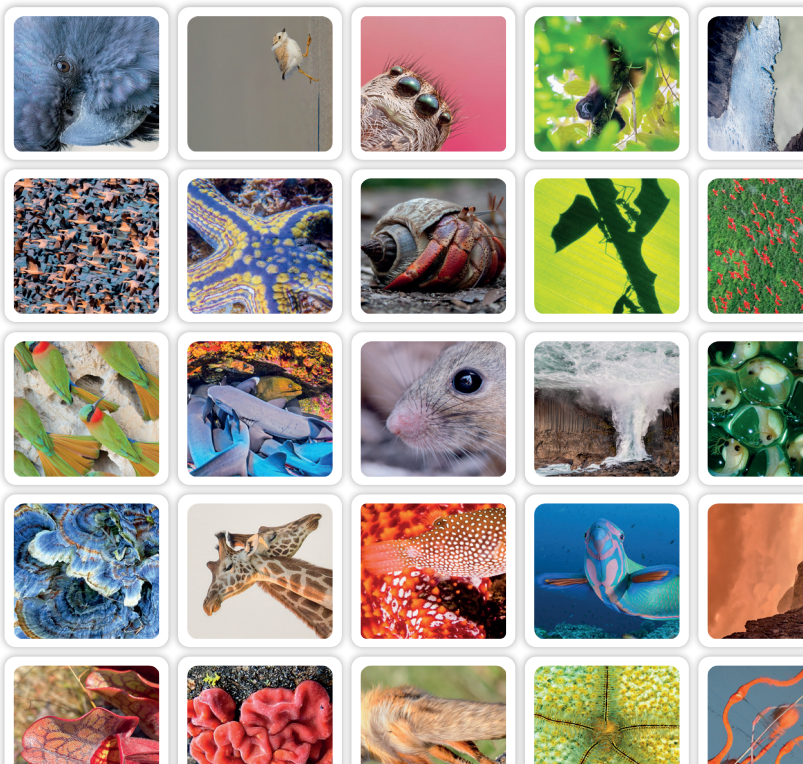
Connecting with **OuiSi**®



OuiSi Quickstart

We have so much to share! But sometimes you just want to get going. So, let's go!

- Grab a stack of photo cards and start making "visual connections" based on shapes, colors or patterns. Have fun with it; at this stage there's no right or wrong answer.
- If you are exploring with other players, "play" off each other's card a la dominoes. Not sure about a connection they made? Ask them!
- When you are ready, flip the page to find our index of activities and games. If you have young kids, don't miss "Exploring Safely" on page 36.
- Don't feel like reading this guide at all? Head to **go.ouisi.co/games** where you'll find videos about how to play OuiSi games and activities.







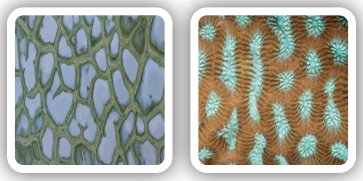
OuiSi Connections

OuiSi means “yes-yes” in French and Spanish, and pronounced “we see” in English. Pictures are a language almost all of us “speak,” regardless of age or background. For example, while the curled fern and seashell below are different, they also look alike.

That’s a OuiSi connection. They happen between cards that match in some kind of visual way. Perhaps they have a similar shape, color, pattern or even concept! Each card connects with many others in the set, often in more than one way. It really all depends on your unique imagination.



Shape



Pattern



Color



Concept (“Hole”)

Inside this Guide

Traditional decks of cards have hundreds of uses, like a game of poker or performing magic tricks. OuiSi is the visual equivalent. Inside you'll find:



Guide to Creative Play

Flex your artistic muscles (ages 4+).

1	OuiSinoes	**p. 6**
2.	OuiSi Imaginate	**p. 8**
3.	OuiSi Trainmaker	**p. 9**
4.	OuiSi Storybuilder	**p. 10**
5.	OuiSi Scavenger	**p. 12**
6.	OuiSi Eye Spy	**p. 13**
7.	OuiSi Draw	**p. 14**
8.	OuiSi Megamal	**p. 16**
9.	OuiSystems	**p. 17**
10.	OuiSi Degrees	**p. 19**



Guide to Competitive Play

Challenge your visual acuity (ages 10+).

