seagulls and pelicans?

I did a lot of research on skill-based games, and noticed that there was very few throwing games that could be played in the house. I played a lot of palet (traditional throwing game from Brittany) and wanted to bring this traditional game together with board game. I solved many issues so that the game could be played on a table. For example, the palets are just like poker chips, so they are not going to get damaged or damage the table. And they are also safe for children! The board cushions any noise, and last but not least, the walls around the board avoid having to go look for the chips everywhere in the room!

Regarding the theme, i.e. the seabirds, my region and the quantity of seagulls on the coasts have been at the origin of the idea I suppose ;)

Any anecdote you would like to share about the development of the game?



Not only one, but two! First one: I already took up a challenge such as throwing chips 3 meters away from the board and with my eyes closed. Second one: When my game was chosen for Paris-est-Ludique in 2017, the sun was shiny, and we were placed at the hedge of the marquee, because you need to be one meter away to play. Af-

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ter only 1 day, I was completely burnt by the sun, so I had to borrow a sombrero to Repos Production (as their promoters always wear one). Three years later, people are still teasing me about this!

Last question: Which gang do you prefer, even slightly? Seagulls or Pelicans?

I vote for seagulls if I am in their team... and for pelicans if I am in theirs :p

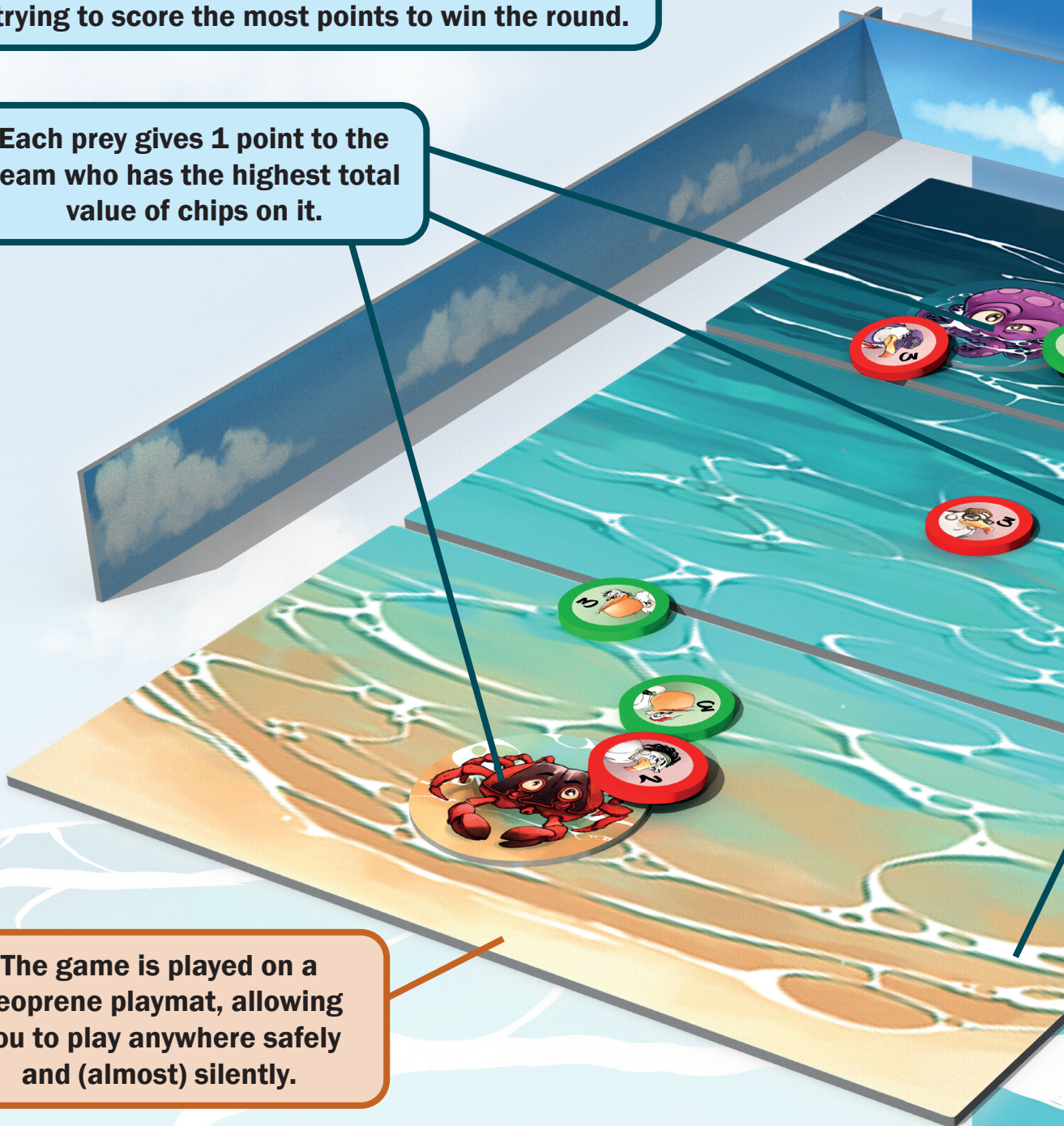
GAME SUMMARY

Each team has 12 chips of value 1 to 3. In turns, each team will throw a chip, aiming at a prey and trying to score the most points to win the round.

