

VR / AR TACTICAL FOLK-HORROR RPG

SHORT COMPANY PITCH

HAMR

Gone to Ground

Game concept and vertical slice overview. Built to demonstrate narrative systems, XR interaction, tactical RPG mechanics, diegetic UX and folklore-based worldbuilding.

THE FOX OUT OF BODY

A seated VR/AR tactical folk-horror RPG where the player is the guardian and the protagonist is a fox.

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ORIGINAL CONCEPT · NO LICENCE GRANTED

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Overview

HAMR: Gone to Ground is a seated VR/AR tactical folk-horror RPG.

The player embodies the Fylgya, the guardian spirit of a dying child whose Hamra has split off from the body in the form of a fox.

The child lies far away, still alive, in an isolated farmstead. His Hugra — his soul — is fading.

The goal is to guide the fox back to the body before the Hugra is lost.

GENRE

VR/AR tactical folk-horror RPG with diorama exploration, turn-based combat, cards, dice and narrative choices.

CORE FANTASY

Protect a small creature in danger while slowly discovering the fox is not a pet — it's the split-off body of a dying child.

PLAYER ROLE

The Fylgya: a guardian presence that protects, equips, grants powers and intervenes at a cost.

PITCH

Emotional intimacy of protecting a vulnerable fox, the tactility of a VR tabletop RPG, and European ecstatic folklore turned into playable rules.



Fylgya — Hamra — Hugra

The narrative ontology becomes the playable system.

Fylgya

The child's guardian spirit. The player role.

GAMEPLAY FUNCTION

Intervenes, protects, grants powers, moves objects, plays cards, reveals hidden routes and can physically lift the fox at a cost.

DESIGN RULE

The terminology is not cosmetic. Each concept affects mechanics, UI, progression, combat, narrative choices and player risk.

Hamra

*The child projected outside the body as a fox.
The playable character.*

GAMEPLAY FUNCTION

Explores, jumps, tracks, hides, fights, speaks with the dead, crosses thresholds and recovers fragments of identity.

Hugra

The child's soul. The central resource.

GAMEPLAY FUNCTION

If it fades completely, the child is lost. Hugra affects identity, dialogue, memory, powers, risk, progression and ending conditions.



A living tabletop game in VR/AR

HAMR is designed as a seated, tactile and comfort-first XR experience. The player does not walk through the world in first person. Instead, the world appears as a living diorama: a miniature space that can be observed, rotated, manipulated and understood from the outside.

MODE 1 · AR HUB

The real room becomes a preparation chamber. The fox appears in the player's space as a living character interface: wounds, equipment, inventory, potions, cards, upgrades and Hugra state — all accessed through the Hamra itself. The fox is not a virtual pet. It is the character sheet, the protagonist and the vulnerable body of the journey.

MODE 2 · VR DIORAMA

Levels appear as cutaway miniatures: farms, castles, forests, churches, roads and liminal spaces. The player rotates, observes and manipulates the board without artificial locomotion.

MODE 3 · TACTICAL COMBAT

Turn-based encounters use HP, cards, dice, statuses, bosses, ritual weaknesses and dialogue consequences.

COMFORT PRINCIPLE

Seated play, no artificial locomotion, stable dioramas, manual rotation, soft transitions and turn-based combat.

Folklore as playable rules

The point is not to decorate the game with folklore. The point is to turn folklore into mechanics.

Cards

Hamra, Hugra, Fylgya and Ritual actions.

RISK · COST

Bad preparation leaves weaknesses exposed.

Dice

Resolve combat, damage, states, thresholds and critical effects.

RISK · COST

Complications, enemy reactions or loss of Hugra.

Lifting the Fox

The Fylgya can physically pull the Hamra out of danger.

RISK · COST

Consumes Fylgya energy. If depleted, erodes Hugra or triggers boss reactions.

Visible Gear

Armour, charms, bandages and ritual objects show the fox's build.

RISK · COST

Weight, noise, iron, threshold loss or reduced mobility.

AR Rituals

Upgrades, potions, memory fragments, healing and preparation.

RISK · COST

Failed rituals create false memories, penalties or spiritual damage.

Dialogue

Branching conversations with the dead, peasants, trees and liminal creatures.

RISK · COST

Choices affect routes, bosses, cards, items, Hugra and endings.

Card examples

HAMRA

Quick Bite

Basic physical attack. If the die shows Threshold, apply liminal bleeding.

HAMRA

Burrow

The fox hides outside the enemy's direct line of action. Useful against larger creatures, hunters or dogs.

HUGRA

Incomplete Name

Restores one dialogue option connected to identity. Also reveals a nearby threat.

HUGRA

Remember a Word

Unlocks a lost memory fragment or allows the fox to answer a liminal entity.

