

HELLO
WORLD!

**THIS IS SOMETHING
YOU MIGHT BE
INTERESTED IN.**

AROUND
THE BLOCK

GETTING
THE WORLD
TO PLAY
OUTSIDE



“CHILDREN’S GAMES”

BY
PIETER
BRUEGEL

1560 (!)



LEAPFROG



HIDE AND SEEK



BLIND MAN'S BLUFF



HOP ROLLING



HORSE AND HORSEMAN



PITCH AND TOSS

FAST FORWARD
456 YEARS

2016

LEAPFROG

[EUROPEAN VERSION]

1 THE ROLES

Players are divided into 'crouchers' (serving as sort of a vaulting box) and 'leapers'. Players usually count rhymes in order to pick the croucher.



2 THE VAULTING

The first player jumps over the first croucher then stooping immediately after their jump. The second player vaults over both croucher, bending over after them. This goes on until the last player comes along. He/She has to leap over all the crouchers and get into the same position. Finally, the original croucher gets up and starts leaping over everyone and the cycle continues. It can basically go on forever.

However, there's also another way to play the game. One player stoops while the others take turns performing all different styles of leaps.

Whoever gets a certain style wrong, automatically becomes the new croucher.

The first round or 'style' is invariably called 'New goat'. Everyone must call out 'New goat!' before leaping. The second type is always 'Old goat' and everyone must shout **that** before they leap. After the first 2 rounds the first leaper decides what the next style will be. All the leapers have to shout out the name of the style before they jump. Whoever forgets becomes the new croucher.

3 STYLE NAMES

'New goat' - the first leaping style of the game. Regular leap.

'Old goat' - regular leap, always in second round.

'Follow the leader' - the players have to mimic whatever the first leaper does. Whether it's whistling, making weird faces, intentionally limping or anything else.

'Goose foot' - fingers all spread out when you touch the croucher's back.

'Forks' - pretty much the same thing except now you're placing the tips of your fingers on the croucher's back, not your entire palm. Your hand looks like a claw.

'Hammers' - similar, but you're now resting only on the knuckles of your fists when you leap.

'Spur the donkey' - when you're leaping and you gently kick the croucher's butt with your heel.

'Granny's fall from the attic' - during the second part of your leap, your butt should slightly skim the back of the croucher.

'Waves' - the croucher can randomly move up or down (while still bent forward) during the leap.

'Indian file' - regular leaps, except after they jump, leapers now also stoop right next to each other sideways. At some point, a leaper will have to make a gigantic leap over 5 or 6 croucher, who are stuck together side by side. They usually fail.

'Danube waves' - a combination of the 'Indian file' and 'Waves'. Crouchers are also swinging from side to side while doing an 'Indian file'.

'Statues' - once they land, the leapers have to stand still where they landed. Other players are not allowed to touch any player (except for the croucher) as they land. If you do, you're the new croucher!



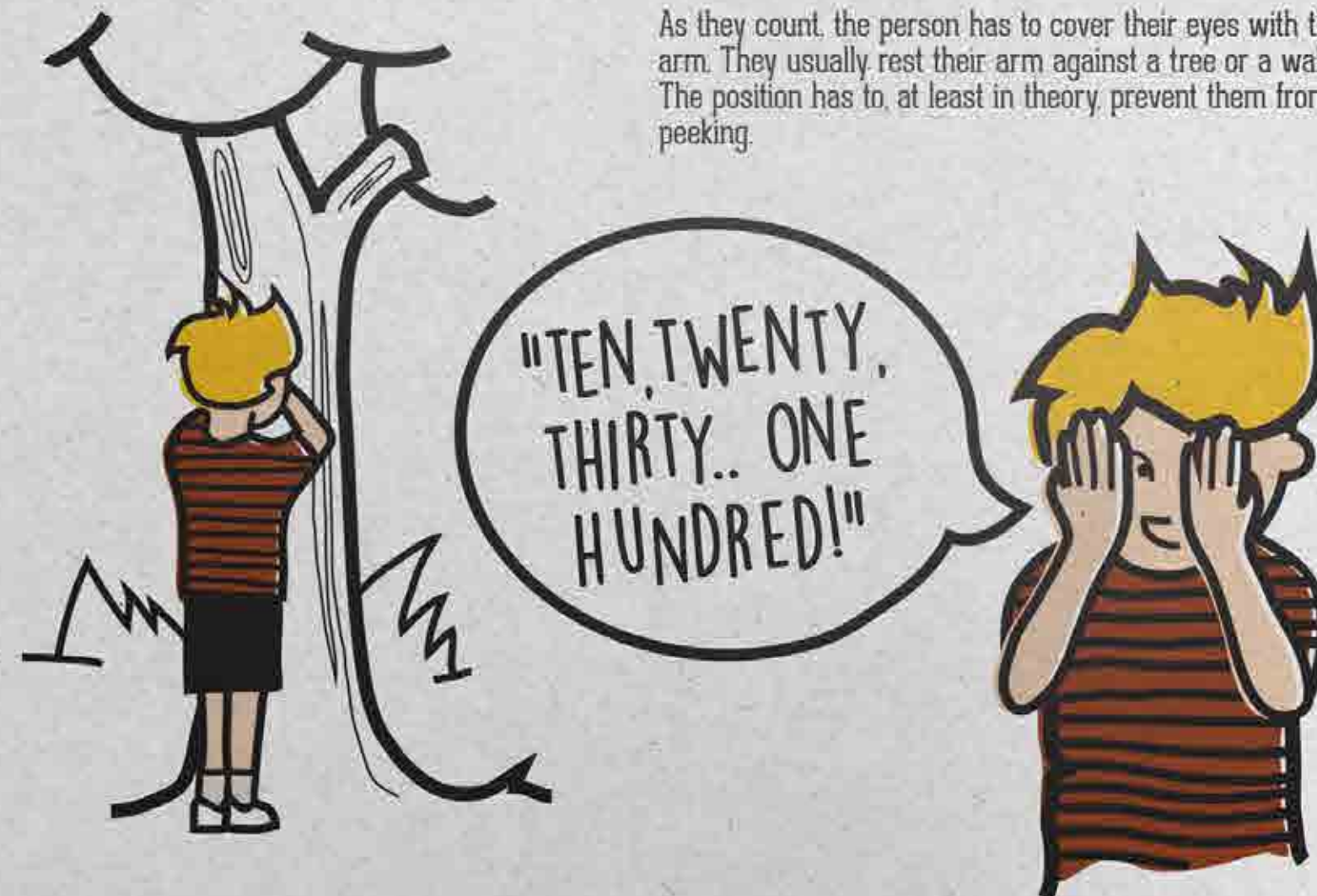
LEAPFROG

HIDE AND SEEK

1 THE NUMBER

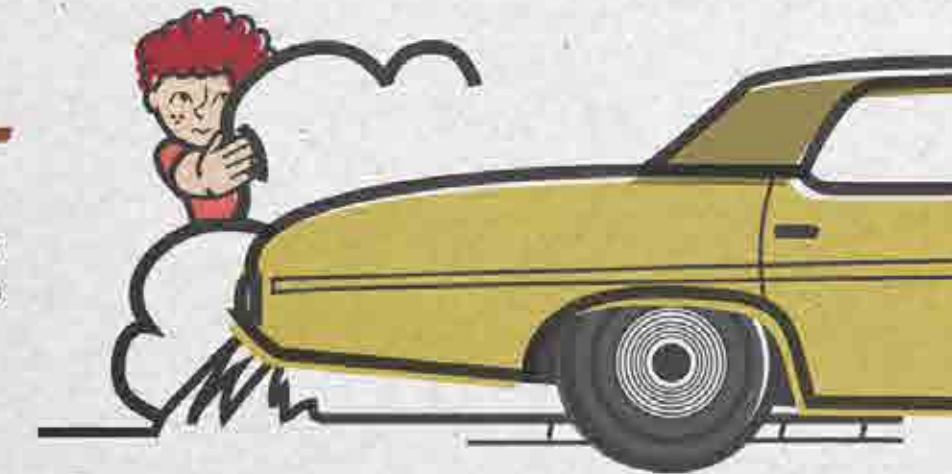
The "it" person counts up to a predetermined number. He or she can count in increments of 10: "Ten, twenty, thirty... One hundred!" Each time they hit a new "hundred" they shout it out loud as a warning for the others. This can stop at 500 or 1000, depending on how much patience they have.

As they count, the person has to cover their eyes with their arm. They usually rest their arm against a tree or a wall. The position has to, at least in theory, prevent them from peeking.



2 THE SEEK

All of the other players have to find a place to hide until the seeker finishes counting. Then the seeker goes out to find them. However, he or she has to be careful not to go too far from the 'home base' [i.e. the counting place].



3 THE HOME BASE

Whenever the seeker spots any of the players hiding, they have to run to home base and touch it [or kick the can, if they're playing **Kick the Can**], before the spotted person reaches it. If they manage to do so, then the player who was hiding is out. If the hiding player manages to reach home base before the seeker, then he or she is 'safe' or 'home free'. Whenever the seeker reaches home base they have to say "1, 2, 3" followed by the hiding person's name. Whenever the hiding person reaches home base they have to go "1, 2, 3, me!" in order to be 'safe'. They can add the name of another player as well, if the other player was hiding in the same place as them. This is what is called a 'double save' - for instance, "1, 2, 3, me and Jimmy", if Jimmy was hiding in the same spot.

The first player who is found becomes the seeker for the next round. However, if the last player hiding manages to save themselves, the same seeker has to go again, according to the unwritten rule of 'Last sheep saves the herd' or 'Last one saves all'. This builds the tension for climactic finish!



HIDE AND SEEK

BLIND MAN'S BLUFF

1 THE BLINDFOLD

An 'it' player is chosen by a counting rhyme or through a spontaneous decision ["You're it!"]. The person is then blindfolded with a scarf or something of the sort, thick enough so that they can't see through it.



