

UNITED SQUARE
POSTER

The game you never put away!

©united square

One poster. Three experiences.

UNITED SQUARE POSTER stays on display as a decorative object. When it is time to play, its 25 reversible tiles become two puzzles, then a strategy game.



01 DISPLAY

Slide the board and its 25 tiles into the display sleeve through the top opening, with the picture facing out.

To hang it on a wall, use the slot at the top of the back of the sleeve.



02 FLIP

Slide the board out through the top.

Picture puzzle · solo play

Recreate the picture with all 25 tiles, just like an illustrated puzzle.

Colour puzzle · solo play

Turn the tiles over and use the coloured frame : all touching edges must match, including those along the frame.



03 PLAY

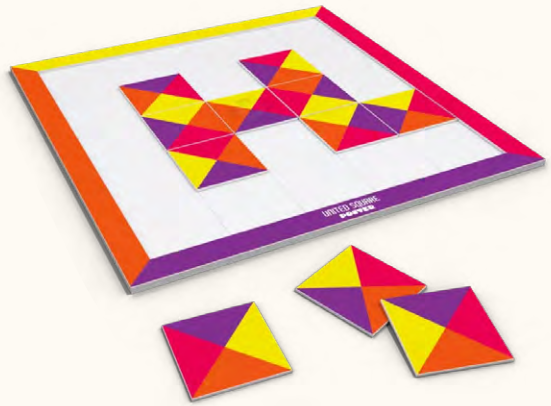
For 2 to 4 players, use the coloured side of the same tiles. Take turns to rotate and place a tile, matching every adjoining colour.

Form squares in your own colour to score points.

One rule. Three moves.

ROTATE. PLACE. BLOCK.

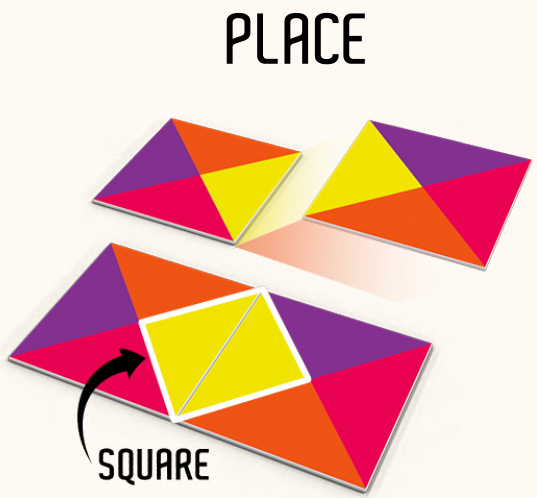
+ 25 reversible pieces + 2 puzzles, solo or together + 1 strategy game + 2–4 players for strategy + Ages 6+ + 10–20 minutes + Integrated easel and wall mount

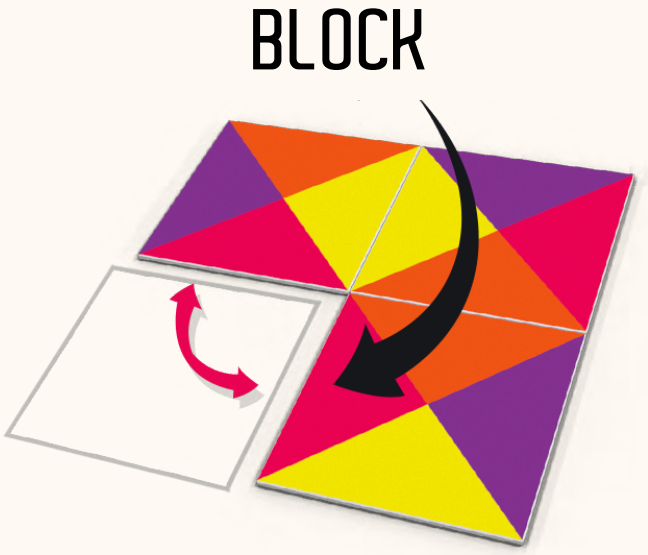


STRATEGY GAME

Choose your colours and form more squares than your opponents. On each turn, rotate a tile and place it so that all adjoining colours match.