11.	OuiSinoes	**p. 20**
12.	OuiSi Capture	**p. 24**



Guide to Unconstrained Play

Explore with imagination. **p. 30**



Mindfulness

Less screens, more noticing.

13.	OuiSense	**p. 33**
14.	OuiFeel	**p. 35**

Exploring Safely

Ensure safe dicovery. **p. 36**

OuiSi QR Codes

The OuiSi Nature Set comes with access to an online portal where you can discover more about every single photo card in the box. Here's how it works:

- Using your phone or tablet, open the camera and scan the QR code on the back of any photo card. Your phone will then prompt you to open a OuiSi link. Or, you can visit **go.ouisi.co/nature** in a browser and enter the number indicated on the back of your photo card.
- You'll arrive at a page dedicated to the photo card, the full-blown original photo, and to the photographer who took the picture.
- From here you can read more about the nature depicted in the photo card...what it is, why it matters, and how it's connected to the broader environment (and you!).



About the Images

We're grateful for the opportunity to work with sixteen talented photographers from around the world. They share a love for our planet and raise awareness about conservation. Their work reminds us that we are all vitally connected to each other and our fragile, marvelous environment. Head to **go.ouisi.co/nature** to find out more about each photographer.

Each card in this set was carefully selected to complement the other photo cards inside and create as many opportunities for visual connection as possible.

Sometimes, we cropped and rotated a photographer's original image for three reasons:

- improve the visual connections of the overall set
- highlight certain patterns, shapes and colors
- instill a sense of surprise and curiosity

You'll find yourself saying "what is that?" while sorting through this deck. That's purposeful. It's an invitation to notice the details of the image you might have otherwise glossed over. Scan the QR code on the back of the card to learn more about what you're seeing.



Creative Play

The rules in this section are flexible. Make them your own by finding new ways of playing, or use them as building blocks for unconstrained play. Ages 4 to 104.

1. OuiSinoes (“we-see-nose”)

Make photo-card connections in this engaging take on dominoes! Like a great conversation, everyone wins as each person adds something thoughtful to the growing board.



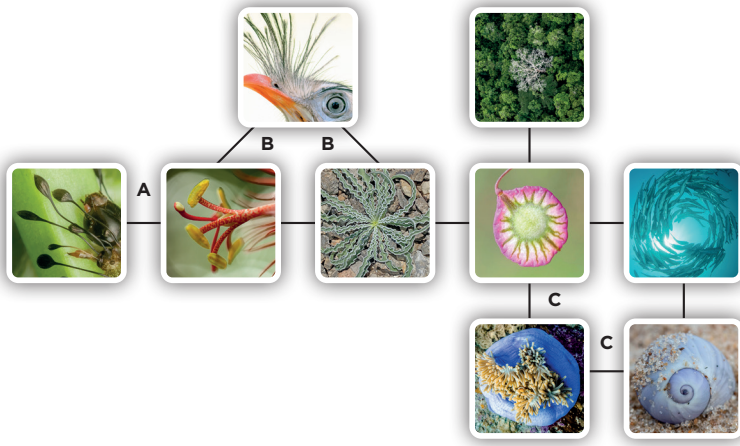
Basic Play

1. Place one card in the middle of the playing surface.
2. One at a time, add cards to the board based on how each new card visually connects with already played cards (see next page).
3. Cards can be drawn from a communal image-up pile. Or, deal ten cards at a time to each player (and draw a new card after you play one).
4. Play alone or with friends.

OuiSinoes (cont'd)

Types of Board Matches

- Cards must match any and all adjacent cards. Placing a card next to two cards (B and C below) increases the difficulty.
- Simple connect (A): The card placed matches with just one other card.
- Intersecting connect (B): The card is placed at the intersection of two other cards, matching both.
- Corner connect (C): The card placed fits square wih two other cards, matching both.