2 THE SPINNING

Then the other players help the 'it' person spin around a few times (sometimes they spin the number of times corresponding to the 'blind man's age').

3 THE GUESSING

Then, the 'it' has to get a hold of one of the other players, touch their face and then guess who they are. Meanwhile, the other players can tease the 'it' player by slowly poking them or pulling their clothes from time to time. If the 'it' guesses whoever they've caught, that person becomes 'it' for the next round. If not, then the game continues.



BLIND MAN'S BLUFF

HOOP ROLLING

1 THE HOOP

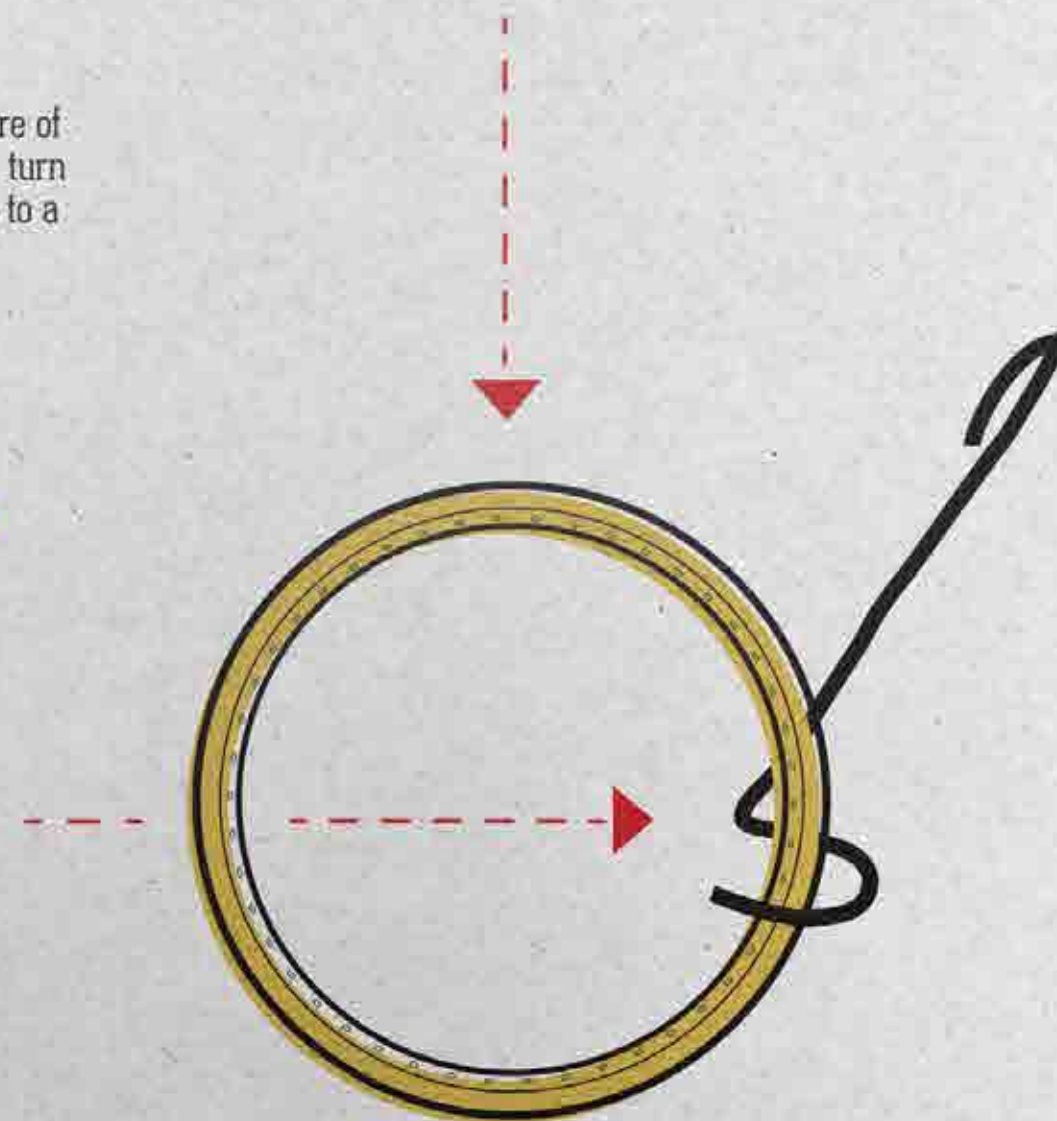
Is usually a bicycle wheel rim with no tire and no spokes. Or a barrel hoop.

Kids 'drive' a bike wheel rim around using only a metal stick that has been 'especially designed' for this [meaning that you made it yourself by bending a piece of wire].

Like several other listings in the book, hoop rolling is not a game in itself, but rather more of a thing you do to have fun. You can, though, turn it into a game if you race other hoop rollers to a finish line, or around a course for instance.

2 THE STEERING

Is done with the use of a stick. Which is more of piece of strong metal wire, bent at one end in order to help steer the hoop. Almost always hand crafted by its 'driver'.



3 THE START

You know 'you've got the hang of it' when you can kick-start into motion using only your stick. You hold your stick as indicated in the drawing below and then try to gain a little momentum by giving it a quick short spin forward from the inside.



4 THE ROLLING

The idea is to keep the hoop rolling and to turn whenever **you** want (as opposed to when the hoop wants). You have to constantly have your stick touching the hoop but do it smoothly so that it doesn't fall or 'crash'.

And then you just drive your hoop all around the block and do all sorts of tricks and races.



HOP ROLLING

HORSE AND RIDER

1 THE TEAM

Is made of two players: the 'horse' and, surprise surprise, the 'rider'. As you'd expect, the horse is basically giving the rider one long piggyback ride during the game. The goal of each team is to bring the other team down, or at least get the other rider off his horse's back.



2 THE WINNERS

If the rider falls off or if the entire team falls to the ground, they're out. The last team standing [literally] is the winner.



HORSE AND HORSEMAN

PENNY IN THE HOLE

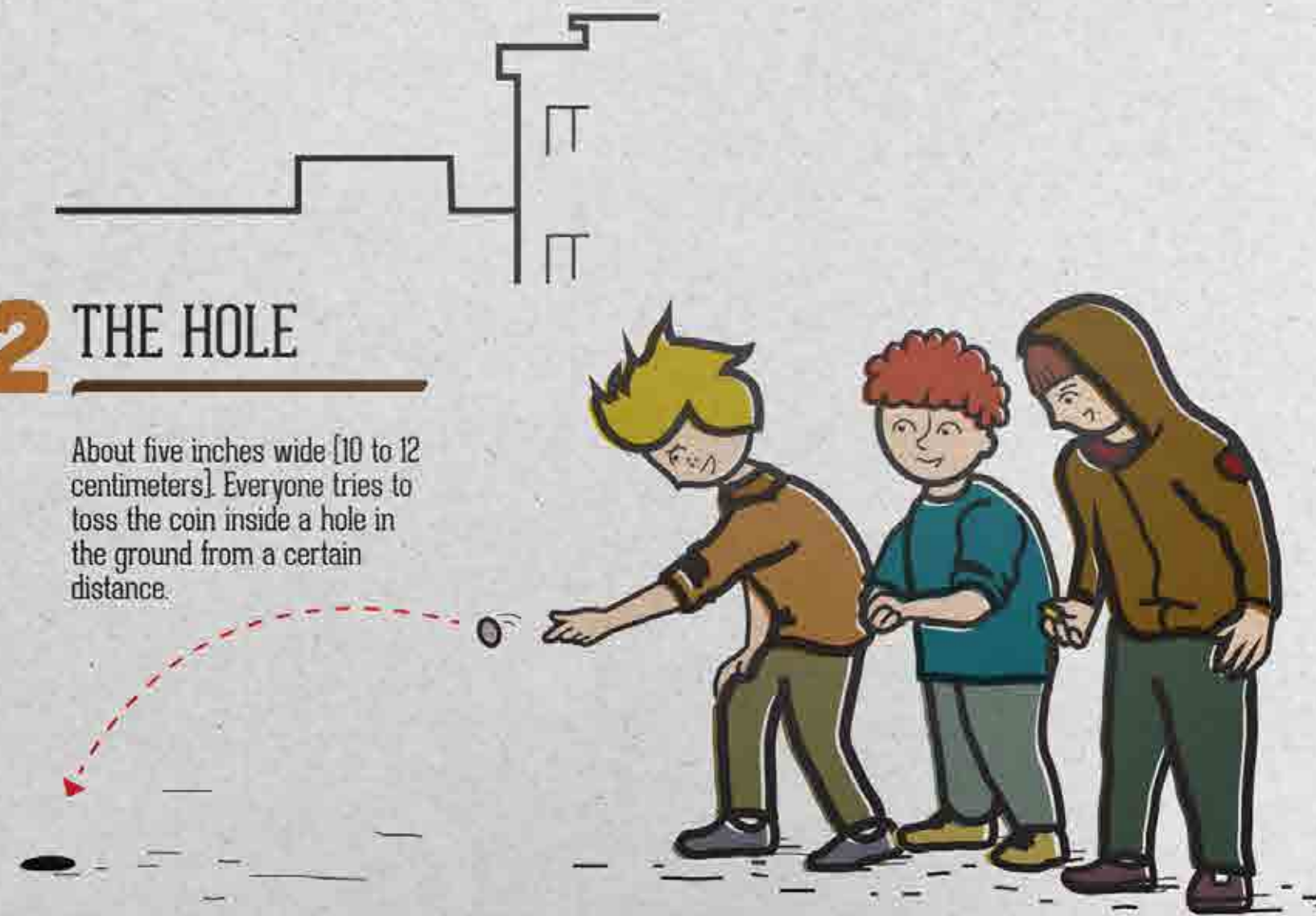
OR
PENNY SEAT

1 THE COIN

Each player has one or more coins.

