

ÂM BINH – The Spirit Gathering

Professional Press Kit Fact Sheet

A Vietnamese tactical card board game about spirit masters, cursed villages, dark rituals and the cycle of death and rebirth.

CORE FACT SHEET

Game Title	Âm Binh
Genre	Tactical Card Board Game
Players	3-6 players
Age Rating	16+
Estimated Play Time	45-90 minutes, depending on player count and strategy
Creator / Studio	Exorcist Studio
Publisher	Everjoy Publishing
Commercial Partnership	Commercial publishing partnership signed with Everjoy Publishing
Platform / Format	Physical tabletop board game
Theme	Spirit masters and âm binh in a mysterious Vietnamese spiritual world
Unique Selling Point	A Vietnamese board game that explores folk spirituality, spirit summoning and tactical conflict through a dramatic, culturally distinctive gameplay experience.

GAME DESCRIPTION

Short Description

Become a Pháp Sư Âm Binh, a spirit master capable of capturing ghosts, casting talismans and battling both evil spirits and rival sorcerers in a cursed ancient village.

Âm Binh is a 16+ strategic board game for 3-6 players, inspired by the mysterious spiritual folklore of Vietnam.

Long Description

Step into the dark world of Âm Binh, where the boundary between the living realm and the spirit world has begun to collapse. In an ancient cursed village, malevolent spirits have escaped their seals, spreading fear, omens and supernatural chaos across the land. Players take on the role of Pháp Sư Âm Binh, using strategy, spiritual power, ancient talismans and summoned spirits to capture ghosts and fight for control of the spirit realm.

Inspired by Vietnamese folk beliefs and spiritual legends, Âm Binh combines tactical card play, high player interaction and immersive role-playing. Each player develops their own path through spells, spirits and strategic choices, while competing against dangerous demons and rival sorcerers to become the strongest master between the realms of the living and the dead.

KEY FEATURES

The Law of Life and Death: Unlike many card-based board games where death removes a player from the game, Âm Binh uses a resurrection system that keeps players involved. Inspired by Vietnamese beliefs around reincarnation, death becomes a strategic transition rather than an absolute ending.

Vietnamese Spiritual Folklore: The game brings Vietnamese ghosts, spirits and folk legends into the core of its mechanics and visual identity. Creatures such as Thần Trùng are represented through culturally inspired effects, giving each spirit a narrative and gameplay identity.

Role-Playing as a Spirit Master: Players do not simply control a faction or fixed deck. They embody spirit masters who capture, bind and command supernatural entities, creating a strong fantasy of gradually expanding spiritual power.

High-Interaction Tactical Gameplay: Players constantly affect one another through spells, soul competition, disruption and shifting board states. Every action can change the balance of power, keeping matches tense and unpredictable.

WORLD & LORE

Deep within the forests and remote mountains of ancient Vietnam lies a forgotten village where the line between the human world and the spirit realm has broken. Once protected by spirit-sealing masters, the village fell into chaos after a forbidden ritual shattered the seal between both worlds.

Since then, vengeful souls, evil spirits and demons have emerged, bringing disease, dark omens and unexplained deaths. The dead cannot move on, and the living survive in fear as supernatural forces grow stronger. To stop the disaster, the sorcerers summon Âm Binh: spirit soldiers bound by talismans and spiritual contracts. Yet this power comes at a cost. The more the masters rely on the underworld, the more they risk losing themselves to its darkness.

WHAT MAKES ÂM BINH DIFFERENT

- A culturally distinctive setting grounded in Vietnamese folk spirituality rather than familiar Western fantasy tropes.
- A resurrection mechanic that keeps eliminated players engaged and turns death into a meaningful tactical phase.
- A strong spirit-master role-playing fantasy built around capturing, commanding and weaponising supernatural entities.
- A competitive, high-interaction structure where players can disrupt plans, contest spirits and create dramatic reversals.

ACHIEVEMENTS & PRESS ASSETS

Achievements	Recommended Press Assets
<ul style="list-style-type: none">• Winner of the Most Popular Board Game in Vietnam at Road to Essen 2025.• Commercial partnership with Everjoy Publishing.• Participation at SPIEL Essen 2025.• Award-winning artwork and featured artwork from Road to Essen.	<ul style="list-style-type: none">• Official key art / box art• Game logo• High-resolution gameplay screenshots• Component photography: cards, board, tokens and packaging• Short GIFs or animations, if available• Trailer, if available

FAQ FOR MEDIA & PLAYERS

Q: How many players is Âm Binh designed for?

A: Âm Binh is designed for 3-6 players. The experience becomes more dynamic and interactive as the player count increases.

Q: How long does one game take?

A: A full session is expected to take around 45-90 minutes, depending on the number of players and the strategies used during the match.

Q: Why does the game draw from Vietnamese culture?

A: The team wanted to create a board game with a distinctly Vietnamese identity rather than relying on familiar Western fantasy settings. Vietnamese spiritual beliefs and folk legends offer rich material for tactical and role-playing gameplay, while also introducing local culture to both Vietnamese and international board game communities.

Q: Why does Âm Binh include a resurrection mechanic?

A: The resurrection system is inspired by the concept of reincarnation in Vietnamese spiritual culture, where death is not necessarily the end but a transition. From a gameplay perspective, it prevents players from being removed too early and creates more opportunities for comeback moments.

Q: What makes Âm Binh different from other board games?

A: Âm Binh stands out through its Vietnamese spiritual setting, resurrection system, spirit capture mechanics and the fantasy of commanding ghosts and demons as a powerful spirit master.

Q: Is the game accessible for new board game players?

A: Yes. Âm Binh is designed with clear rules so that new players can learn the game, while still offering enough tactical depth, competition and replayability for experienced board game players.

Q: Where can people follow updates about Âm Binh?

A: Players and media can follow the official fanpage or website for development updates, announcements and release information.

STUDIO & CONTACT

Exorcist Studio is a student-led creative team from RMIT University developing culturally distinctive games inspired by Vietnamese stories, folklore and contemporary game design.

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Leadership Highlights

- Viral game project: Dear Ancestor - Thừa Gia Tiên.
- Winner of RMIT Game Jam 2025 - Best Digital Game.
- Commercial partnership for Âm Binh with Everjoy Publishing.
- Winner of the Most Popular Board Game in Vietnam at Road to Essen 2025.
- Five outstanding products showcased at RMIT.