2. OuiSi Imaginate

Each card in the deck looks like something else. It's kind of like when the clouds overhead look like a herd of sheep. Check out the three examples below. Imaginate can be combined with other activities in the Guide like Storybuilder and Draw.



Insect's limb or a desert caravan? Ocean mollusc, or a dragon? Shark in the water, or mountains with a starry night?

Basic Play

1. Take turns selecting a card from the deck and place it image-up so that everyone can see.
2. Each player imagines what else that image might be. Discuss with each other what you see.
3. Option: write down or draw what you see, and compare answers.
4. Enjoy everyone's wonderful imagination!

3. OuiSi Trainmaker

Build a "train" of images one at a time, with each image connecting to the one prior (see OuiSi Connections). Have fun with the train shapes you make, from spirals to one long line. There are so many connection possibilities that you'll never make the same train twice.

Basic Play

1. Place any photo card photo-up on your playing surface to start your train, and place the remaining cards photo-up beside the playing surface.
2. Build your train by choosing any card from the pile that connects with the latest card played, and add that card to the end of the train. Keep going until you run out of matches, cards, time or space!



4. OuiSi Storybuilder

Choose cards as prompts to craft your next written or verbal adventure. Use the Imaginate activity to come up with ideas from each card. Stories can be created on your own or with friends. For example:



Insect's limb or a desert caravan? Ocean mollusc, or a dragon? Shark in the water, or mountains with a starry night?

"The desert caravan set off at first light in search of the dragon, hoping to find it before nightfall..."

Basic Play

1. Choose five or more cards from the deck and spread them out photo-up.
2. In a journal, start to write down observations and ideas about what you see in each card.
3. Connect your observations and ideas to the characters, setting and plot of your story.
4. Once you think you have the basics of your story together, begin writing the whole thing!

OuiSi Storybuilder (cont'd)

Optional Play

1. **Option 1:** Create an impromptu story by pulling one card at a time instead of pulling all cards at once:
   - Pull just one card and go through steps 2 to 5.
   - When you've finished writing based on that card, pull another one and again go through steps 2 to 5.
   - Keep alternating between pulling cards and writing until your story is finished!

2. **Option 2:** Based on an old game called Exquisite Corpse, take turns telling an improvised story:
   - The first player pulls a card and begins telling a story out loud based on that card.
   - The next player pulls a card and then continues to tell the story, adding on to the story from the previous player.
   - Continue until all players have had at least one turn (or more).



5. OuiSi Scavenger

Explore your world for OuiSi connections using the photo cards as prompts. Scavenger is great for mindfulness, photographers and for curious kids! (See OuiSi Connections).

Basic Play

1. Choose any photo card from the deck.
2. Look for something in your surroundings that connects with your chosen card.
3. Find a new card in the deck that matches what you just found in your surroundings.
4. Continue back and forth between steps 2 and 3. Feel free to document the hunt using a camera (great for parents looking to introduce technology as a creative tool).



The giraffe necks overlap like the scissors; the scissors look like the insect's head; The insect limbs look like tree bark; the bark matches with the tree hollow.

6. OuiSi Eye Spy

Eye Spy is a fun take on the game I Spy (“with my little eye”) and is a great option on a road trip, a walk or even around the house!





Basic Play

1. Choose any photo card from the deck.
2. Find something in your environment that connects visually (see OuiSi Connections).
3. Have friends guess what you’ve spotted! Give them a clue, like “this is made of…” or “this starts with the letter…”
4. The player who guesses correctly chooses the card in the next round.

7. OuiSi Draw

Turn the spark of a photo card into a full-blown drawing. Draw alone or with friends.

Basic Play

1. Choose a card, and imagine it as just a snippet of a much larger picture or scene.
2. Place the card on a sheet of paper (in any spot you like) and draw the rest of the picture.



Starting with the giraffe necks, you could draw the entirety of the two animals...

OuiSi Imaginate Version

1. Note that in OuiSi Imaginate (page 8), players "imagine" what else an image might be. For example, the ocean mollusc that looks like a dragon, or the shark that looks like a mountain.