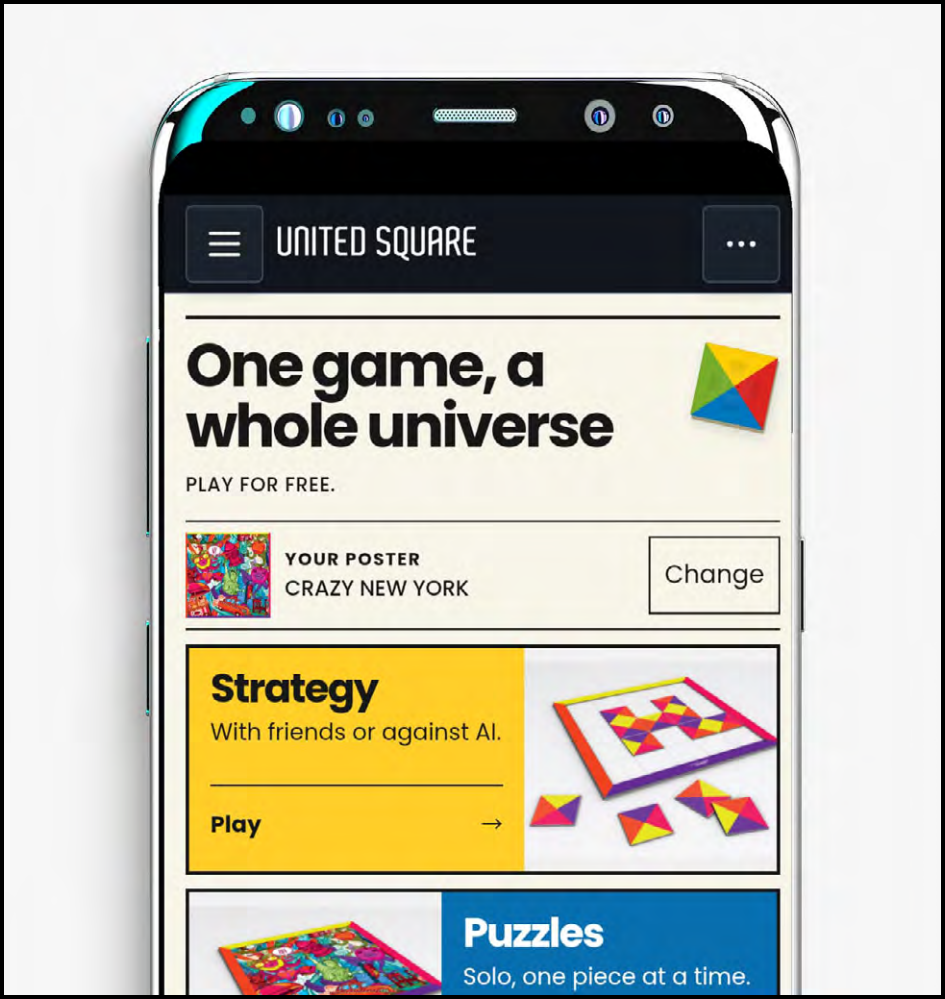






THE GAME CONTINUES IN THE HUB.

FROM POSTER TO SCREEN.



play.united-square.com

Play on mobile or computer, against the AI, with friends or online.

Explore the strategy game, three puzzles, four ARCADE games and challenges with increasing difficulty.

Strategy: local, online or against AI

2 to 4 players and team play

Three puzzles

ARCADE games and challenges

Made for retail display.

Countertop display holds 10 posters

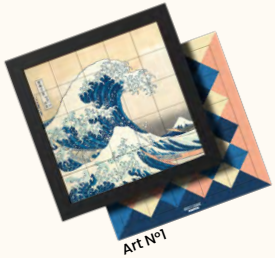
Dimensions: W245 × H427 × D190 mm

Minimum order: 20 units with display



Find the design that speaks to you.

Art, illustration, poetry and graphic design: each edition features a different image, with the same three ways to enjoy it.


Art N°1


Art N°2


Art N°3


Pop art


United square original


Crazy New York


Birdie N°4 Les toits


Birdie N°5 Pâtisserie


Birdie N°1 Bistrot


Birdie N°2 Boulangerie


Birdie N°3 Fromagerie


Le mur des je t'aime


Le petit prince N°1
La rose


Le petit prince N°2
La boite



Le petit prince N°3
Best friends



Le petit prince N°4
Look with the heart



Le petit prince N°5
Vois avec le coeur


Samy Halim N°3
Victoria


Samy Halim N°1
Keli


Samy Halim N°2
Kenza

©UNITED SQUARE – ©BIRDIE – ©SAMY HALIM - Le Petit Prince ® © SOGEX 2023 – LE MUR DES JE T'AIME© ADAGP 2024
Product titles retained. Availability of licensed designs is subject to territorial approval.