2 THE HOLE

About five inches wide (10 to 12 centimeters). Everyone tries to toss the coin inside a hole in the ground from a certain distance.



3 THE GAME

A first throw is used to decide the tossing order.

The player who gets their coin closest to the hole is the first one to toss. The one coming in second is the second and so on and so forth.

If a player's coin touches another player's coin midair during the toss, the two get a do-over.

If a coin is balancing on the edge of the hole, you can help it by blowing air towards it or by stomping the ground close to the hole. If it goes in, the player's through. If not, said player needs to flick once more.

Oh, right, the flicks. Well, after the first toss, all players take turns flicking their coins toward the hole. Whoever gets there first, wins the game.

Then he takes all the coins and tosses them. If any one coin goes inside the hole, then he has the right to one single flick for every other coin. Any coin he sinks, is his (or points can be awarded if there aren't enough coins to go around). If no coin goes in after the big throw, the game starts over.

If you're using points, each player accumulates as many points as attempts he needs to get his coin in. At the end of the 'championship', whoever has the least amount of points wins. A championship is a series of 5 or 10 consecutive games, for instance.



PITCH AND TOSS

**THESE GAMES ARE HUNDREDS
OF YEARS OLD. THEY
“SURVIVED” FOR SO LONG
BECAUSE EACH GENERATION
PASSED THEM TO THE NEXT.**

**NOW THEY'RE "ENDANGERED",
JUST LIKE SOME ANIMAL SPECIES
ON THE BRINK OF EXTINCTION.
IT'S OUR TURN TO PASS THEM ON.**

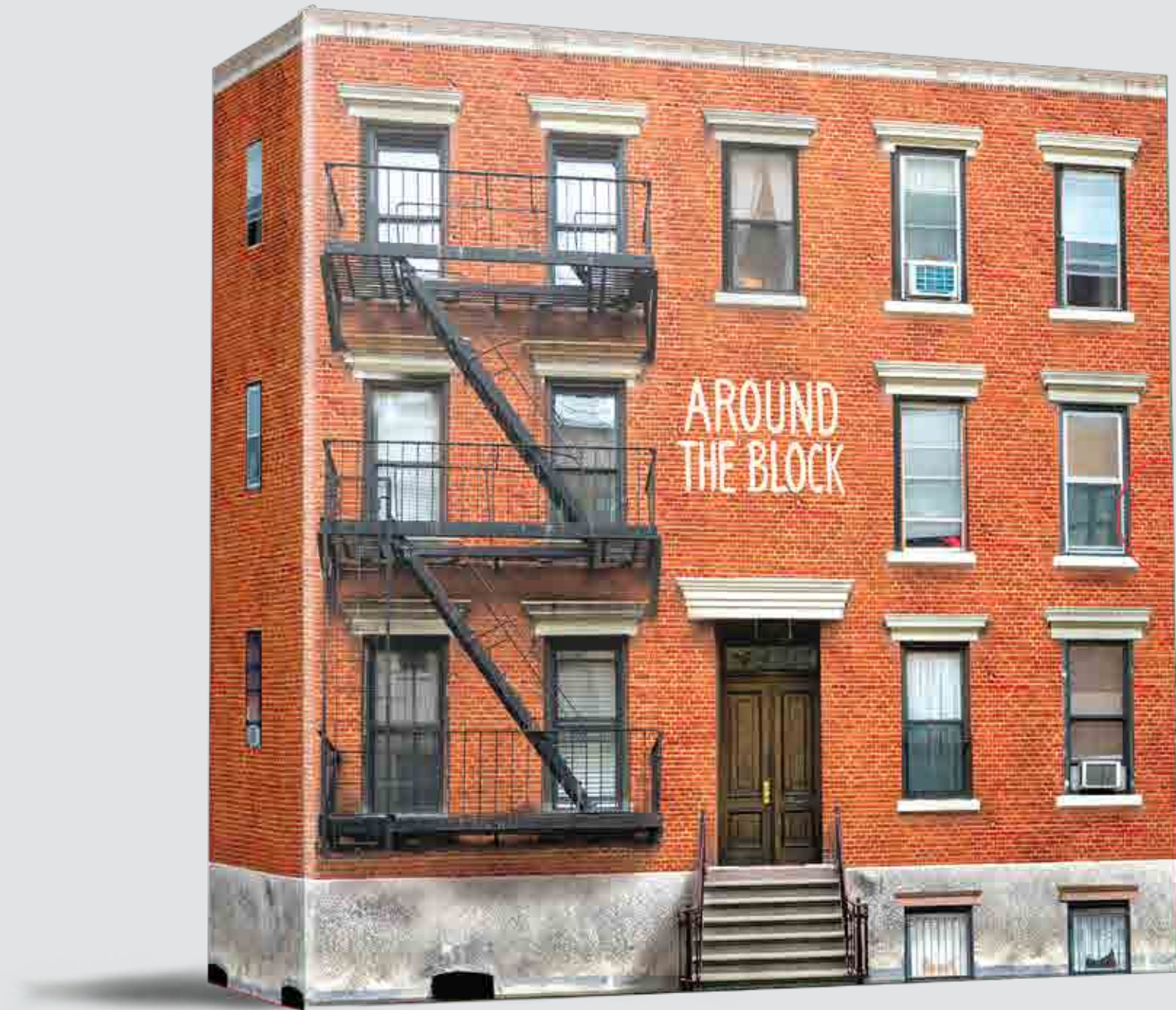
AROUND
THE BLOCK



**A COLLECTION
OF 55 TIMELESS
GAMES TO PLAY
OUTSIDE**

AROUND THE BLOCK

1. THE BOOK
2. STRATEGY
3. AUDIENCE
4. WHY IT'S
AWESOME
(AND YOU
SHOULD GET
ON BOARD,
LIKE, RIGHT
NOW)



1. THE BOOK

2. STRATEGY

3. AUDIENCE

4. WHY IT'S

AWESOME

(AND YOU

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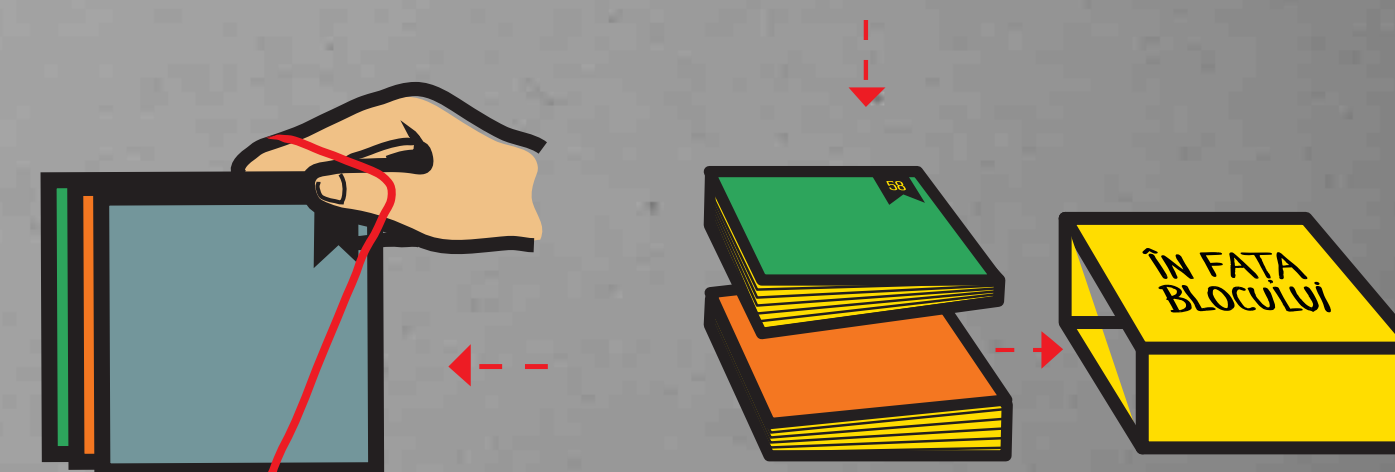
ON BOARD,

LIKE, RIGHT

NOW)



Each card is one game.
The reason they're not
bound together is so you
can **take some of them
out** to follow the instructions
as you **play outside.**



Sometimes the same game has different names in different regions.

RED LIGHT GREEN LIGHT

OR

MOTHER MAY I?
STATUES,
WHAT'S THE TIME
MR. WOLF?

"1,2,3,
RED LIGHT,
GREEN LIGHT!"