(cont's)

OuiSi Draw (cont'd)

2. Using a similar approach, choose a card and imagine what else the card could be.
3. Now, imagine that card as part of a larger image. Place the card anywhere on a page and draw the remainder of the picture.



...or perhaps the crossed necks look like the tail of a helicopter.

Optional Play

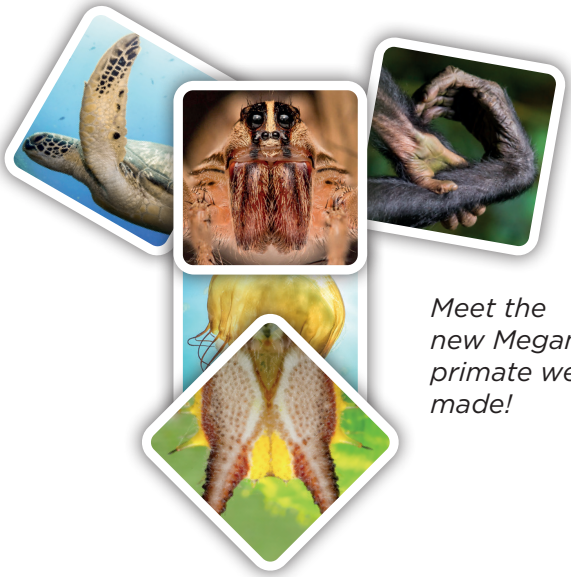
1. Each player in a circle takes a photo card from the top of the deck.
2. Using a timer, spend two minutes drawing the rest of an imagined scene based on that card.
3. Each player passes their card to the left, repeating step 2. Continue until the original card returns to each player. Present the drawings!

8. OuiSi Megamal

It's time to make your own imaginary creature (a "megamal!"). Like many activities in the guide, this one's easier to see than explain.

Basic Play

1. Go through the deck and choose photo cards that might make good "parts" of a creature, like a lizard's tail or a pig's nose.
2. Try making a mega-fish or mega-bear, or invent your own animal (ever seen a tiger-turtle???).
3. Really, you can invent or imagine any shape, animal or "thing" you want. Try making a car out of photo cards by focusing more on the shapes you see, rather than "what" is pictured.



Meet the new Megamal primate we made!

9. OuiSystems

This activity is more open-ended than most activities in this guidebook (we think that's a good thing!). OuiSystems is a blend of sorting and imagining. You can group the photo cards into groups based on similarities.

Example Systems:

- All photo cards with stripes or circles
- Piles based on dominant colors (e.g. "blue pile" or "purple pile")
- Mammals or amphibians
- Photo cards with sky or water in them
- Things that are (or look like) eyes, feet, hands - whatever you can think of
- Photo cards that make you feel joyful or especially curious
- Things related to the planet's water cycle, like clouds and glaciers

Optional Play

Have some fun laying them out in different ways that celebrate the similarities. Create a giant "quilt" of stripes. Or, draw a picture of the ocean that includes different photo cards in the scene. There really isn't a limit on how you can imagine and express these groups.



Cards that have eyes (or look like eyes)



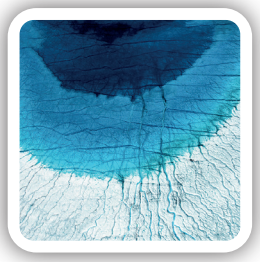
Photo cards that contain yellow

10. OuiSi Degrees

This activity is like a visual connection, but more logic-based. Select any two cards and find a way to connect them based on the actual things you see in each photo card. Scan the QR code on the back to learn more and spark ideas about the card's content. This is a great activity for a science class (connections can become more complex with older students).

Here are some connections you might consider to get started:

- cause and effect relationships
- cycles or phases
- states of matter
- properties or functions
- Use two cards to create a hypothesis or inference statement.





"Global warming is melting glaciers and warming oceans. This is resulting in an increase in jellyfish populations."

Competitive Play

Ready to test your visual skills against others? Give the competitive version of OuiSinoes a try. Or, team up against a common opponent in OuiSi Capture.

11. OuiSinoes (“we-see-nose”)

In this winner-takes-all version, make photo-card connections (a “match”) that wow opponents in the style of dominoes (see OuiSi Connections). Find an uncompetitive and collaborative version of OuiSinoes on page 6.



