

## PRESS REVIEW



### THE BIG IDEA

#### GAME PRESENTATION



You've just invented the "Kiddie Monster" or the "Submarine Fireworks".  
Now, you must sell them!

[THE BIG IDEA](#) is a hilarious game of inventing and selling, where players try to market wacky products like "Desktop Chainsaw" or "Mentholated Shampoo".

Sound easy? Maybe that's because you've never had to come up with the perfect sales pitch for the "Non-Stick Toupee"!

Simple, quick, and incredibly funny, the game is tons of fun for everyone!

*Editor: [Funforge](#)*

*Category: Card Game / Party Game*

*Author: James Ernest*

*Illustrator: Stéphane Boutin*

*For 3 to 6 players*

*Around 25 min*

*8+*

## ARTICLES & VIDEOS



*The Big Idea won the « Major Fun Award ! ».*



### **The Big Idea**

08/06/2012 - *Bernie DeKoven*

What's, you are sorely tempted to ask, **The Big Idea**? It's a party game. It's a creative/persuasive party game with cards. The kind of creative/persuasive card game for parties that makes people laugh.

You get a lot of cards. A lot. There's your "item cards" – 92 of them. And then there's your "description cards" – 92 of them also. And then your 6 "medal" cards and 24 "blank" cards which altogether make up your "vote" cards for up to 6 players, or teams. Beautifully, colorfully, invitingly illustrated cards (the blanks, not so much).



Quote: « It's a creative/persuasive party game with cards. The kind of creative/persuasive card game for parties that makes people laugh. »  
[Access the article.](#)



[Access the video.](#)



### THE BIG IDEA: THE GAME OF CRAZY INVENTIONS

Posted on April 16, 2014 | by Wandering Dragon | [Leave a comment](#)



What's The Big Idea? Well, it's a new game of Crazy Inventions at The Wandering Dragon!

Quote: « For the 2011 edition of The Big Idea from French publisher Funforge, Ernest and Funforge's Philippe Nuhra have stripped out everything related to earning money to transform the design into a true party game. »

[Access the article.](#)

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