FYLGYA

Protective Hand

Lift the fox a short distance by spending Fylgya energy.

FYLGYA

Light Upon the Threshold

Reveals a hidden path, trap, enemy or forbidden crossing.

RITUAL

Salt at the Threshold

Blocks an entrance for one turn. May also block your own retreat.

RITUAL

Cold Iron

Increases damage against liminal creatures. May reduce the fox's ability to cross certain thresholds.

A playable cut

The vertical slice is designed to show the core systems in a short, contained experience — not to promise a full campaign.

GOAL

Show the AR hub, diorama exploration, consequence-based dialogue, tactical combat and the Fylgya–Hamra–Hugra relationship in one coherent playable sequence.

SLICE A • AR HUB

Examine the fox, check wounds, equip protection, administer a potion and prepare three cards.

SLICE B • PROLOGUE

The night fields of Friuli. Split-off travellers leave their sleeping bodies to defend the harvests. The player learns that people can travel outside the body — before discovering the fox is one of them.

SLICE C • LEVEL

The Broken Castle. A cutaway vertical diorama with rooms, cracks, platforms, dead voices, hidden routes and environmental manipulation.

SLICE D • CHOICE

A nameless dead blocks the way. The player can help, bargain, threaten, ignore or sacrifice a resource.

SLICE E • BOSS

The Guardian of the Bitten Names. A narrative-tactical boss who attacks identity, memory and Hugra.

SLICE F • RETURN

The Hamra returns to the AR hub with a wound, mark, incomplete word, new card or altered Hugra state.





The Guardian of the Bitten Names

Combat should be tactical, but the solution should not be only reducing HP.

The Guardian is the first narrative-tactical boss. It guards rooms where someone died without being called by their true name. Theme: identity, memory, names and partial possession of the soul.

STATS

HP 32 · Physical defence: Medium · Liminal defence: High · Main damage: Hugra · Vulnerability: True name + salt + tuned bell.

ABILITIES

Name Bite — blocks one Hugra card for one turn. · False Echo — calls the fox by a wrong name; an incorrect answer costs Hugra. · Shadow Tongue — ranged attack from walls, cracks or dark rooms. · Reaction Against the Fylgya — if the player lifts the fox during combat, the boss attacks the guardian bond.

PRE-COMBAT CHOICE

A nameless dead blocks a door. 01 Help him remember — weakens the boss and restores Hugra, but spawns a minor enemy. 02 Steal one word — gain a powerful card, but take a debt mark. 03 Threaten him — fast access, the dead may return as an enemy. 04 Offer a Hugra card — unlocks a secret route if a specific identity fragment was recovered.

ALTERNATIVE VICTORY

If the player helped the dead remember, the recovered word can reduce the boss's liminal defence.

Why this is relevant to a game company

HAMR is not presented as a complete production-ready game. It is a focused concept and vertical slice proposal designed to demonstrate how a narrative premise becomes mechanics, UX, encounter design, player experience and production-facing documentation.

INCLUDED IN THIS SHORT PITCH

Concept — pitch, logline, pillars and the Fylgya–Hamra–Hugra system. · Vertical slice — AR hub, VR diorama, dialogue, boss and return loop. · Systems — cards, dice, resources, equipment, rituals and consequence-driven choices. · UX/UI — living interface, diegetic resources, comfort-first VR. · Narrative — premise, world rules, dialogue sample, boss theme. · Art direction — dark tactile maquette, European folk horror, fox as warm focal point, readable diorama composition.

WHAT THIS DEMONSTRATES

Narrative systems design · Source-based folklore research · XR interaction thinking · Tactical RPG mechanics · Quest and encounter design · Diegetic UI / UX · Worldbuilding · Portfolio-ready documentation · Interdisciplinary design thinking.



What makes HAMR different

HAMR is built on three combined ideas.

01 • FOLKLORE IS NOT DECORATION

Folklore defines rules, threats, weaknesses, rituals, costs and consequences. Salt, iron, bells, names, thresholds, food, offerings and pacts are not props — they change how the player survives.

02 • THE FOX IS NOT A PET

The fox is the Hamra: the child's split-off body. Vulnerable, playable and emotionally intimate, but not a companion system. It is the protagonist of an ecstatic journey.

03 • THE PLAYER IS NOT THE FOX

The player is the Fylgya: a guardian presence outside the body. This creates a different XR fantasy — the player protects, equips, observes, intervenes and sometimes pays the cost of saving the fox.

DESIGN STATEMENT

HAMR combines the tactility of a VR tabletop game, the emotional tension of protecting a small creature, and the systemic depth of a tactical RPG built from European ecstatic folklore.



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