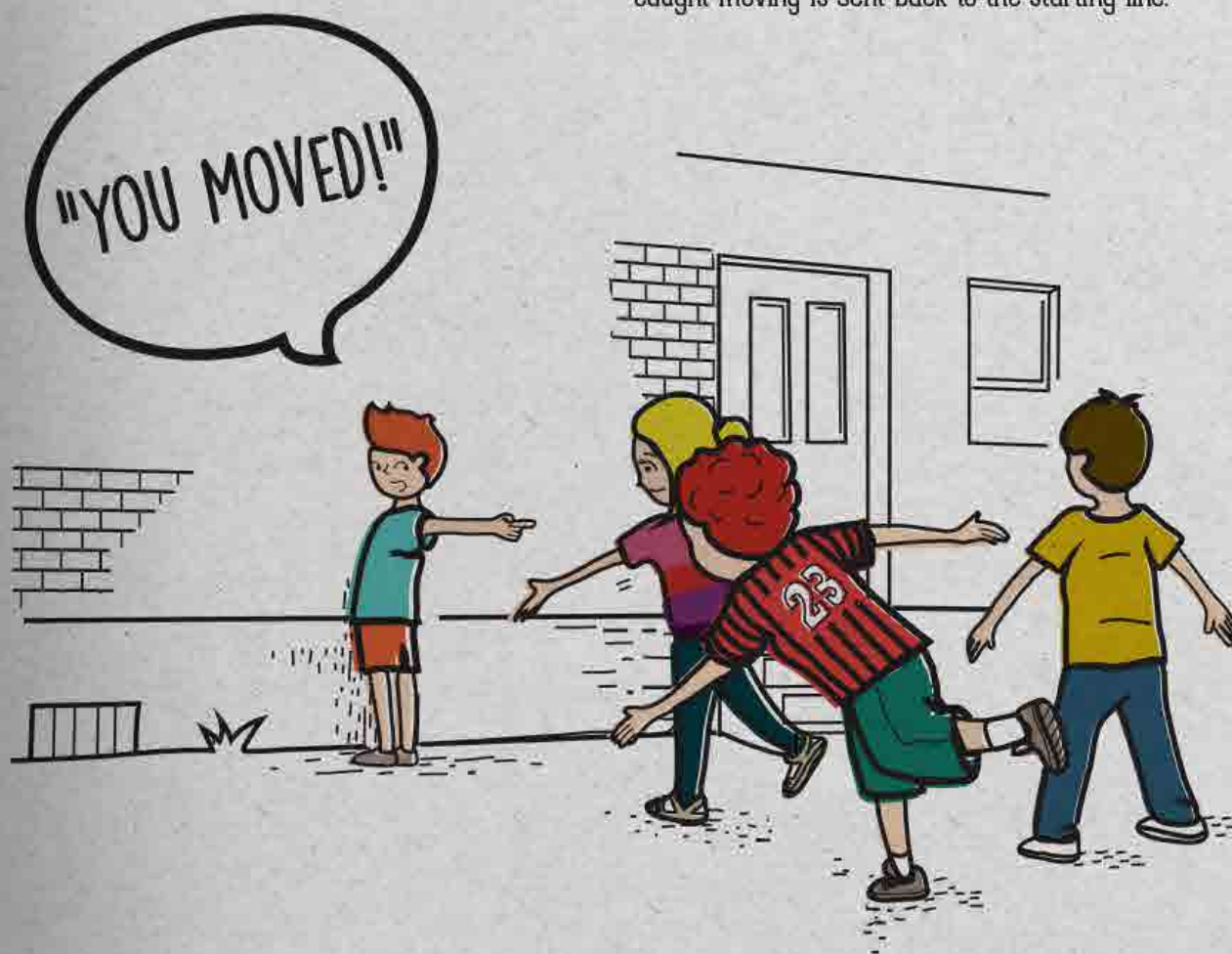
1 THE RHYME

The game leader is usually chosen by an "eenie meenie miney mo" rhyme (a counting rhyme) or through some spontaneous decision ("It's me, 'cause I won at Hide-and-seek."). Then the leader stands, facing away or facing a wall, while the other players all stand behind him at a commonly agreed distance (a line that's either drawn in chalk on the ground or that was just there to begin with - "Let's just use that crack in the ground."). As he or she faces the wall, the leader calls out "123 Red light green light".

They can say the words slower or faster. The more surprising the style, the better. Then the leader suddenly turns around facing the players.

2 THE STEPS

The players have to reach the wall as fast as possible and can only move while the leader has his or her back turned, facing the wall. The moment he or she turns around, the players have to 'freeze' in place. Any player caught moving is sent back to the starting line.



Every game has a **logo**, **"how to"** section ...

2

WHY DID WE PLAY THIS?

So we could see whoever could move the fastest and then stand the stillest.

HOW MANY?

A minimum of 3 and a maximum of 8 - 9 people.

THE BEST THING

Is to have long legs.

THE WORST THING

Is to be one step away from the wall and get sent back.

WHERE?

Wherever there's a wall. And an area that can be turned into a playground in front of it.

VOCABULARY

"123 Face The Wall Stop!" [123. Red Light Green Light!]. "Emperor. wise emperor. what time is it in the city ? [?]" [What's the time. Mr Wolf / Fox!]. "You moved!". "No. I didn't". "You're moving now. 'cuz you're speaking!". "It doesn't count!".

TIPS AND TRICKS

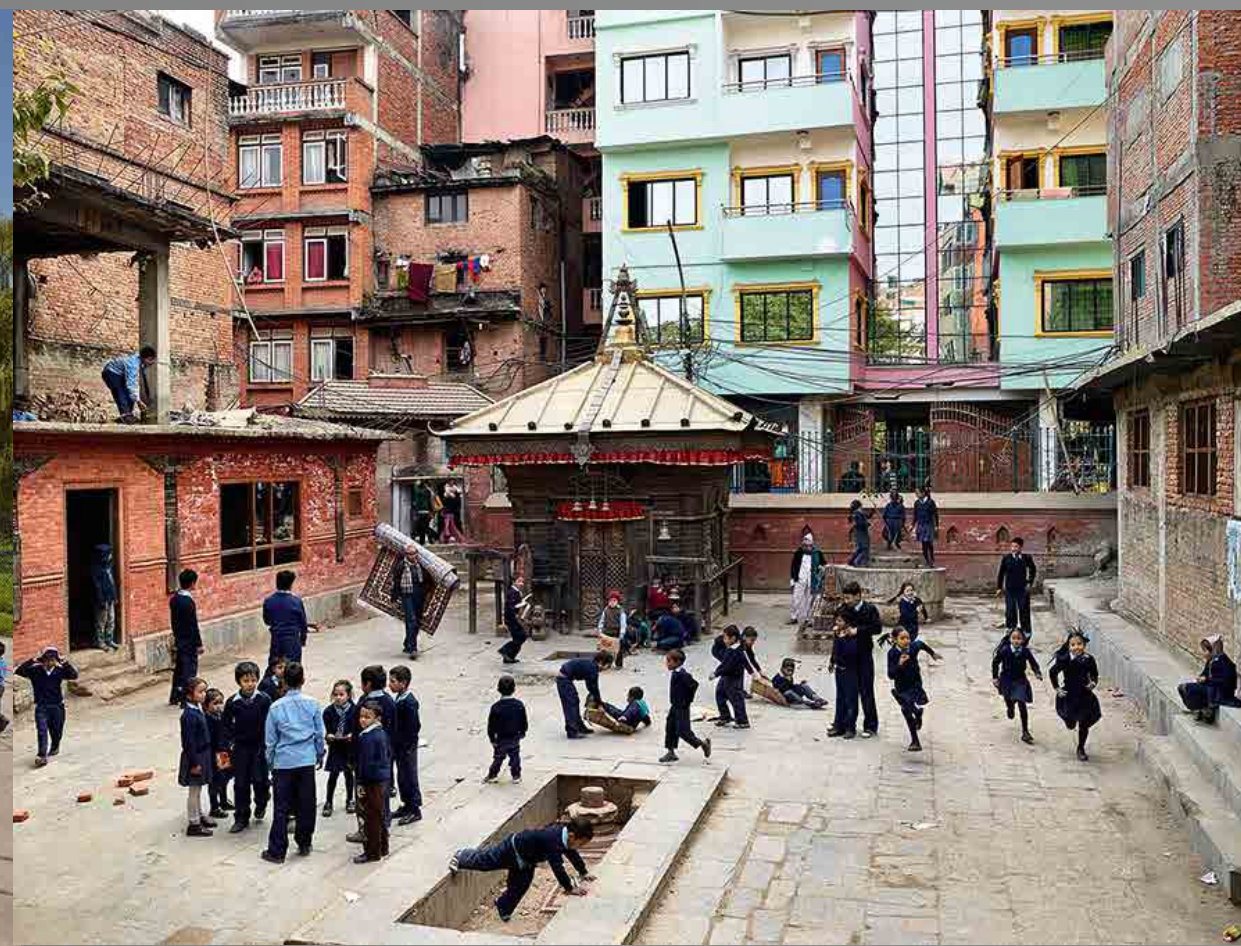
It's usually a good idea not to spring forward taking huge steps and thus risk finding yourself in weird positions that you can't hold whenever you have to stand still. You're better off taking normal steps, offering yourself more time in between movements. You stand in better chances of ending up in more natural and especially more stable positions.

NOTE: "Emperor, oh emperor" [What's The Time. Mr Wolf ? / Mother May !?] is a slightly different version of the same game. The leader is, of course, an emperor and the other players are, naturally, his servants. Each servant takes turns asking "Emperor, wise emperor, what time is it in the city ?" and the emperor invariably answers using specific measurement units: elephant steps [one big step forward], dwarf steps [one normal step forward], ant steps [the length of one's foot], polenta [one leap forward, as the person also simultaneously twirls around, 360 degrees], monkey steps [one leap forward], crab steps [one normal step backward]. The answers are random and depend solely on the emperor's mood. Whoever reaches the emperor first, wins the game.

...and some **fun extra info** on the back (tips, tricks and vocabulary).



SOME GAMES ARE PRESENT IN
VARIOUS DIFFERENT CULTURES.



WHY DID WE PLAY THIS?

So we could see whoever could move the fastest and then stand the stillest.

HOW MANY?

A minimum of 3 and a maximum of 8-10 people.

THE BEST THING

Is to have long legs.

THE WORST THING

Is to be one step away from the wall and get sent back.

WHERE?

Wherever there's a wall and an area that can be turned into a playground in front of it.

VOCABULARY

'123 Face The Wall Stop!' (123, Red Light Green Light!). Emperor: wise emperor, what time is it in the city? (123) (What's the time Mr Wolf / Fox). 'You moved!' 'No, I didn't! 'You're moving now, cuz you're speaking!' 'It doesn't count!'

TIPS AND TRICKS

It's usually a good idea not to spring forward taking huge steps and thus risk finding yourself in weird positions that you can't hold whenever you have to stand still. You're better off taking normal steps, offering yourself more time in between movements. You stand better chances of ending up in more natural and especially more stable positions.