Players: 3 to 7.

Time to play: about 20 minutes.

Ages: 10 & up.

To Win: get to five points, one for each winning match.

Optional: increase the game length and matching opportunities by increasing the winning point goal.

Additional items: a token (e.g. a coin) for each player.

OuiSinoes (cont'd)

Initial Set-up

1. Place a stack of cards (photo-down) and the tokens beside the main playing surface.
2. Choose who will play the Judge for the first turn.
3. The first Judge takes ten cards from the top of the deck and places them image up.
4. The Judge selects two cards from the face-up images that connect with each other (this match is at the Judge's discretion). Place the pair side-by-side in the middle of the playing surface.
5. Place the remaining eight cards in the discard pile. Deal or draw ten cards per player, face down.

Play

1. The Judge is "blind" (closes eyes, or uses a blindfold) for the turn while remaining players act.
2. One at a time and beginning with the player to the left of the Judge, players match one of their cards with a card(s) on the board, placing their card beside that card. (See "Notes for Matching" and "Types of Matches" below).
3. Players place a random token on their played card (showing the Judge which cards have been played).
4. Once all players finish, the Judge opens their eyes or removes the blindfold.

5. The Judge surveys all matches made by the other players and chooses the match they like best (the Judge can move played cards out of the way to assess each match). This is at the Judge's sole discretion. Players must not reveal which answer is theirs until the Judge has chosen a winner. The winning card earns that player one point.
6. Remove the tokens from all the cards. Remove the losing cards from the board and add to the discard pile. The remaining cards on the board become the starting point for the next round.
7. All players (except the Judge) draw a new card from the deck.
8. The player to the left of the current Judge becomes the new Judge for the next round. Continue until one player wins by reaching five points (or more, if chosen ahead of time).

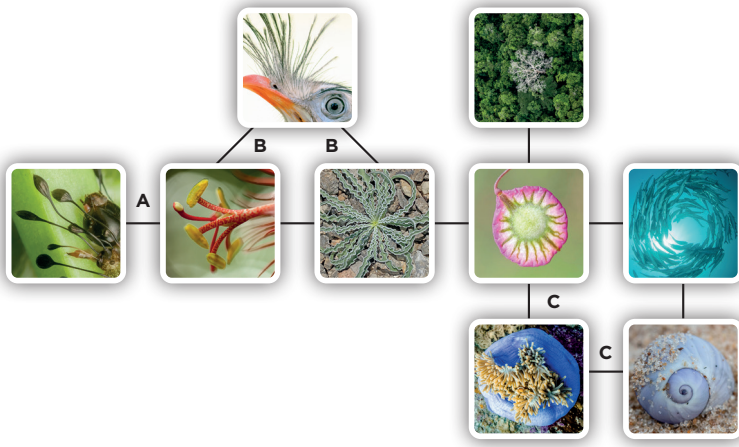
Notes for Matching

- Players can only match with cards on the board before the turn began. In other words, cards can't be played off of other new cards played in the turn.
- If more than one player wants to put their card in a particular spot, stack the cards. The tokens will indicate that there are multiple cards in a spot.
- "Best" connections are subjective. Try to learn how different Judges reward connections.

OuiSinoes (cont'd)

Types of Board Matches

- Cards must match any and all adjacent cards. Placing a card next to two cards (B and C below) increases the difficulty.
- Simple connect (A): The card placed matches with just one other card.
- Intersecting connect (B): The card is placed at the intersection of two other cards, matching both.
- Corner connect (C): The card placed fits square with two other cards, matching both.



12. OuiSi Capture

In Capture, all players work together against a common opponent represented by a penalty pile. Players take turns giving a one-word clue that visually describes five photo cards on a 5x5 board. Remaining players earn the whole team points for successfully guessing the clued photo cards, and are penalized for incorrect choices. Make the game easier or harder using the variations at the end of these instructions.





Players: 2 or more.

Time to play: 20-30 minutes.

Ages: 10 & up.

