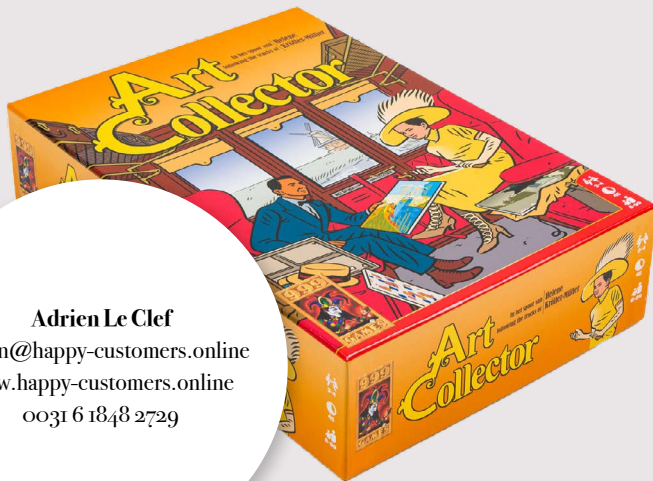


Your museum collection as a board game?

Looking for ways to increase the revenue of your museum shop and promote your art within your community? Consider creating a fun and engaging board game featuring your museum's collection! Not only will this attract more visitors to your museum, it also provides a unique and interactive way to educate future visitors about your art collection. With a little creativity and your museum's treasures as inspiration, you can craft a one-of-a-kind game that is both educational and entertaining. Don't miss out on this opportunity to bring your museum's collection to life in a new and exciting way!



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How to personalise this board game for your museum

Our story

We, Sophie & Adrien, founders of Happy Customers, love to bring joy into the world and thus we try to carefully select and curate the activities and undertakings we embark on so that it brings joy and value to our customers.

About 4 years ago my partner and I got interested into card and board games. We were never really big game players, but somehow that all changed when the pandemic started. Our interest grew and settled on games that are easy to learn, have some strategy element to it and bring joy to all that play. About a year ago we stumbled upon a board game called Art Collector. This was developed by the Dutch game publisher called 999 Games, known for Catan, Carcassone, Set and many others. At the time, it was developed by 999 Games but for the Kroller Muller Museum. This museum wanted to find an accessible way of promoting their art work to the community, but also connect to both youth and older stakeholders in a fun and easy way.

Needless to say, my partner and I played the game and absolutely loved it! It's very easy to learn and you never know who is going to win as everything can change at the last minute. From there on, we embarked on a path together with 999 Games to customize the game for all the other museums out there who would also like a fun game to connect, educate and promote their art work with the community. The result will be an Art Collector customized for every museum with the same game fundamentals, but with different art work for every museum.



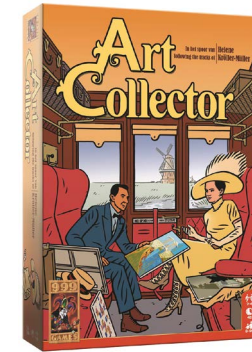
Why is this interesting for your museum?

- Increase museumshop revenue
- Promote Art collection
- Fun for young & old
- Engaging (future visitors)
- Educational

How to personalise this board game for your museum?

Step 1 What is your Museum's story

Use the box and game rules to tell the story of how your museum came to be, by whom it was founded or how it developed throughout the years.



Design fully customizable!



Step 2 Choose categories & Art collection

1) Choose which categories you want to represent in the game (nature, artists, periods, currents, media, sculptures, paintings, calligraphy...);

2) Then choose the collection you want in the game (average of 54 pieces).

Step 3 Marketing

We have a marketing blueprint you can use to launch the game where we advise in launch events: event where donors and press are invited to come and play the game in the museum, Christmas launch, newsletters, socials etc.

What you can expect from us

Full support from idea, design to regular marketing assistance (launch & weekly socials, ads, etc.).