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RED LIGHT
GREEN LIGHT

IN ENGLISH, IT'S
“123 RED LIGHT
GREEN LIGHT”,
IN FRENCH IT'S
“123 SOLEIL”
(123 SUN).

123 RED LIGHT GREEN LIGHT

OR
MOTHER MAY I?
STATUES
WHAT'S THE TIME
MR. WOLF?

"123, RED
LIGHT, GREEN
LIGHT!"



1 THE RHYME

The game leader is usually chosen by doing a nursery rhyme or through a spontaneous decision ('Me, cuz I won the hide-and-seek round'). Then the leader stands facing a wall, while the other players all stand behind him, at a commonly agreed distance (a line that's either drawn in chalk on the ground or that was just there to begin with - 'We'll just use that crack in the ground'). As he faces the wall, the leader calls out '123 Face The Wall Stop!' (123, Red Light Green Light!). He or she can utter the words slower or faster. The more surprising the style, the better. Then he suddenly turns around, facing the players.

2 THE STEPS

The players have to reach the wall as fast as possible and can only move while the leader has his or her back turned, facing the wall. The moment he or she turns around, the players have to 'freeze'. Any player caught moving is sent back to the starting line.

"YOU MOVED!"



WHY DID WE PLAY THIS?

For the inexplicable satisfaction you can get from a successful series of precise jumps.

HOW MANY?

A minimum of one girl, usually at least two or three, 5 to 8 jumps, cuz otherwise it's just boring waiting for your turn.

THE BEST THING

Is to be tall, athletic and have long legs.

THE WORST THING

Is not to be tall, athletic and have long legs. Or sprain an ankle or something.

WHERE?

Around the block, on the riverside, in the parking lot, in the garden, on the lawn or in the backyard or even in the hallway of the apartment building, in case the weather sucks.

PROPS

A three-meter long rubber band. Plus, in exceptional situations, two chairs or a shoe wiper.

TIPS AND TRICKS

If there's just one girl playing, she can use two chairs as "holders". If there are only two girls playing, the shoe wiper in front of the block can act as one of the holders.

VOCABULARY

Chinese Jump Rope, Jumpsies, French Skipping, "You missed!", "Can you get your string? It's mine to get mine, they're not gonna let me come back."

Elastics

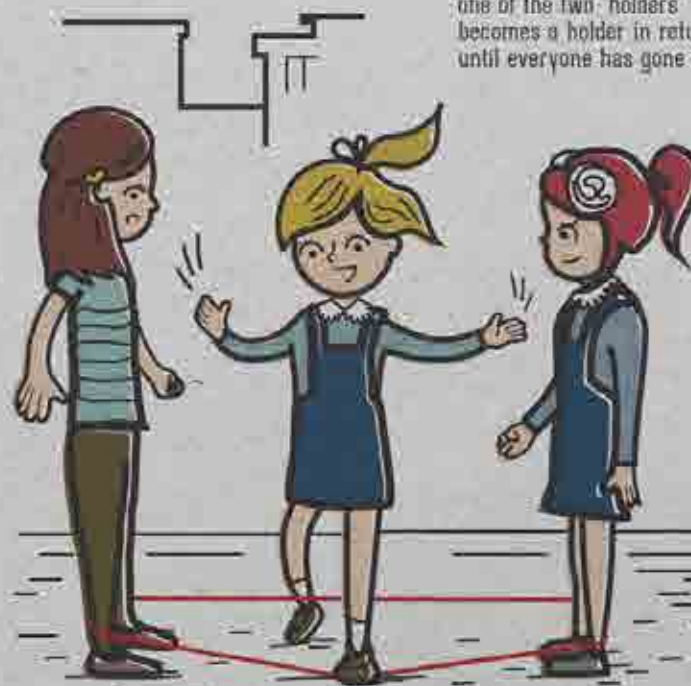
"ELASTIC" IS **JUMPSIES** OR **CHINESE JUMP ROPE** TO THE ENGLISH-SPEAKING WORLD AND **ELASTICO** TO THE SPANISH-SPEAKING ONE.

ELASTICS

OR
CHINESE JUMP ROPE
JUMPSIES
FRENCH SKIPPING

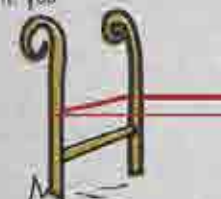
1 POSITIONS

Two girls stand about 2 to 3 meters away, facing each other. A string of rubber band is tied around their ankles. The string is about 3 meters long and has to be well stretched out during the game. The third girl has to perform a series of particular jumps without making any mistake. The patterns are usually completely unknown to boys. Whenever the jumper "misses", one of the two "holders" takes her place and the jumper becomes a holder in return. That pretty much goes on at least until everyone has gone through both roles.

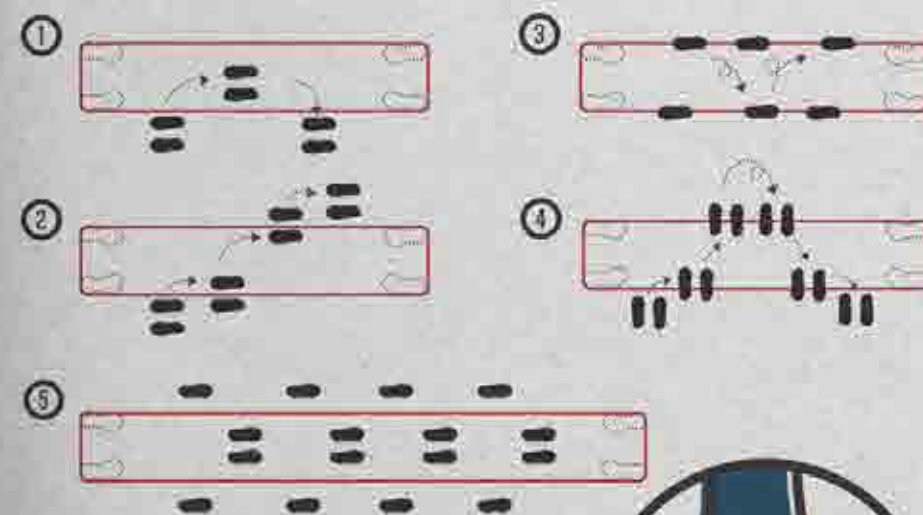


THE SHOE WIPER

This is quite common at the entrance of many apartment buildings in Romania. It's basically a metal frame featuring a sort of blade, that people use to wipe mud off their shoes. Is there so much mud over there, we hear you ask? For some reason sometimes there's quite a bit of it, yes.



2 THE PATTERNS



The difficulty of patterns gradually increases, as does the height where the elastic string is placed - first around the ankles, then the calves, then behind the knees, above the back of the knees, right underneath the ass and then around the waist. But no one usually continues jumping at this point, maybe except for those skinny athletic-type girls with really long legs that even their moms call them "goats".



NOTE: These are only a few patterns. We're gonna keep on searching and maybe include more in the second volume.

WHY DID WE PLAY THIS?

Because it's always fun to mess words up.

HOW MANY?

6 or 7 or 10 or 15 people, no one really knows. There are no limits. But if there are more than 20 people, playing most of them spend most of their time just waiting.

THE BEST THING

If you strategically place yourself near a girl you secretly like, whispering into her ear can be almost kinda like kissing her, except not really.

WHERE?

Pretty much anywhere. Except underwater.

THE WORST THING

People who are "spraying it", instead of just saying it. Into your ear, that is.

TIPS AND TRICKS

Don't tickle, don't lick, don't laugh and don't "spray" into the next person's ear. Or if you want, everything to be more fun, do all of them.

VOCABULARY

"Telephone" / "Chinese Whispers" / "Broken Telephone". Dude, ew, stop licking my ear.



"CHINESE WHISPERS"
OR **TELEPHONE** TO
ENGLISH-SPEAKERS,
"TELEPHONE ARABE"
TO THE FRENCH.

TELEPHONE

OR
CHINESE WHISPERS
BROKEN TELEPHONE

1 THE POSITION

Players stand or sit next to each other in a circle or an Indian file. The first player whispers a word into the ear of the closest person to him. The next person does the same, passing on what they heard to the next person and so on and so forth.



2 THE WORD

The original word has to travel as fast as possible 'down the line' until the last player says the word out loud. Usually, by the time it reaches the end of the line, it's a completely different word. Then the last person starts the next round. No one wins but pretty much everyone goes 'Haha, OMD, that's so not the word!'



WHY DID WE PLAY THIS?

To leap over one another.

HOW MANY?

10 to 12 players tops. If it's more the wait risks becoming too boring.

THE BEST THING

Is to be part of the 'goat' row whenever 'Waves' is up. The chances of success are almost nil for whoever has to leap over.

THE WORST THING

Is to be the goat whenever 'Granny's fall from the attic' or 'Spur the donkey' is up.

WHERE?

Ideally wherever there's soft ground, considering there's a high chance that you'll lie on your nose. So options include the back yard or some sort of garden animal, the house, the park, the riverbank or the lake side. If there is one around. If you feel lucky, you can also try it in the parking lot or the school yard but do expect lawsuits and / or suits.

TIPS AND TRICKS

'Head down' is the most important thing to know as a goat. That means you have to keep your chin to your chest and even cover your head with your hands in order to prevent accidentally getting whacked in the head.

VOCABULARY

Leapfrog, stomp 'goat', 'Granny's fall from the attic', 'Spur the donkey', 'Danube waves', etc. 'No stoop! It's 'Old goat' you said 'New goat'! 'Ouch!' 'I did scream head down'.

leapfrog

IN ENGLISH IT'S **LEAPFROG**,
IN FRENCH IT'S **SAUTE MOUTON**, IN ROMANIAN IT'S **GOAT** OR "VAULTING BUCK".

