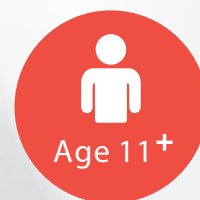


# BLOOM

Bloom is a stylish game of social and mechanical strategy, with a very simple turn structure but incredibly deep and constantly-evolving gameplay. Players vote on new rules and changes to apply to the game. Over time they aim to manoeuvre themselves into a better position by gathering tokens and creating synergies which they can exploit. As these cause the game state to fluctuate constantly, players must think both short and long term if they are to win. All rule changes are put to a vote so gameplay is extremely interactive. Can you persuade enough players to vote for your changes by helping them, but still keep yourself ahead? Or can you find a way to break from the pack and force them through?



On their turn, a player points at an action card and follows the simple instructions on it. That's it!

Strongly convergent gameplay content – cards take effect if players vote for them.

Gameplay effortlessly gravitates towards the sort of game that the current players want to play.


Soft, stylish and clear presentation.

Players need 10 points to win- but that's not all. They must also survive a 'bonus turn' with all the other players trying to knock them back down again!



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# LIGHT IN THE LAB

Dr. Adam  
Symonds

Dr Adam Symonds has always been a massive gaming nerd. He designed his first recorded game at the age of 2 - although, with hindsight, the endgame could have used some improvement. Growing up, he played as many different games as he could get his hands on - board games, card games, video games, role-playing games, even sports!

Throughout his time at Durham University, he was active in various of student societies, all of which revolved around some sort of gaming. He designed and ran a large number of diverse games, for groups ranging from a handful of dedicated gamers, to dozens of newbies, to 70 players who travelled to Durham from across the UK.

In addition to more traditional games with boards and cards, he continued to broaden his gaming expertise even further, designing live-action games, convention games, legal games, murder mysteries, pub games, and more. One of his personal favourites is Nomic, an extremely complicated written game about changing rules to change the rules of the game!

In 2015, he was awarded a PhD from Durham University for his thesis on 'Graphical Games with Mobility'. Drawing on advances in game theory, graph theory, mechanism design, decision theory, and psychology, this cross-disciplinary work proposed a new model for understanding how players approach games and their interactions within them. By looking closely at every decision- including subtle things like whether or not to play a game at all- and viewing these as a separate, but closely linked model, greater insight and accuracy into the reasoning behind every decision can be gained.

Since then, Dr Adam Symonds has been hard at work as half of Light In The Lab. His unique style and approach to design allows him to iterate and refine new concepts extremely quickly, recently achieving a personal goal of designing 20 complete games in as many months. His unique background allows him to make connections between disparate genres, and easily apply his expertise to family games, games for experts, strategy games, social games, and everything in between.

- Awarded a PhD from Durham University for his thesis on 'Graphical Games with Mobility'.
- Designed a new model for understanding how players approach games and their interactions within them.
- Over 25 years experience designing and playing games.
- Brings together expertise in game theory, graph theory, mechanism design, decision theory, and game psychology with great experience in game design.
- Rapid development and assessment of game designs.



Jim  
Symonds

Jim Symonds has 40+ years' experience in business. As a qualified national and international logistics manager, he was running autonomous businesses by the age of 21. After returning to university to study production planning and control (where he was awarded Business Student of the Year) he moved into manufacturing management for ten very successful years before joining an IT company who specialised in ERP manufacturing software. Starting as a service desk advisor, over the next 18 years he rose to become Commercial Director then Managing Director.

His passion for delivering exceptional customer service led to the company growing still further and winning a number of awards. He led a management buyout and after more highly effective years leading the company to be a significant global presence, sold his majority shareholding and left to create Light In The Lab.

Jim was awarded Chartered Director status in 2005, recognising both his knowledge in company management and its practical application in running a successful business. His talks to MBA students and business leaders in the north-east of England have always been popular and inspiring, and he has served on the board of several local charities. As well as playing games and fishing in his spare time, he has completed the gruelling Land's End to John O'Groats historic car rally ("LeJog") in a 1975 Saab 96, is an active member of the Irish vintage VW campervan club ("Type 2 Ireland") and has performed stand-up comedy on stage at the Edinburgh Fringe festival.

- Chartered Director since 2005.
- 40 years management experience.
- Passionate about delivering exceptional customer service.
- Professional approach to games design and production.

## Light In The Lab

is a unique games design company which marries together relevant academic knowledge, extensive game design experience and best business practice, making us the ideal partner for a games publisher. We are friendly, knowledgeable and professional and can take games from first concept through rapid prototyping and development to testing and final delivery to you, the publisher. We have the ability to design a game to any specification, as well as the insight and imagination to create successful games with novel mechanics and engrossing gameplay.

About the  
company ...

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