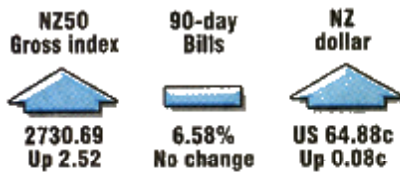


# Business &



SE Closing Figures

## Dunedin woman designs board game

**By Dene Mackenzie**  
 Dunedin graphic designer Cheryl Bowden is taking more than a passing interest in the results of the United States presidential election.

Ms Bowden, of CherBrilliance Design, was the graphic designer of a board game being launched today in the United States which is based on the 2004 US presidential race between President George W. Bush and Democrat nominee John Kerry.

The game, named The White House Game, was manufactured in the US for Australian company The Improviders and will retail for \$US24.99 (\$NZ38.60).

Improviders creative director Paul Dobson said the timing of the game was no accident.

"We have deliberately timed it to ride on the back of constant election coverage in the media. Controversy like *Fahrenheit 9/11* is good for our prospects."

Ms Bowden has designed four board games for The Improviders but this is the first one to see the light of day.

"We decided to get serious about it," Mr Dobson said.

Remarkably, after 18 months of working on board games together, the two met for the first time this week in Dunedin. Ms Bowden and Mr Dobson had conducted all of their business over the Internet, exchanging files back and forth between St Clair and Sydney, without meeting or talking on the phone.

Mr Dobson, formerly of Auckland, said that when he was looking for a graphic designer, he knew he would get value and quality for money in New Zealand. He looked at the New Zealand online Yellow Pages and contacted by email several

graphic designers.

Ms Bowden's quote was the lowest and she got the job.

"We wanted something as American as apple pie — something better than we were able to make ourselves. When Cheryl first sent us the logo we were surprised by how much better it was than we imagined."

"The brief for the job was starting with the logo. The rest fell into place," Mr Dobson said.

The job became easier in January once Mr Dobson and Ms Bowden signed up for broadband Internet access. Exchanging the files became instant rather than taking 20 minutes or more to download.

Unless The White House Game becomes an outstanding success, it will probably be the last one designed and produced by The Improviders.

Mr Dobson, who has a New Zealand Monopoly game with the currency in pounds and shillings, said the Internet and computers had caused the board game market to shrink substantially since its heyday in the 1970s.

His company was now designing DVD and CD games for the Internet but he still hoped to turn classic board games from the past into computer games.

• In The White House Game, players choose whether to become a Republican, Democrat or independent candidate. Each gets \$700 million to spend on the campaign to win each state. Electoral college votes are secured by rolling the dice. The game is won once a candidate secures 270 electoral college votes. Details of the game can be seen at [www.whitehousegame.com](http://www.whitehousegame.com).



PHOTO: JANE DA...

Bored with elections? . . . Cheryl Bowden and Paul Dobson try out the board game, The White House Game.