LEAPFROG

OR VAULTING BUCK GOAT

1 THE STOOPER AND THE LEAPER

Players are simply divided into 'stooper' (goat, i.e. the vaulting buck) and 'leapers'. Players usually count rhymes in order to pick the 'goat'. Or they just reach like a random spontaneous agreement. Then during the game, there are several leaping styles. Whoever gets a certain style wrong, automatically becomes the new 'goat'. The 'goat' position involves bending forward and resting the palms of your hands on your knees. Also very important, keep your chin pointing to your chest.



2 THE STYLES

This is basically the game. All players have to stand in line and then one by one leap over the 'goat', placing their hands on his or her back, spreading their legs apart as they jump, in order to avoid touching the stooper (unless otherwise specified by that particular leap style).

The first round or 'style' is invariably called 'New goat'. Everyone must shout out 'New goat!' while running, before the actual leap. The second round, it's always 'Old goat', and everyone must shout that before they leap. Then the first leaper decides what the next style is. All the leapers have to shout out the name of the style before they actually jump. Whoever forgets, becomes the new goat.

3 STYLE NAMES

'New goat' - the first leap style of the game. Regular leap.

'Old goat' - regular leap, always the second round.

'Follow the leader' - the players have to mimic whatever the first leaper does. Whether it's whistling, making weird faces, intentionally limping or God knows what else.

'Goose feet' - fingers all spread out and hit the back of the 'goat' harder than usual when leaping.

'Forks' - pretty much the same thing except now you're placing the tip of your fingers on the goat's back, not your entire palm. Your hand is kinda like a claw now.

'Hammers' - similar, but you're now resting on the knuckles of your fists when you leap.

'Spur the donkey' - when you're leaping and you're actually midair above the goat, gently kick his or her ass with your heel.

'Granny's fall from the attic' - during the second part of your leap, your ass should slightly hit the back of the goat, kinda like an early landing of sorts.

'Waves' - the goat can randomly move up or down (while still bent forward) during the leap.

'Indian file' - regular leaps, except after they jump, leapers now also stoop and bend forward near the goat. At one point, someone has to take one giant leap over like 6 goats stuck to one another. They usually fail and turn to goats.

'Danube waves' - same as the 'Indian file', except now the goats are also swing from side to side in order to confuse the leapers even more.

The general rule is whoever fails to leap as the style requires it, automatically becomes a goat.





OTHERS ARE SPECIFIC ONLY
TO CERTAIN COUNTRIES.



WHY DID WE PLAY THIS?

To play some sort of ball game but without doing too much running around.

HOW MANY?

4 players, plus one to 5 others waiting outside the court. If they play fast, a total of 10 is not too much. Versions with 6 or 8 square courts exist but that's where chances are that players get bored easier, mostly because they rarely get the ball.

THE BEST THING

Is to be awesome at football and basically stay in the 'manager' square for as long as you want.

THE WORST THING

Is if the others plot to take you out. They usually succeed.

WHERE?

In the park, in the school yard, in a less crowded parking lot or on a less circulated alley.

VOCABULARY

Four Square, Squareball, Worker, Foreman, Engineer, Manager, Jack, Queen, King, Ace, 'You're out!', 'Ok next!', 'Ok, anyone who can actually play?', 'And... nice and easy... over to me and... BAM, he didn't see that coming!'

TIPS AND TRICKS

1. Foot serves are usually more powerful and harder to control by the receiver. You can thus use them if you want to quickly downgrade someone. Players usually agree at the beginning if foot serves are accepted or not.

2. 'Extra-spin' serves are another option: you serve with your hands but use your fingers to rotate the ball forward, giving it a little spin boost, which makes the ball bounce off faster when it touches the ground.

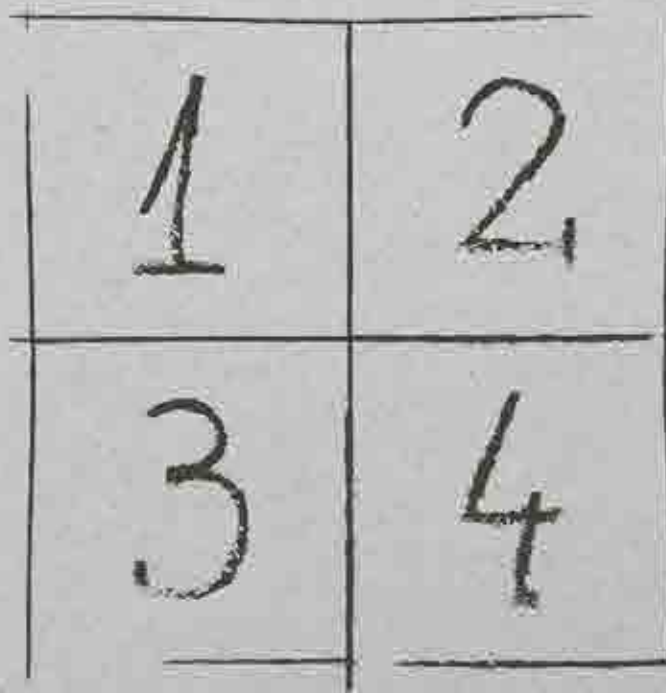


“LITTLE SQUARE” IS POPULAR IN ROMANIA BUT UNFAMILIAR TO OTHER COUNTRIES.

FOUR SQUARE

[EUROPEAN VERSION]

1 THE COURT



It's basically a double football/tennis court. A what court? A football/tennis court. That's basically tennis with a soccer ball. The court is marked using either chalk and sometimes even paint, but that's if you're planning to play for a really long time.

You need a large flat open space where the ball can bounce around without breaking any windows. You draw a big square, with each side approximately 15 feet in length (5 to 6 meters). Next, you divide it into four equal squares. Each square gets a number from 1 to 4, clockwise. 4 is the highest and, coincidentally, the coolest.



2 THE SERVE

You always serve diagonally using either your hand or your foot (during the game you can only use your feet to hit the ball). The loser always serves. Any mistake takes you back to a lower 'rank' square or even out of the game if you're already in the one ranked lowest (which is square 1).

New players always join the game in the lowest ranked square and have to 'work their way up' through either sport skills or people skills. 'If you let me get to 4 I'll give you the trade I said no to yesterday with the that rookie card you wanted!'



3 TRICKS

Once a player serves, the receiver can send the ball to any other square. The other players have to keep the ball playing. Anyone failing to hit the ball or sending it off the court, moves to a lower-ranked square.

You're not allowed to juggle the ball as you play but you are allowed to bounce it off your chest or knee one time and then hit it.



Players pass the ball around among the 4 squares. Americans play something a little similar, but using their hands.

WHY DID WE PLAY THIS?

So that we go on kart rides without actually going on real kart rides.

HOW MANY

It's always two guys: the "driver" and the "pusher." Sorry, I mean the good friend.

THE BEST THING

Is to live in a neighborhood with a lot of "slopy" alleys. But not like hard fast slopes that will bang you against people's fences. The soft, slow roads that basically make for awesome kart rides.

THE WORST THING

Is that you're entirely dependent on your friend. He can take you through areas filled with holes in the ground or he can just plain throw you off into a puddle at any time if he feels like it.

WHERE

Wherever there are smooth surfaces in uncirculated areas: parking lots, the alleys around the block or even the school yard, on week-ends (otherwise the horribly loud noise will get the guards' attention and ultimately get you thrown out).

VOCABULARY

Kart / little cart: "your turn to push," "slow down, slow down, we're gonna hit the..." "kkhha kkhaha lllrrrrt!" you still have some mud on your face.

TIPS & TRICKS

a. Being in the servant spot is not as bad as it might sound. No one usually does the "human engine" thing without immediately asking for it in return after they're done: "now you push me around."

b. The smoothest surfaces are the best. They mean less bumps for your ass - the kart (usually doesn't) have any padding to soften up the shaking so basically your butt cheeks feel every little pebble or small hole in the ground. They also mean less of an internal noise - the kart always makes an internal noise.

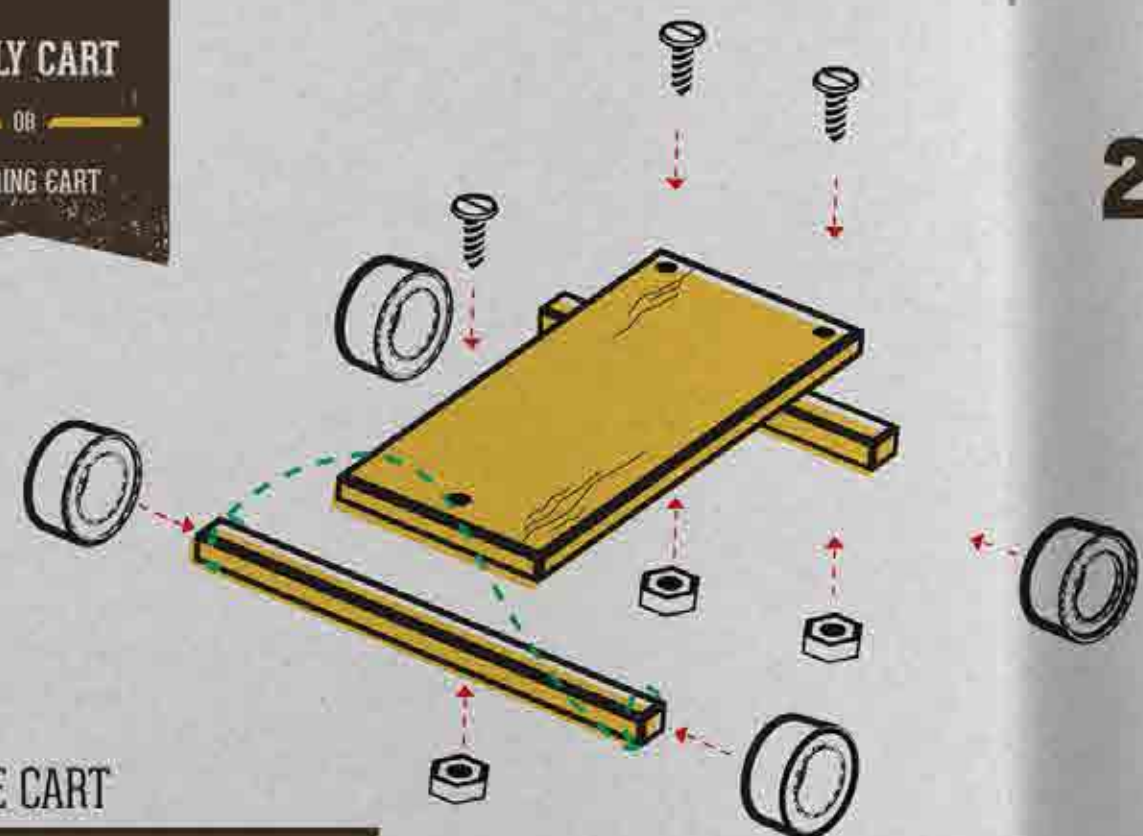
BILLY CART

BILLY CART

OR
BEARING CART

1 THE CART

You make the kart by following the instructions above. The front axis is usually longer than the one in the back in order to provide room for your feet. That's because you steer the kart with your feet. You can also attach a rope or a piece of wire to both ends of the front axis, in order to help the steering with your hands.



