

Take Note!

Some technologies don't play nicely with each other. Some technologies obsolete or reverse other technologies. Playing some technologies together will cause you to lose points equivalent to -1 for each combination. Some technologies launched together will cause you to gain points because technologies expand and retrieve other technologies, equivalent to +1 for each combination. You and your fellow players are encouraged to debate the question of how technologies interact during scoring.

Game Components

- (2) printed McLuhan heads player standees
- (10) -1 3D printed chips
- (10) +1 3D printed chips
- (1) 4 Laws Tetrad Tiles
- (3) Player 'Maelstrom' Maps
- (20) Technology Cards
- (20) Purchase Cards
- (20) Power Cards

Recommended for ages 12+

2-4 players

Playing Time: < 20 minutes

Endgame Strategy

The player who launches six technologies on their Maelstrom Map, ends the game and begins the scoring phase.

If you launch three or more technologies that rely on PRIMARILY on the spoken word or aural communication, OR PRIMARILY the written word or literacy, and one of your cards on the **Maelstrom Map** is the corresponding Spoken Word or Written Word Power Card you double your victory points for each related, matching technology. *For example, two television and one phonograph card, together with the Spoken Word Power Card will generate 24 victory points.*

Game Credits

- Game design by Tanya Pobuda
- Original drawings by Tanya Pobuda
- Inspired by the works of Canadian scholars and theorist Marshall McLuhan and Harold Innis
- Dedicated to my gaming partner Derek Schraner
- Open Access & Creative Commons
- Additional cards and gaming assets available at goo.gl/UCoiVc

McLuhan's Maelstrom: The Card Game A Deck-Building Game

"It was not a new terror that thus affected me, but the dawn of a more exciting hope. This hope arose partly from memory, and partly from present observation."

-Edgar Allan Poe (1845), *A Descent Into The Maelstrom*



Augmented Reality

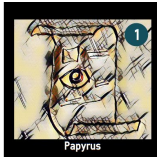
Download the HP Reveal app on your iOS or Android device. Scan any card for more information about what the great man McLuhan himself said about technology. Even scan the card backs or game poster for fun facts about Marshall McLuhan or this game.

Objective

In this 2 to 4 player deck-building game, collect the most victory points by launching a maximum of six technologies onto your **McLuhan's Maelstrom** player mat. This card game uses a deck-building mechanic where you use early communication technologies as 'purchase cards' that you are given at the beginning of the game. Use these cards to buy new technology cards available to you in the Technology River.

Purchasing Cards

Each player starts with 10 purchasing cards, 5 of each card show below: The victory points are indicated in gold in the bottom left-hand corner, the purchase cost is in the top right-hand corner in blue.



Technology Cards

20 Technology Cards will be randomly available for purchase throughout the game.

Card Description	Victory Points	Purchase Power	Number in Deck
Radio	3	7	2
Television	3	7	2
Broadsheet Newspaper	3	5	3
Camera	3	5	3
Typewriter	3	5	3
Phonograph	1	3	5

Power Cards

20 Power Cards will be made available for purchase throughout the game.



Start Game

Player receives 10 purchasing base cards. They form a face-down pile in front of the player. At the start of the round, each play draws a hand of five cards. The player who most recently criticized the media goes first.

These cards - each with 1 point of purchasing power - can be used to purchase cards available in the technology 'river.'

The river is comprised of five face-up cards drawn from a Technology Card draw deck. Once a card is purchased from the river, immediately draw another from the Technology Card Draw pile.

Once you've spent the purchase points in your hand, discard the cards face down in your discard pile.

Once you've spent the purchase points in your hand, discard the cards face down in your discard pile. At the end of your turn, draw back five cards into your hand.

Once your draw pile is empty, shuffle your discard pile and make your new draw pile, once again, drawing up again to five cards at the end of your turn.

Technologies in the Maelstrom

While cards remain in your draw deck, discard pile or draw hand you can use them for their purchasing power. You may purchase as many Technology or Power cards as you can afford.

Any unused purchasing points are returned to your discard pile at the end of your turn.

However, Technology Cards only score victory points if they are launched into the Maelstrom. You may launch as many Technology Cards face down unto your **Maelstrom Map** during your turn, provided the cards are in your draw hand.