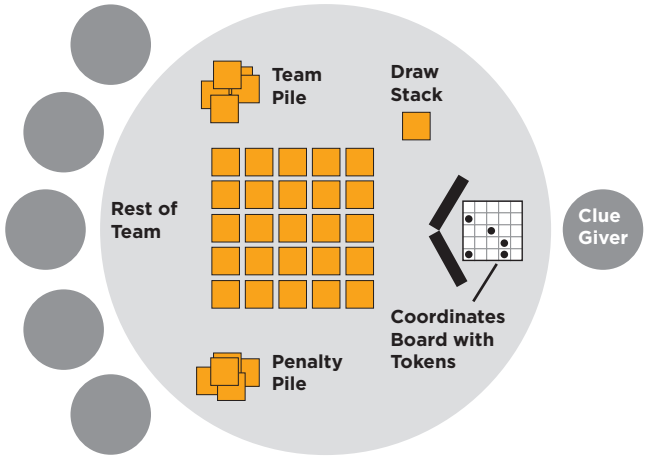
To Win: Earn 25 cards before the penalty pile gets to 25.

Additional items: A coordinates board (page 29) and five small tokens (e.g. coins).

OuiSi Capture (cont'd)

Set-up

1. Lay 25 cards photo-up on a flat surface, making a 5x5 game board. Place remaining cards near the game board to use as a draw stack, and keep space for a penalty pile and team pile.
2. Choose one player to go first as the clue-giver (e.g. youngest player).
3. Create a spot on the table for the coordinates board to be used by the clue-giver. Use the game box as a blind to hide the coordinates board from remaining players.
4. Remaining players should be on the other side of the table so that they can see the game board but are blind to the coordinates board.



Play

1. The clue-giver examines the 5x5 board, looking for five cards they can describe with a single word. For example, a pattern (“lines”), color (“blue”) or purpose (“food”).
2. Once the clue-giver has chosen a word, they place tokens on the coordinates board representing the positions of the five selected cards. This activity should be hidden from the other players. The clue-giver then announces the clue.
3. The rest of the team investigates the five most likely cards the clue-giver chose given the clue. To make an official guess, one member of the team must touch a card and say “we guess this card.”
4. Cards are chosen one at a time. The clue-giver responds after each choice, responding with only “yes” or “no.” The team makes exactly five guesses in each round, regardless of how many are correct.
5. Each guessed card is removed from the board. It is placed photo-up in the team pile if guessed correctly. If incorrect, it is placed photo-down in the penalty pile, along with an additional card from the draw pile (a wrong choice costs twice as much).
6. Once all five guesses are made, new cards are added from the draw stack to the five empty spaces on the board.

OuiSi Capture (cont'd)

7. The player to the left of the clue-giver becomes the new clue-giver (either move the coordinates board and blind to the left, or rotate all players one seat to the right).
8. The game ends when either the team pile or the penalty pile reaches 25 cards.

Notes for Clues

- While a clue may apply to more than five cards, choose the five most likely.
- Clues can't hint at location (e.g. "corners" is an invalid clue if it is describing the actual corner cards on the board).
- Clues must only be one word and can not be qualified. For example "kind of rounded" would be invalid but "rounded" would be fine.
- Clue-givers can not discuss their chosen word or give any indication of their thinking prior to announcing the clue.
- While the clue-giver is working, the guessers must not discuss what visual connections they see on the board, as this could provide the clue-giver with hints.
- Clue-givers must remain quiet while the team guesses. No making faces, noises, or any other indication that can help the team.

