

# The Puzzmo Manifesto

## Newspaper game players deserve better

You deserve great original games. You deserve to play in a community. You deserve to compete if you want, collaborate if you want, or just solve quietly by yourself if you want. You deserve more than just a list of links to games, you deserve a place built just for games.

## You are smart

Anyone can be great at games. Games are about challenge, but they should always invite you in. Games must not use tricks to make players feel smart, they must help players actually be smart. A great game is also a great teacher.

## Players, not users

Games must never trick you out of your time. You should never wonder “what am I even doing with my life?” when you play a game. Good games are a collaborator to you in the pursuit of fun. Good games inspire curiosity.

## Play is healthy

Play is not kid stuff, or time-wasters, or gamification. Mindlessly matching gems while you watch tv is not play. Doing light math advertised to keep your brain elastic is not play. Work cannot be magically reformulated to become play. Play is its own thing. Play is engaging and all-encompassing. Play makes you feel light and free, even when it itself is deep and complex. Play is the companion of joy.

## Games are people

Games are made by people, designed by people, and written by people. Games are little pieces of us that can come out and play when little pieces of you show up asking. Being together as people makes games very special.

## Games are art

Games are the art form of interaction and critical thought and connection. Games delineate an invisible space for your brain to inhabit. Becoming literate in games means understanding the language of experience, the power of systems, and knowing how to step back and see the big picture.

Play is a deep breath in and a slow release out. It is what gives us the space to recognize ourselves inside the tumult of the machine — and the clarity to recognize everyone else too.

Play is why we're here.

— [Zach Gage and the Puzzmo team \(20.10.2023\)](#)

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