2 THE RIDE

Is impossible without the help of a let's call him a good friend (read: servant) who is literally pushing you from the back. That is, he puts his hand on your back and starts pushing. The speed and duration of your "lap" directly and invariably depend on your friend's speed and stamina.



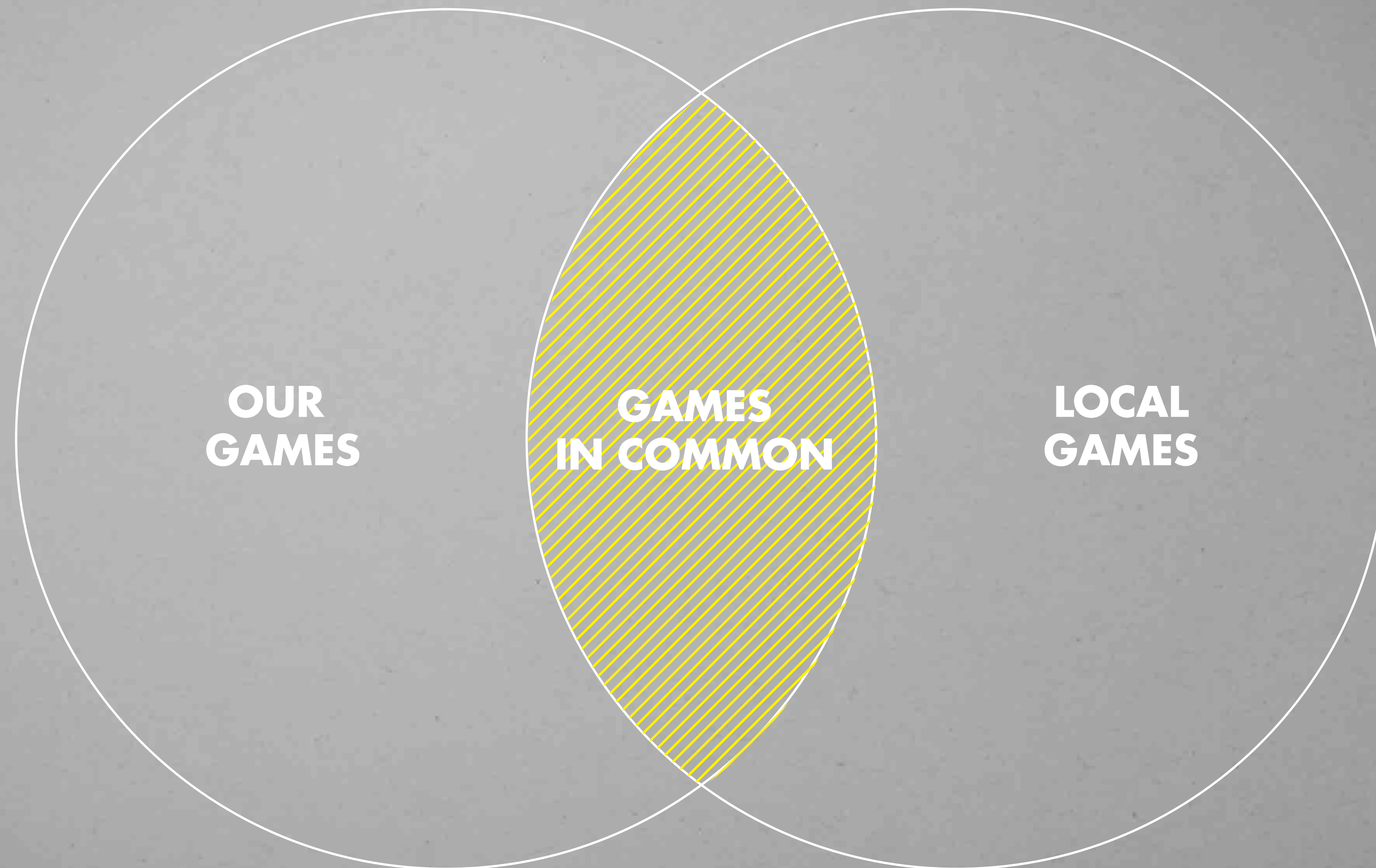
"BILLY CART" IS MORE OF A DIY TOY THAN A GAME. IT'S POPULAR IN SOME COUNTRIES, WHILE OTHERS HAVEN'T REALLY HEARD OF IT.

Kids use it to literally push each other around.

AROUND THE BLOCK

1. THE BOOK
- 2. STRATEGY**
3. AUDIENCE
4. WHY IT'S
AWESOME
(AND YOU
SHOULD GET
ON BOARD,
LIKE, RIGHT
NOW)

**THIS IS WHY WE WANT
TO ADAPT THE BOOK
NOT JUST TRANSLATE IT.**



WE'LL KEEP
THE COMMON
GAMES, THEN
**ADD THE
SPECIFIC
ONES
FOR EACH
CULTURE.**

We're even gonna change
the cover to reflect **local
buildings** or symbols that
the public can relate to.



UK

FRANCE

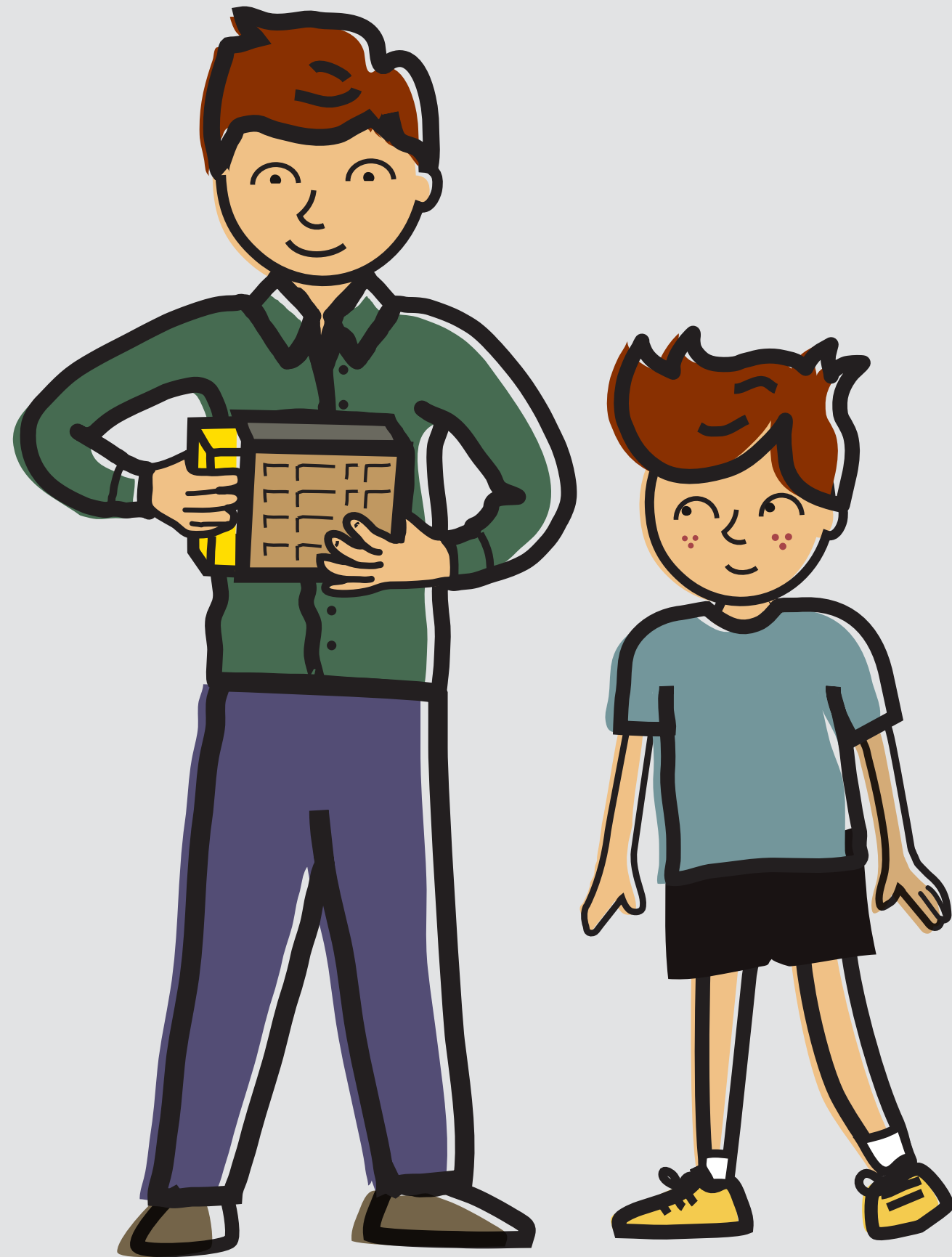
ITALY

UNITED STATES

AROUND
THE BLOCK

AROUND THE BLOCK

1. THE BOOK
2. STRATEGY
- 3. AUDIENCE**
4. WHY IT'S
AWESOME
(AND YOU
SHOULD GET
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NOW)



