

DESIGNNOBIS

CREATIVE DESIGN FACT

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As a sustainable design center, we introduce innovative solutions in product design, branding and space creation. We help our clients to differentiate in market by creating products and services with strategic value. Handling design services from research and concept development phase through prototyping and production, we aim to become a sustainable innovation center.

We contribute to national and global industry by developing competitive products with high added value and we help to create sustainable development locally and globally. We provide R&D services for firms and add value to brand image in order to turn technology and inventions into products, services and good that are available to the consumer in the market. We offer total design services that are strategically and economically valuable while also differentiating brands.

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Creative Wooden Creatures

Creative Wooden Creatures kit allows children to create a wide range of animals by combining various body parts. Designed for children above the age of 5, it is a universal toy that children from different cultural backgrounds learn and discover animals of land and sea while also designing their own creatures and characters. Challenge was to design a toy kit that offers unlimited possibilities for building creatures with simple, organic forms that foster creativity and perception of aesthetics.

For a toy kit that is environmentally friendly, have potential to become a classic, entertaining and educative, Creative Wooden Creatures fills a gap in wooden toy market. Toy design aims to foster creativity while offering entertainment with sustainable materials. Created with simple organic forms without any sharp angles, pieces fit to hand. Improving motor skills, memory, imagination and basic shape recognition abilities, design also fosters love and care for animals. Abstract shaped blocks enable children to create both real and fiction with unlimited 3d form and character generation.

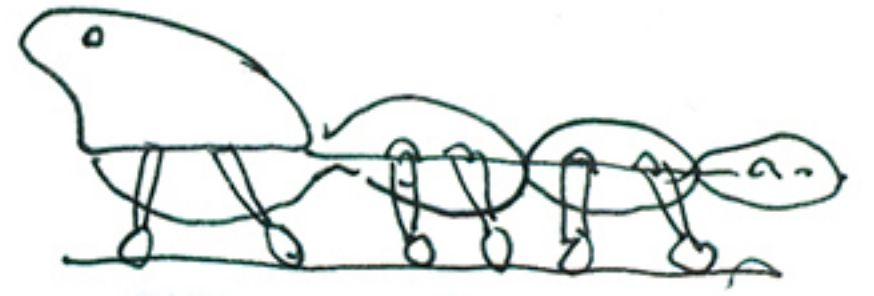
Creative Wooden Creatures toy kit offers three sets; creatures of land, sea and amphibians. Each set offers around 10-12 types of defined creatures and 72 pieces. Parts and pieces are interchangeable and flutes are made in a way that creatures with variously numbered legs can be made easily. Toy kit delivers an explorative play experience with limitless creation and transformation possibilities and aims to have a long lifespan.

Whole kit consists of various sized body pieces, leg/arm pieces and eye parts. Numerous types of creatures can be built with this kit; bugs, insects, fish, sea creatures and mollusks. Land set includes; turtle, caterpillar, snail, ant, centipede, scorpion, spider and various worms and bugs. Sea set includes; fish, octopus, jellyfish, starfish, hermit and more. There are also amphibian creatures such as frogs, lizards, crabs and various turtles. It is new toy kit that is environmentally friendly and safe to play. Also being washable, it is a hygienic set that is apt to international standards.

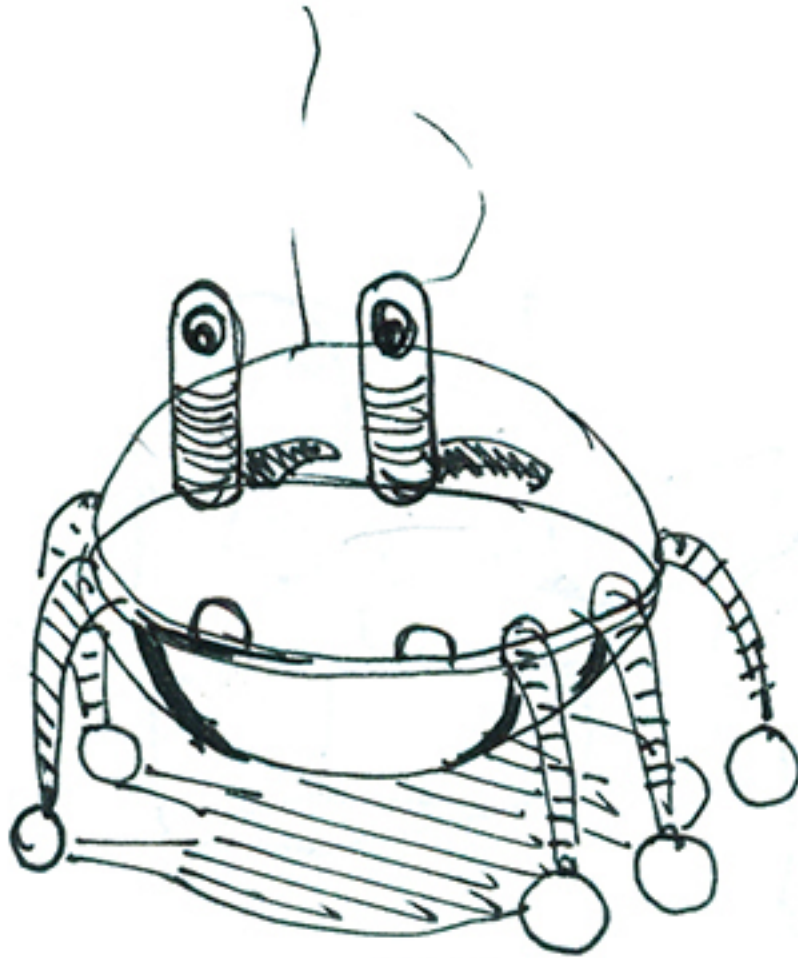
The kit consists of body pieces, arm/leg pieces and eye pieces in general. For body parts, maximum dimensions are 74 x 60 x 37 mm and minimum dimensions are 40 x 40 x 10 millimeters. Cotton rope parts that are used for arms and legs are maximum 200 mm and minimum 100 millimeters in length. Eye pieces are cylindrical and have a Radius of 3.25 mm and are 17 mm in length.