Change the Difficulty

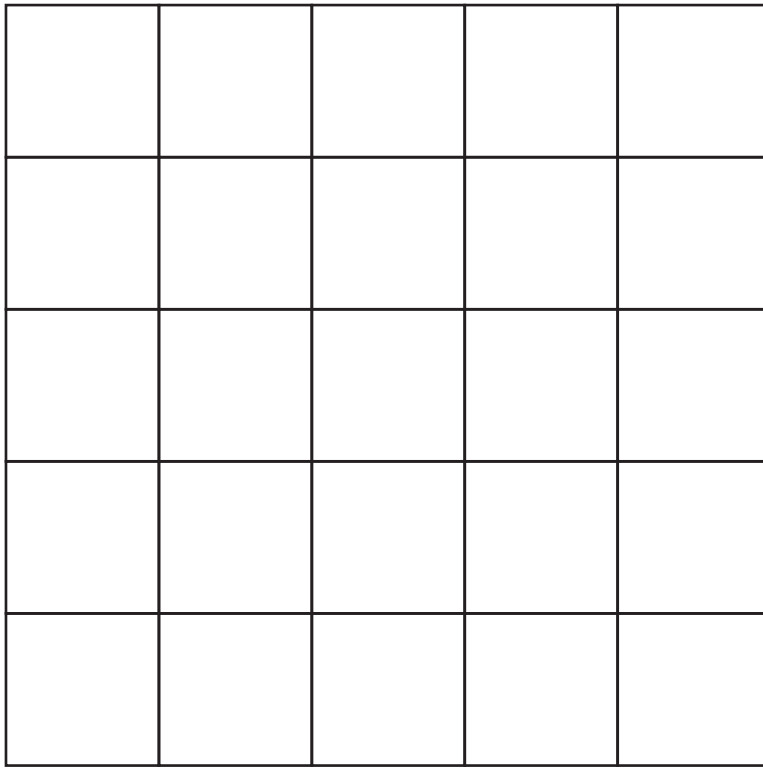
There are many ways to make Capture easier or harder. We invite you to find combinations that create an enjoyable challenge for you and your team.

- Change the board size to 4x4, 6x6, 7x7 or more (download different sizes at ouisi.co, or make your own).
- Increase or decrease the number of guesses made in each round (from five).
- Increase or decrease the point total required to win (from 25).
- Increase or decrease the penalty for wrong guesses (from two).



OuiSi Capture (cont'd)

Coordinates Board



Unconstrained Play

OuiSi's unique images and visual connections make excellent ingredients for unconstrained play. Due to its very nature, we don't want to add too many specifics that could limit experimentation. Instead, we offer suggestions to spark imagination and play. If this section is too open-ended right now, start with some activities found in the Creative Play section.





Prompts/Suggestions

- Do any of the cards look alike?
- Do the cards tell any stories? If a card had something to say, what would it be?
- What sound might a card make? What might it smell like? Do cards have similar sounds or smells?
- If the images capture only a fraction of a larger scene, what does that larger scene look like?

Unconstrained Play (cont'd)

- Can the cards be integrated with other toys like building blocks or a train set?
- Do the images on the cards remind you of anything else in the room?
- Can you build things with the cards themselves? A cave or a hut containing different animals?
- Can you make OuiSi connections and then play versions of Memory?
- Many of the cards contain animals. What are their names and do they have any family?
- Do any of the cards remind you of how you are feeling right now? For example, happy, hungry, sad or courageous?



OuiSi Mindfulness

It's tough to slow down long enough to meditate or practice mindfulness. OuiSi offers an assist, reconnecting to the present through play and the act of noticing.



The photo cards capture the beauty of our planet. The pattern of a bird's feathers. The brilliant blue of a glacier. Each photo is an invitation to reconnect with and be present to the calming brilliance of nature.

Try pulling a card at random in the morning and find matches in your environment throughout the day (there's beauty in our "everyday" too). Or try the Eye Spy and Scavenger activities to develop mindfulness through play. Or for a meditative break, try OuiSense or OuiFeel on the next pages.

13. OuiSense

Sometimes we need a moment of pause from our work/schoolwork. OuiSense is a five-minute break that will bring you back to a state of presence, noticing and imagination. While OuiSi is primarily visual, OuiSense is an activity that engages all senses. The example after "Basic Play" will help spark ideas for your own OuiSense moment. If you get stuck, no problem! Move on to another sense.

