

LUDORATI

CAFÉ BAR

NOTTINGHAM'S PREMIER BOARD GAME CAFÉ BAR

Ludorati Café Bar will soon be welcoming customers with its Grand Opening planned for Saturday 19th March. Nottingham's premier board game café, based at 72 Maid Marian Way, has seemingly generated a growing fervour of expectation. "We've been overwhelmed by the interest and positive comments received – it's very exciting" confesses Managing Director, Nicholas J Higgins, head of the team behind the concept.

The Café has taken several years of business planning to arrive at this point though most observable activity has taken place very recently. Higgins continues, "After a few false starts, we eventually signed the lease on 29th January and refurbishment will have taken just seven weeks from start to finish."

The café will have a dedicated space for board gamers to enjoy themselves, whilst the café also boasts a general seated area, where coffee/tea lovers can enjoy a menu to rival the High Street chains.

Toby Robinson, Café Operations Director, expands "We've spent considerable time, effort and investment in making sure the café offers an enviable choice of food and drink across the day. We want customers to recommend our food/drink offering as much as the fact that it's also a board gamer's paradise.



Artists impression of the interior of Ludorati cafe bar

Graeme Cohen, Head of Operations, adds "We've been able to recruit some real A-team Baristas with a diversity of backgrounds to enhance the customer experience, together with resident games experts. We really want to make this special and for staff to share the journey."

The games library, known as 'The Wall' will house around 750 games including the 'classics' alongside the newer Eurostyle games – which have exploded onto the scene over the last decade, There's also a dedicated room 'The Cube' which can be hired for those seeking more VIP treatment.

Creative Director, Heidi Sinclair, known professionally as Medici Design, has been responsible for the interior store concept, looking to create the ambience and comfort for gamers to enjoy endless hours of fun, whether it's the serious gamer or occasional curious gamer. We're expecting a real mix of people from the community – everybody's welcome. Our invitation is to 'Relax. Play. Enjoy.'

Back to Higgins, "There's a game for everyone. We want everybody to experience boardgames like never before. Though Monopoly still enjoys the limelight there is so much more out there. Many may not realise just what choice there is now."

As a lifelong board gamer and, more recently game designer, he perhaps is in a good position to comment.

Customers can expect a series of themed events to cater for differing tastes, introductory learning sessions, tournaments, special events and so on. The Cafe will also have a retail area stocking the latest games as well as access to its online store with thousands of available games that can be collected in-store.

If the Cafe proves a success, the team have plans to expand further afield, but for now it's all about Nottingham.

The Café will be open to the general public from 3.00pm on Saturday 19th March, following the official Grand Opening at 1.00pm. The latest news can be found on Ludorati Café's Facebook page.

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NOTTINGHAM'S PREMIER BOARD GAME CAFÉ BAR

Grand Opening
Saturday 19th March, 1pm

**72 Maid Marian Way,
Nottingham, NG1 6BJ**

Tel: 0115 959 6998 or 07920 464002



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