CONCEPT™

Concept in a minute

Game overview

In Concept, your goal is to guess words through the association of icons. A team of two players – neighbors at the table – choose a word or phrase that the other players need to guess. Acting together, they place pieces judiciously on the available icons on the game board. The first player to discover the word or phrase receives 2 victory points, the team receives points as well, and the player who ends up with the most points wins.



Examples:



A white liquid that's something you eat? Obviously this is **milk**.



Now a red liquid instead of white? **Ketchup**, perhaps, or **red wine**.



Here we're searching for an animal that's associated with water. What first comes to mind? A **fish**.

Concept contains more to discover than food and animals. If I indicate to you:



This is a **chainsaw**, that is, a mechanical tool that cuts wood.

Concept is not limited to simple words as it's also possible to guess famous personalities:



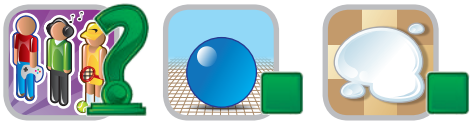
A man of the arts with a cut ear? Have you guessed? It's **Vincent van Gogh**, of course!

You may have noticed that so far we have used a pawn and cubes of only one color. By adding pawns and cubes in **different** colors, you can add sub-concepts to clarify the main concept being sought.

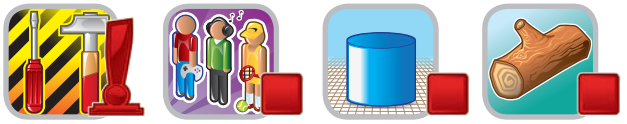




Here we're searching for a metallic building located in a place or country associated with the colors blue, white and red (and not a building that's blue, white and red). Seems like we're looking for the **Eiffel Tower**.



We're searching for an activity or a sport that uses a white ball.
Let's add a sub-concept to narrow the possibilities:



Hmm, this activity or sport also uses a cylindrical wooden tool. Now add another sub-concept:



The country is the United States, so we're talking about **baseball**!

Note that we've been designating the main concept with the green pawn, then bringing one or more sub-concepts into play to clarify the main one.

You can find more examples at the end of these rules.

Components:

- 1 game board with universal icons
- 5 sets of pawns and cubes:
  - 1 green set consisting of the main concept pawn (the large question mark) and 10 cubes
  - 4 sets (blue, red, yellow, black) that each consist of a sub-concept pawn (the exclamation mark) and 8 cubes
- 110 Concept cards, each with 9 words/phrases in three categories of difficulty: Easy, Hard and Challenging.
- Tokens for Single and Double victory point tokens (Single are worth 1 VP, while Double are worth 2 VP)
- 2 player aids
- 1 bowl for storage



Rules of the game

Game set-up:

Place the icon game board in the center of the table so that all players can easily see and access it. Shuffle the deck of Concept cards and place it face down, then create a pile of 12 Double VP tokens and lots of Single VP tokens. Place the pawns and cubes in the bowl: They are valuable tools for guessing the words! Now determine in some manner the two neighbors at the table who will form the first team.

Game round:

The team draws a Concept card and selects a word or phrase from the list that the other players will guess. For your first few games, we recommend that you choose an Easy word.

Note that Challenging words require mastery of the game by all players.

Place the main concept pawn first to represent the word to be guessed, then place cubes of the same color to clarify this main concept. Then if needed or desired, develop sub-concepts by placing additional pawns and their correspondingly colored cubes (see examples).







The first player to find the solution wins 1 Double token (worth 2 VPs) while each member of the team whose word was guessed wins 1 Single token (worth 1 VP). Then the next two players clockwise around the table take a new card to choose a word for others to guess.

Clarifications:

- **The other players can try to guess the concept as often as they wish.**
- **The team members can say "yes" when others give a good answer or are following the correct line of thought, but they cannot otherwise communicate directly with the other players.**
- **The order in which the team members place cubes on the board can be important. Don't hesitate to remove the cubes and place them again to emphasize the order in which they appear.**
- The team members should talk and consult with one another discreetly as they might not be thinking along the same lines when it comes to giving clues!
- The team members are free to place the cubes as they wish; they are NOT obliged to take turns when doing so.
- The team members can use as many pawns and cubes as they want to aid others in guessing the word, but they should be careful not to confuse the other players with too much information. There are no limits or penalties for the number of pieces used!
- After some time, if no one guesses the word, the team members choose a third player to assist them. If despite this helping hand, no one can guess correctly, the players abandon the word and no one scores any points this round.
- The player aids contain a non-exhaustive list of meanings for the universal icons. Feel free to read the descriptions to discover the wealth of possible meanings.
- If the other players are lost, the team members can choose to wipe the board clean of pawns and cubes, then restart their clue-giving along a different path.