UNITED SQUARE.

POSTER

PRODUCT OVERVIEW

3-IN-1 CONCEPT

• Decorative object: display it on a wall or on a surface using the integrated stand.

• Two puzzles: recreate the picture , then match the colours on the reverse of the 25 square tiles.

• Strategy game for 2 to 4 players. Rotate, place and form squares in your colour.

AUDIENCE & USES

• Ages 6 and up: families, teenagers and adults.

• Ideal for living rooms, bedrooms, offices and holiday homes.

• A gift and decorative item for concept stores, bookshops, museums and branded stores.

WHAT IS INCLUDED

• 1 rigid board to hold the tiles.

• 25 reversible square tiles: a picture on the front and coloured patterns on the back.

• 1 display sleeve with a clear PET window, two fold-out rear supports and a wall-hanging slot.

KEY FACTS

• Board: 23 × 23 cm.
• Puzzle area: 20 × 20 cm.
• 25 tiles, each 4 × 4 cm.
• Strategy: 2–4 players, 10–20 minutes.
• Puzzles: solo or together.
• Designed in France.
• Made in China.
• Non-catalogue and customised editions printed in France.

Recommended retail price in France : €29.90 incl. VAT.

Availability and delivery schedule: please contact us.
Catalogue orders: from 20 units, with a retail display.
Customisation: from 20 units, except for special projects. Quotation on request.

UNITED SQUARE.
POSTER

LICENSING & CUSTOM EDITIONS

WHO IS IT FOR?

• Licensors and brands: characters, visual worlds and entertainment.

• Cities and regions: tourist offices, local authorities and regional events.

• Museums and cultural venues: exhibitions, artists and permanent collections.

• Companies and brands: client gifts, loyalty schemes and PR campaigns.

• Events: festivals, trade shows, sports clubs and one-off events.

CUSTOMISATION

• Poster image: existing artwork or an original creation in your visual world.

• Game side: colours, patterns and your logo or signature.

• Packaging: sleeve and QR code linking to your content.

• Digital: an optional customised game, subject to project scope.

HOW WE WORK

• Brief: objectives, target audience, quantities and budget.

• Graphic design: poster proposal and adaptation to the 5 × 5 format.

• Approval and final proof: printed mock-up or high-resolution PDF.

• Production and delivery: series production and logistics to your stores or events.

BENEFITS

• A lasting object: play with it, then keep it on display.

• A visual product suited to social media, showing both the poster and the game.

• Limited, numbered or seasonal editions are possible.

• Co-branding combines your visual world with UNITED SQUARE gameplay.

• Optional customised digital version, subject to project scope.

UNITED SQUARE.
POSTER

TECHNICAL SPECIFICATIONS

BOARD / POSTER

• Finished size: 23 × 23 cm, with a 5x5 grid. Rigid laminated board, approx. 2–2.5 mm thick.

• Printing: four-colour CMYK on both sides.

• Finish options, subject to final specification: matte or soft-touch lamination on the front, protective varnish on the game side.

25 GAME TILES

• 25 square tiles forming a 5 × 5 grid.

• Solid board, approx. 2 mm thick.

• Front: poster image (picture puzzle)
Back: UNITED SQUARE triangle patterns (puzzle and game).

• Die-cut, with cutting tolerances suited to puzzle assembly.

INTEGRATED STAND

• Clear PET window keeps the tiles visible.

• Two fold-out rear supports for standing display.

• Rear slot for wall hanging.

• Board slides in and out through the top opening.

PACKAGING

• Cardboard sleeve with a clear PET window.

• Pack contents: board, 25 tiles and display sleeve with stand.

• Customisation: artwork, logo and QR code.

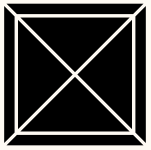
QUALITY DOCUMENTATION

• To confirm before export: documentation for EN 71-1, EN 71-2 and EN 71-3, CE marking, safety information and recommended age.

• Designed in France, made in China. Non-catalogue and customised editions printed in France.

Final materials and finishes are subject to the approved production specification. Requirements for the target market must be reviewed with the local distributor.

Interested in distributing or creating your own UNITED SQUARE POSTER?
Let’s talk.



Designed and created in France
www.united-square.com
©united square

julien@imagiciel.fr
+33 6 77 01 39 67

United Square Poster is a creation by the studio Imagiciel.
www.imagiciel.fr