

# New game draws players of different ages

Originally marketed towards baby boomers, Gravitast has no right or wrong answers and was designed to promote profound thinking in players

By Krista Messier

With no board, no dice, and no tokens, Gravitast is a game for the mind and is bringing people together.

Alan Gratiast, the creator, officially launched Gravitast late last year and since then, the game has been slowly picking up speed with customers, almost selling out his entire stock of 5,200.

"Gravitast is somewhat a reaction against Trivial Pursuit. I wanted a game that made you learn certain lessons along the way," Gratiast said.

Gratiast came up with the idea of the game during a New Year's Millennium party. He wanted something that would keep each partygoer awake until the countdown. Gratiast asked each guest to bring three personal things to have buried in a time capsule. The items that were brought were things he didn't expect. Items like old pocket watches, first locks of hair and photos. It soon evolved into something more.

After that Millennium party, Gratiast started coming up with other questions for dinner parties, questions that would keep people talking.

A good Gravitast question is one that can have a fun or funny answer or a deep and profound answer. That is where Gratiast got his original name for the game, Profound Pursuit.

The name Gravitast comes from the Latin word for a quality of substance or depth of personality.

The game was originally marketed for baby boomers but Gratiast has heard back from people saying that

their young children have started to pick the game up as well. And he finds the people buying it more are women between the ages of 30-45.

"With no advertising so far, I think we're doing pretty good here," Gratiast laughed.

With a concept somewhat like Trivial Pursuit but more in depth, the game has no right or wrong answers. The other players choose who they think had the more profound answer and that person is named the winner.

The game has 143 cards, each card has three questions on it, for a total of 429 questions. Each question is there to get you away from the computer and television screens and get you interacting with your family and friends.

"My husband and I played Gravitast over dinner in a restaurant and everyone was wondering why we were having so much fun," Naomi Pitfield, a housewife and mother said in a list of testimonials.

With the game being called a success in such a short amount of time, Gratiast is looking into creating other versions of the game. Volumes two, three and four are all in the works.

Also in the works is a possible reality show, which was pitched to CBC, called *In search of Gravitast* where the questions are answered by everyday people and celebrities. Gratiast is also hoping to appear in the popular magazine Vanity Fair. He wishes to rework an existing article that asks celebrities questions but he wants to add in Gravitast questions instead.

Gratiast spent a lot of time coming

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*Alan Gratiast*

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up with the design idea. He worked closely with a team at a Toronto design store to make sure the size and colours were right.

"I took the idea to a Toronto design store almost one year ago today," Gratiast mentioned. "I wanted the game to be portable, it can fit into a woman's purse. It's great for travelling, too."

Gratiast, who lives in the far side of Prince Edward County, restores houses on the side. He just opened an art gallery on Main Street in Picton called *Arts on Main*. He is also working on a memoir called *Crumbling Houses: My life in ruins*.

"I always have a project on the go. I just finished two in Nova Scotia," Gratiast said, "I like being my own boss because I get to make all the decisions and all the mistakes. I have a strong opinion."

Gravitast can be found in bookstores between Belleville and Toronto, and it can also be ordered from the website ([www.gravitastthegame.com](http://www.gravitastthegame.com)). Some Chapters/Indigo stores have the game as well. Here in Belleville, Green Leys downtown has some in stock.