Game end:

Once the 12 Double VP tokens have been claimed, the game ends. The player or players who have scored the most VPs win the game.

Editor's note:

- During our extensive testing, we eventually abandoned the points system and kept only the pleasure of guessing and being guessed. Feel free to do the same as your enjoyment of the experience will be just as large!
- With regard to the level of difficulty, we decided not to grant more points for those who guess words in the Hard or Challenging categories. If you like, you can reward this level of difficulty by giving 1 or 2 additional VPs to the team and to the player who guessed the word.

Additional examples:

Concept is a game that can be tamed and customized. Use the material as you see fit! All ideas, even crazy ones, can work – as long as the other players can understand you. Here are more examples:



A conflict and a multitude of pieces on man? This is **war**!



A fictional movie with two men of different sizes? You still haven't found an answer? Let's add a sub-concept.

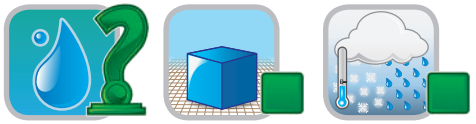


Ah, the movie is black-and-white. Must be **Laurel and Hardy**.



A large green animal that's old or from long ago? A **dinosaur**.

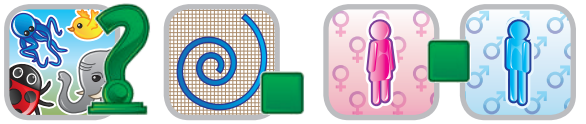
The universal icons have several similar but different meanings that can be used to great effect:



An **ice cube**, with "cold" here being used to indicate temperature.



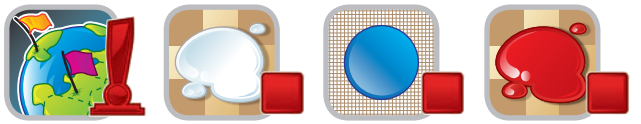
Here "cold" indicates the winter season, aiding players in guessing **Christmas**, a holiday or event that often features toys.



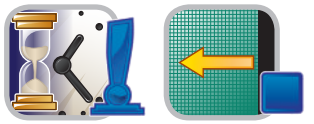
This set of clues indicates a **snail**, which everyone knows is a hermaphrodite.



We're searching for a man whose work involves fighting. A boxer? Someone in the military? Let's add a sub-concept.



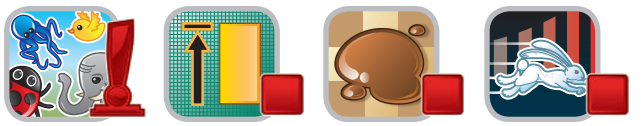
We recognize the flag of Japan, but are still in the dark. Add another sub-concept.



Ah, it's a fighter from the past – a **samurai**!



So we have a masculine job of some sort. Tell me more.



A large, brown speedy animal is now part of the concept, but how?



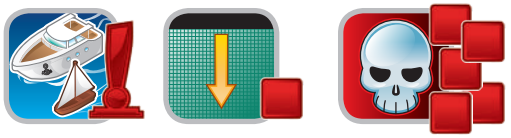
The man is on top of or above or higher than the animal. Hmm...



The country is the United States, so this is a **cowboy**!



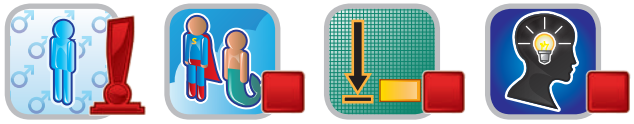
Most likely an actor or director.



A ship is going down – it's sinking, and there's lots of death.
Must be the Titanic, so it's **Leonardo DiCaprio**!



A comic book, no doubt. What's next?



A small male character who's thoughtful or clever.

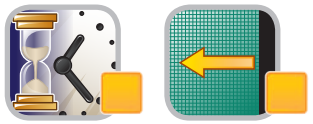


A wide male character with blue and white clothing.



A small white house pet.





And the two men fight Italians in early time? Roman times! **Asterix and Obelix**!



What's a yellow drink at parties that makes your head spin? **Champagne!**

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