Each prey gives 1 point to the team who has the highest total value of chips on it.

The game is played on a neoprene playmat, allowing you to play anywhere safely and (almost) silently.

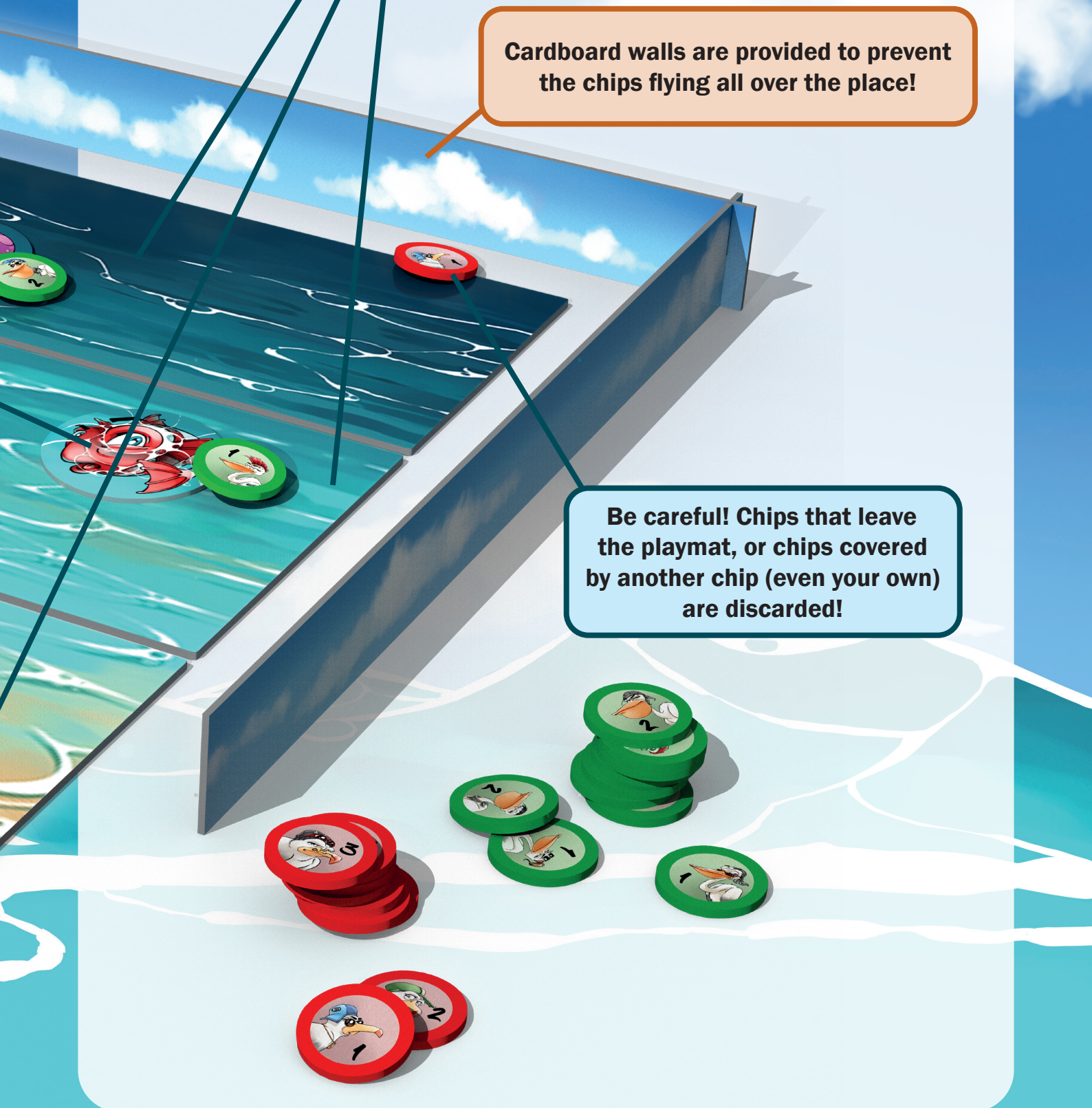
The team who has more points wins the round.
The first team who wins 2 rounds wins the game!



Once points of the preys have been given, the preys and the chips on them are removed. Each area will then give 1 point to the team who has the highest total value of chips still on it.

Cardboard walls are provided to prevent the chips flying all over the place!

Be careful! Chips that leave the playmat, or chips covered by another chip (even your own) are discarded!



Questions to PIERÔ

My name is Pierre Lechevalier, but everybody calls me Pierô, my pen name. I live in the South of France, in a small village of 50 inhabitants and 23 cats, in a place where I get Internet with difficulty.

I am an illustrator of board games (almost exclusively) since 2006 and I illustrated around 50 games (and expansions). I am more famous for my “cartoon” and colourful style, but from time to time I work on darker and more serious projects... But that is not what I am most asked for.