Basic Play

1. Pick a card and simply notice the details of it for a few moments.
2. "Find" four things that visually connect with your card. You can search the rest of the deck for connections, you can explore your surroundings (like in Eye Spy), or you can close your eyes and imagine four connections.
3. Think of three sounds that might relate to your card. Now that you've shifted to a new sense, it may require more imagination. You can again search the deck for inspiration, or you can close your eyes and think of sounds that might relate.
4. Think of a smell that might relate to your card. Use the cues in Step 3 to help.
5. Think of a touch/feeling sensation that relates to your card. Maybe the picture looks fuzzy, or has a "warmth" to it. Use the card deck or your surroundings for inspiration if stuck.
6. Finally, think of a taste that relates to the card.

Example

Starting with the top card with the tail feathers:



- “These three cards visually connect. Also, it looks like a fan, or ten fingers spread out.”
- “I imagine a bird chirping and the sound of its flapping wings. Also, the sound the fingers would make if the hands were clapping.”
- “The feathers look like brushstrokes on a painting, reminding me of a paint smell.”
- “The fan shape makes me imagine the feeling of a breeze on my cheek.”
- “The feathers remind me of popsicle sticks, and my favorite flavor is orange.”

14. OuiFeel

Try out the activities below and see which one is a fit for you. There's no wrong way to try.

Option 1: How do you feel?

- Spend a quiet minute reflecting on how you're feeling. Focus on your body. Are you hungry, tired, excited, nervous? Can you sense "where" in your body you are holding these feelings?
- Look through the photo cards to find a card that represents this feeling.
- Focus on the feeling and the photo card for several moments. Ask yourself, "what about this card represents my feeling?"
- Spend time journaling your response, or share your thoughts with others.

Option 2: Gratitude

- Select a photo card from the deck and examine it closely. Let the image inspire ideas/things for which you are grateful.
- Say to yourself "I am grateful for..." and finish the sentence based on the previous step. For example, "I am grateful for fresh air and clean water." Repeat this sentence a few times.
- Repeat the previous steps for two minutes. Over time, build your "practice" to five or even ten minutes.

Exploring Safely

OuiSi games and activities are observational by nature. OuiSi activities may invite observation and exploration of a player's environment and available objects. OuiSi activities should only take place in safe and permitted environments to discover and observe safe objects from a safe distance. If OuiSi cards depict or display foreign or dangerous objects, such depiction or display is not intended for purposes of making physical contact with such objects or any similar or related objects. If in order to observe or explore any object for the purposes of playing with OuiSi, you would require engaging in any activity that might put you at risk, please do not undertake that risk, and OuiSi takes no responsibility for any consequences of such risk. Purchasers, users, and participants in OuiSi assume all risk of injury or other harm, and OuiSi takes no responsibility for any injury or other harm that may result from engaging in OuiSi activities. Certain OuiSi activities should be played with adult supervision. Adult caregivers of young children should read through the entire rulebook and decide which games should be played under their supervision.

We hope our lawyers are happy now. Now let's get back to playing OuiSi!



About Us

Kaz Brecher and Paul Brillinger met in 2015 while Kaz was teaching a human-centered design course in Vancouver. They became fast friends with a shared passion for the camera lens, a belief in the "connectedness" of the world, and a concern for the way technology has subsumed society's attention. So, they embarked on an entrepreneurial journey that culminated in OuiSi, a game and an idea rooted in connection and co-creativity.

Our newest addition - Michael Bradley - is an old friend of Paul, and has been an advisor for OuiSi for a number of years. He shares the spirit of connection that drive Paul and Kaz.

To find out more about our growing team and our mission to create connection, visit **ouisi.co**. You'll also find a bit more detail there about how OuiSi blossomed from an idea into a game.



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General Wonderfulness: Katie Aholt, Cat Lovrics, Uwe Gesierich, Laura Wills, James Park, Lynda Braun, Sarah Dickinson

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OuiSi Original

The original deck of OuiSi is designed to highlight the subtle marvels in your "everyday," from a crack in the sidewalk to the pattern of a crumpled piece of paper. The world is full of beauty, sometimes we just need a reminder to notice it. More at **www.ouisi.co/original**.

Contact Us

We'd love to see what games you're playing with OuiSi, so please tag us on social media! And don't forget to visit our website and blog for new OuiSi ideas!

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