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# Kraken Games Lab: Introducing a New Era of Tabletop Gaming

*With a commitment to creativity and quality, Kraken Games Lab is dedicated to delivering unique, engaging tabletop experiences that appeal to a wide range of players.*

BOISE, Idaho (June 4, 2024) — Kraken Games Lab, a new force in the tabletop gaming world, is bursting at the seams with stories they want to share with the world in the form of tabletop games that are fun and accessible for a wide range of players. Kraken is committed to creating unique, imaginative games that blend artistry, storytelling, and engaging mechanics with high-quality pieces and immersive gameplay. Learn more at [krakengameslab.com](https://krakengameslab.com).

“Our goal with Kraken Games Lab is simple,” said founder and CEO Laurel Blow. “Through our diverse collection of titles, we aim to offer something for everyone — with unique worldbuilding, art you’ll fall in love with, and gameplay that’s easy to learn yet endlessly replayable.”

## Games Made for Everyone: The Kraken Games Lab Commitment

- **Human-Centered Game Development:** Kraken prioritizes a personal and thoughtful approach to game design, ensuring each project reflects the creativity, ingenuity, and passion of its creators.
- **Inclusivity for All Players:** Kraken Games Lab designs games with accessibility in mind — easy to pick up, yet offering layers of depth that reward strategic thinking and creativity across a broad range of player experiences.
- **Immersive Game Worlds:** Every Kraken game is set in a distinct universe, rich with vibrant characters and captivating lore. Their offerings extend beyond traditional board games, inviting players to explore engaging worlds brimming with life.
- **Quality and Replayability:** Kraken’s detail-oriented team carefully crafts every piece of art and has them printed on quality materials for a premium experience. Kraken’s developers focus on creating games that have a high degree of replayability so fans can play them for years on end.
- **Collaboration:** Kraken prioritizes collaborations with industry game designers and artists to craft unforgettable gaming experiences.



## A Passion for Bringing People Together

Kraken Games Lab was born from a simple but powerful idea: the best games are those that bring people together. At the helm are founder Laurel Blow and partner Sean Zern, who bring over 30 years of experience in the gaming industry. Sean has been involved in the community since 1991, from his early days at Games and Gizmos to owning his own hobby shop in Vancouver, Washington, where he coordinated events and worked at numerous trade shows and hobby conventions. His accolades, including recognition in *White Dwarf Magazine*, underscore his deep commitment to gaming.

Laurel, with 20 years in the creative and marketing industries, was inspired by their daughter's love for dragons, which sparked the idea for their game, *Emberlings™*, and brought the vision of Kraken Games Lab to life. Together, Laurel and Sean's shared love of gaming and creativity drives their mission to create exciting, strategic tabletop adventures that appeal to a diverse range of players.

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