You can find me regularly at festivals and fairs, behind a table to sign my new games because I like that... Meeting players, have a talk with them, exchange and scribble on boxes.



As an illustrator, how did you come to illustrate games?

The most simple and logic way, I am a gamer. In 2005 (when I illustrated my first game), I already had around 50 games and my “collection” was becoming bigger and bigger. I was in contact with Bruno Cathala, who had seen some of my drawings, and he offered me to do illustrations for a prototype that he had done with Ludovic Maublanc called *A Shadow on Whitechapel*. That game would become Mr. Jack the following year.



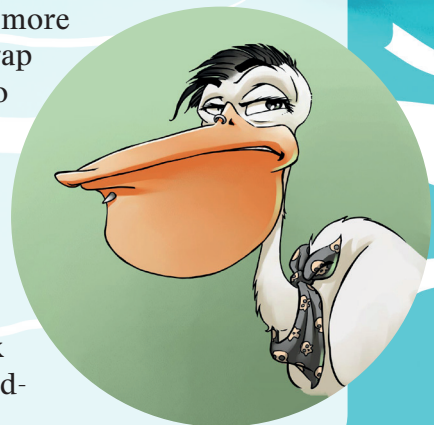
I quickly did one game after another and I worked on amazing projects that found an audience. I feel good in the board game industry. I am staying because it is a fabulous job in a very cool atmosphere (most of the time)!

A particular source of inspiration for the characters?

For the characters of *Fish N' Chips*, when I heard about pelicans, I immediately thought about *Rubrique à brac* volume 1 by Marcel Gotlib. There was two pages by a “Professor Burp” devoted to the bird and as Gotlib was my very first love in comic books, I got inspired by it. My cartoon style and the way I ink my drawings are inspired a lot by Gotlib. I used to copy his drawings when I was 8-10 year-old. I always liked his line, his sense of humour, the general tone of his comic books.

Which gang do you prefer, even slightly? Seagulls or pelicans?

Pelicans forever!!! I'm more into punk/rock than rap deep down inside me, so I am more of a pelican. Nevertheless, it is undeniable that it is an unlikely bird... Not all the birds take themselves for kangaroos with their holdall beak that can be used as a hand-bag, as food storage, etc.



Game size: 27,5 × 19 × 6,5 cm

MSRP: 25 euros

Games per box: 6

Language independant

Production: China



GAME CONTENTS

- ◆ 1 beach playmat in 3 sections
- ◆ 24 Birds poker chips
- ◆ 3 Preys targets
- ◆ 3 cardboard walls

THE LAUNCH OF FISH N' CHIPS !

VIDEOS

- ◆ A humourous trailer paying tribute to the rap and rock n'roll atmosphere of the game!
- ◆ A playthrough showing the family-freindly mecanics, fun atmosphere and fast pace of games!



MEDIA

- ◆ More than 50 reviews in various format : podcasts, videos, articles from all over the world.
- ◆ Articles covering the multiple aspects of the game design : from original inception to graphical identity!



EVENTS

- ◆ Demonstrations on game fairs in over 7 countries!
- ◆ A sustained promotion of the game among professionals during specialized fairs, extended past the traditional board game retailers!
- ◆ A grand tour of gaming cafes and associations in the month following the launch.
- ◆ A launch at the Paris est Ludique 2020 fair with an outdoor booth decorated specially for the occasion, premium demos and signings with the designer... and much more!
- ◆ A tournament kit for retailers and partners to organize their promotional events during the summer holiday!



ADVERTISING SUPPORT

- ◆ Mini-expansion to support the launch introducing a new target: a Shark hungry for some feathered snacks!
- ◆ Promotionnal hats and headbands to show your allegiance to your favourite gang!
- ◆ Banners and contests on the largest platforms in the gaming industry.



SOCIAL NETWORKS

- ◆ An entertaining communication plan to lead the game to its release and support it beyond!
- ◆ Content around the game's lovable graphics universe and tactical possibilities!





With 20 years of expertise in the board game industry and several published best-sellers, Hicham Ayoub Bedran, founder of Matagot, joins the worldwide leader of book publishing, Hachette, to bring to you the most pleasant, diverse and unforgettable gaming experiences that you'll ever know!

A brand new board game publisher amongst the Hachette group, Studio H aims to publish and distribute quality boardgames to a broad audience, ranging from light-hearted families to competitive gamers. The studio will strive to achieve the production of finely crafted rules, high-quality components and flawless layouts.

The team at Studio H is composed of creative, passionate and experienced professionals, led by Hicham Ayoub Bedran, the founder of Matagot Editions.

Its goal is to offer the best experience for worldwide players, but also to provide all the assistance required by our partners to promote our creations in the best way possible.

As the studio's first dexterity game, Fish N' Chips shows the will to explore the wide array of family games, all true to its standards of fun gameplay, original theme and attractive components.

To support its growth, Studio H benefits from all the experience of the Hachette group, a worldwide leader in book publishing, and will keep its independence like the 150 publishing companies constituting this group.

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