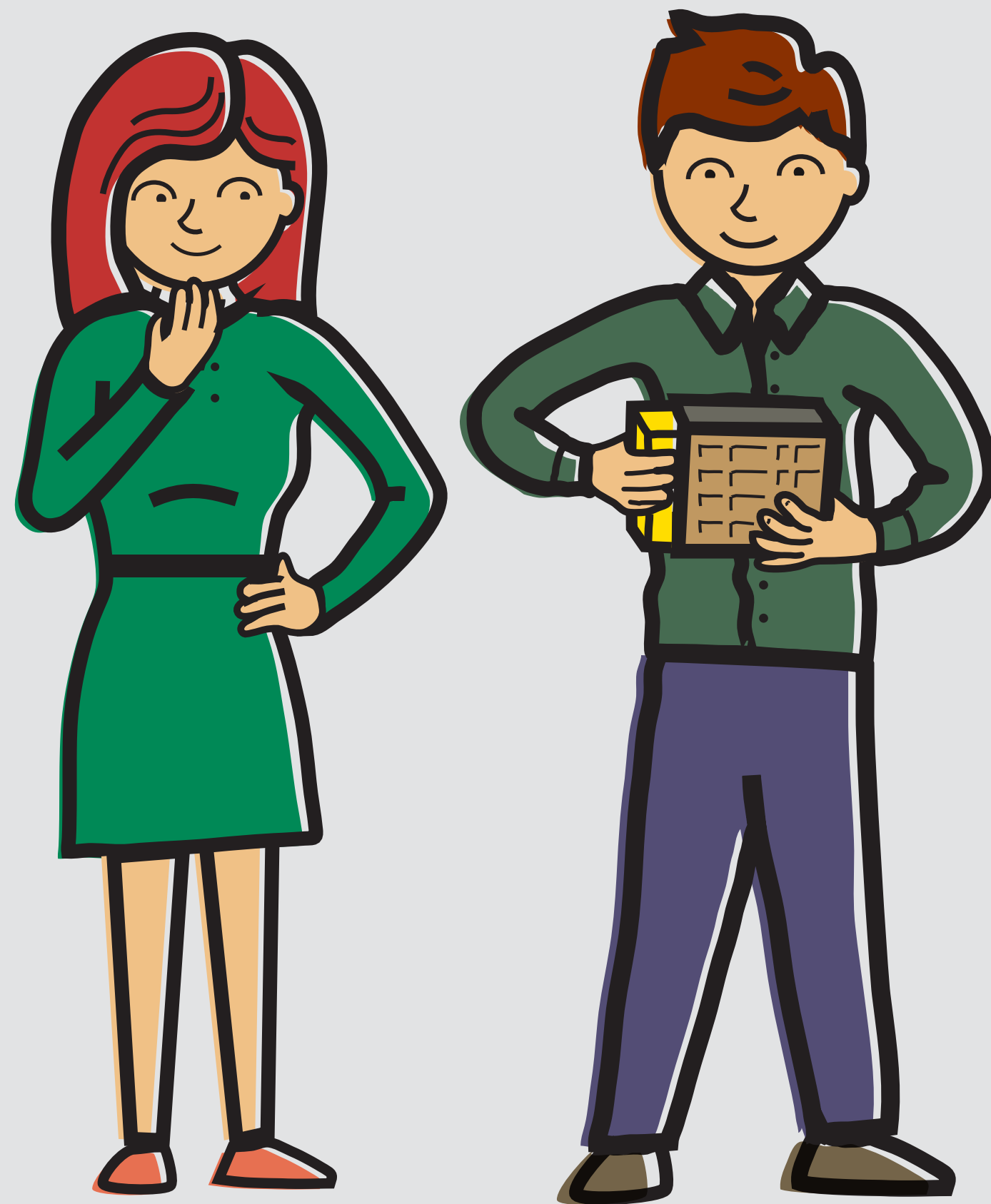
**FOR EVERYONE WHO
GREW UP IN THE
70'S, 80'S OR 90'S**

AND NOW HAS KIDS
OR JUST LIKES PLAYING
OUTSIDE. OR BOTH.



A KIDS' BOOK FOR PARENTS (AND KIDS).

PARENTS REMEMBER
THE GAMES AND THEN
TEACH THE KIDS.



A GREAT GIFT FOR FRIENDS WHO WANT TO REMEMBER

CHILDHOOD GAMES
AND THE STORIES
AROUND THEM.



IT'S A PIECE OF CULTURAL HERITAGE THAT NEEDS TO BE PASSED ON

TO THE NEXT GENERATION
SO THEY CAN PASS IT ON
TO THE NEXT ONE.
AND SO ON.

AROUND THE BLOCK

1. THE BOOK
2. STRATEGY
3. AUDIENCE
- 4. WHY IT'S
AWESOME
(AND YOU
SHOULD GET
ON BOARD,
LIKE, RIGHT
NOW)**



IT'S UNIVERSAL

OR SEMI-UNIVERSAL. SO FAR WE KNOW THAT PEOPLE IN GERMANY, FRANCE, THE CZECH REPUBLIC, THE U.S., THE U.K., GUATEMALA, BELGIUM, SWEDEN, ARGENTINA, BULGARIA, HUNGARY AND SEVERAL OTHER COUNTRIES PLAYED MANY OF THESE GAMES.



IT CAN HELP KIDS BALANCE THEIR ONLINE-OFFLINE LIFESTYLE

THIS SEEMS TO BE A GLOBAL PROBLEM. KIDS SPEND LESS TIME PLAYING OUTSIDE TOGETHER THAN THEIR PARENTS USED TO. AND THIS CAN AFFECT BOTH THEIR PSYCHOLOGICAL AND PHYSICAL DEVELOPMENT.





- * **SPECIAL DESIGNED EVENTS** (KIDS AND GROWN-UPS PLAY OUTSIDE)
- * A **"STORIES AROUND THE BLOCK"** FOLLOW-UP SERIES, ABOUT THE CRAZY STUFF WE DID AS KIDS
- * COLORING **FLIP-BOOKS**
- * **DIY TOYS** (KIDS MAKE THEIR OWN TOYS)
- * VISUAL **MERCHANDISE**



**AN-TAN-TE EVENT
SERIES** (TRASLATES
AS "EENY MEENY"),
WHERE **GROWN-
UPS AND KIDS
PLAY OUTSIDE.**
TOGETHER OR
SEPARATELY.





STORIES AROUND THE BLOCK

**STORIES AROUND THE
BLOCK**, IS A SHORT
STORY SERIES ABOUT THE
FUN & CRAZY THINGS
WE DID AS WE PLAYED
OUTSIDE.



**COLORING FLIP
BOOKS** "ANIMATE"
EACH GAME FROM THE
BOOK AND MAKE IT
MORE FUN TO LEARN BY
ADDING COLOR TO THE
CHARACTERS.



[PEOPLE
CAN
ORDER
T-SHIRTS
WITH THEIR
FAVORITE
GAMES.]



**DO-IT-YOURS
ELF KITS,**
THAT KIDS USE
TO CREATE
THEIR TOYS
WITH THEIR
OWN HANDS.

.....
*Here, a "Billy cart"
prototype is "unveiled"
at the Bucharest Auto
Show 2015.*

AND LAST BUT NOT LEAST



THE BOOK BECAME A MANUAL USED IN OUTDOOR ACTIVITIES IN SCHOOLS

.....
*Teachers transformed
the games from the
book in ""lessons"" of
skills and team work :)*

THE NUMBERS

15.000
COPIES SOLD

In a year, including the third printing, due at the end of 2015

0 PAID
ADS

Works great through word-of-mouth, people love talking about it.

100.000€
EARNED MEDIA

Word-of-mouth translates into great PR value: different kinds of media also love talking about it.

6 DISTRIBUTION
CHANNELS

Bookstores, gift shops, toy stores, boardgame stores, schools & kindergartens, design shops.

3 DESIGN
AWARDS

Finalist in Cannes Lions Festival, Book Design section. Plus two more national awards.

1st KID&PARENT
PLAY EVENT

An-tan-te: the first event series designed for kids and grown-ups so that they can play outside together.

AWARDS



CANNES LIONS FINALIST

The book is a proud finalist in the Design section of Cannes Lions 2015. The event is the world's most important festival celebrating creative communications and the positive social impact of each project.

www.canneslionsarchive.com/winners/entry/590432/outside-the-block-parents-pass-on-their-childhood-games

THE MOST BEAUTIFUL BOOK OF THE YEAR

The book received The Most Beautiful Book of the Year Prize at the Romanian Book Industry Awards, the most prominent event that recognizes publishing excellence in the Romanian book industry.

<http://www.galabundetipar.ro/istoric/editia-a-iv-a-2015/premii-editia-2015/>

INNOVATIVE PUBLISHING AWARD

Around The Block was given the Innovative Publishing Award at the National Book Design Contest, an award that the jury created especially for the project, to acknowledge the book's unique format.

<http://celemaifrumoasecarti.ro/>

**THANKS.
WE HOPE WE DIDN'T BORE YOU.**

**IF WE DID, PLAY SOME HOPSCOTCH
TO RE-ENERGIZE.**

**ACTUALLY, PLAY SOME HOPSCOTCH
ANYWAY.**