



Press release

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GROWTH IN THE ASMODEE FAMILY: GAMEGENIC® – A NEW STUDIO FOR GAMING ACCESSORIES



Great games deserve amazing accessories that protect, support, and enrich players' experiences. This is the mission behind the new Asmodee studio Gamegenic.

Under the direction of Adrian Alonso (former lead designer and creative director who developed the Ultimate Guard brand and products), the Gamegenic team will introduce a new class of premium accessories to the market for various games and licensed products. The product portfolio will include classic storage boxes, sleeves, playmats, and albums, as well as dice sets.

Gamegenic's motto is "Ingenious Supplies," and that is exactly what Alonso has emphasized during development of the range. "Gamegenic offers both familiar and never-before-seen accessories that stand out with their unique and high-quality features," he says. "We develop premium accessories in every price segment to appeal to both newer players and long-term collectors. We are very proud to be a part of the Asmodee Group and to work directly with a wide portfolio of excellent games and licenses."



Adrian Alonso
CEO Gamegenic

Gamegenic will assume the production and development of all accessories within the Asmodee Group, and will continue and expand the corresponding product lines from Fantasy Flight Games and Blackfire. Benefiting from many years of experience within one studio, Gamegenic is ready to offer the right accessories for every game and every player.

Be on the lookout for more announcements from Asmodee about which licenses will be the first ones upgraded with "Ingenious Supplies"!

About Asmodee

Asmodee Group is a leading international games publisher and distributor with operations located in Europe, North America, and China. Asmodee's best known titles, either published or distributed on behalf of key publishing partners, include Catan, Ticket to Ride, Splendor, Dobble/Spot it!, Star Wars: X-Wing, 7 Wonders, Dixit, Takenoko, Abyss, Timeline, Jungle Speed, The Werewolves of Miller's Hollow. In some European countries, Asmodee also distributes trading card games such as Pokemon, Magic, Yu-Gi-Oh! Asmodee has headquarters in Guyancourt, France. For more information, please visit corporate.asmodee.com



About Gamegenic

Gamegenic GmbH is an internationally operating studio of the Asmodee Group based in Essen, Germany. The studio was founded in May 2019. The managing director is Adrian Alonso.

Press contact

Gamegenic / Robert Schymiczek - Tel.: +49 (0)201 248 595 573 – r.schymiczek@Gamegenic.com