Material selection for CWC is made carefully with sustainability in mind. Chosen materials are all natural and %100 recyclable. Body parts are made of wooden blocks that are obtained from waste pieces of industrial wood processing. Ropes used for arms and legs are made of cotton and have metal wire inside to allow shaping. Eye pieces are painted with water-based acrylic paint for wood. Hardwood blocks are numeric machine processed, paraffin waxed for water repellency.

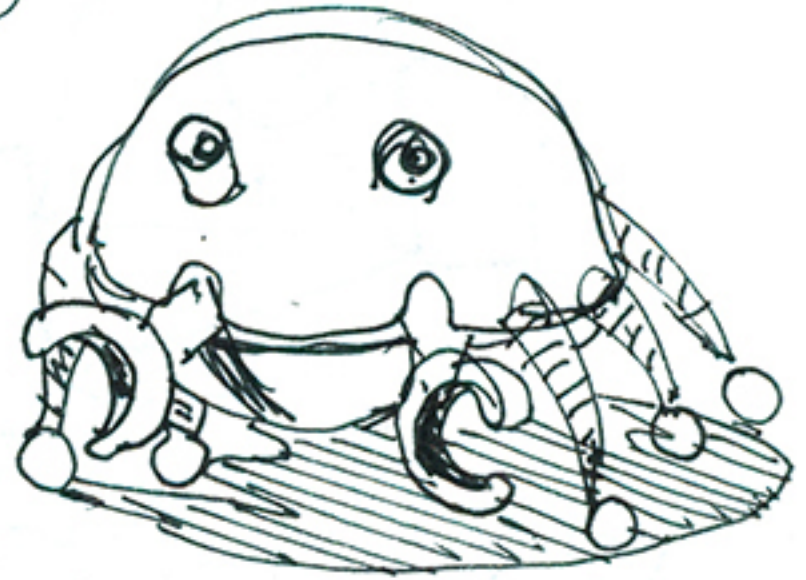
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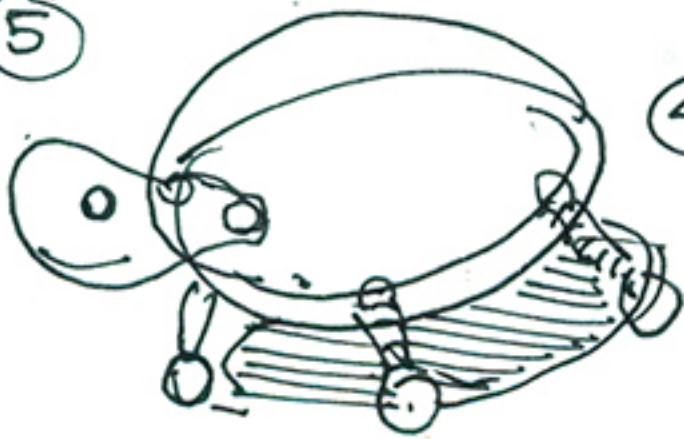
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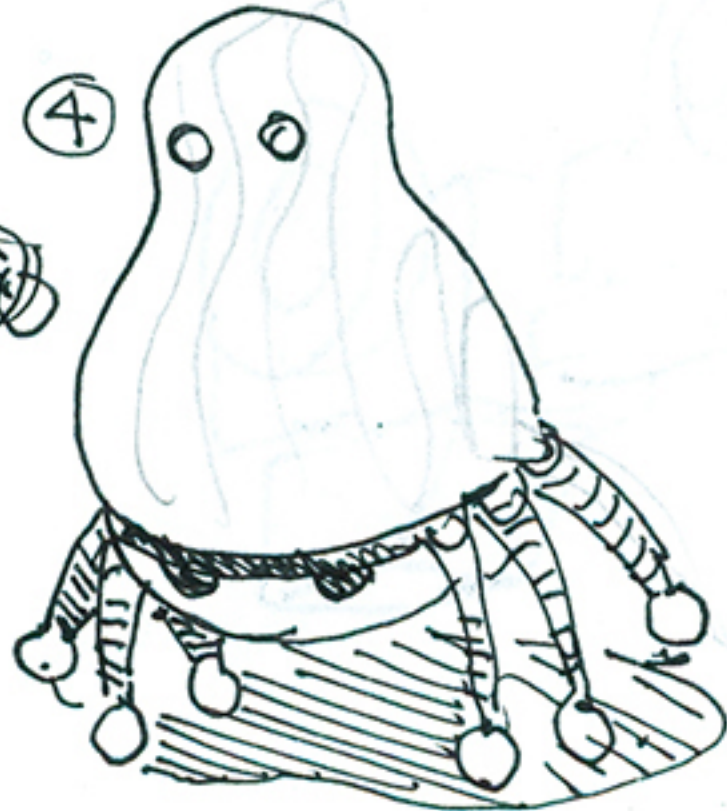
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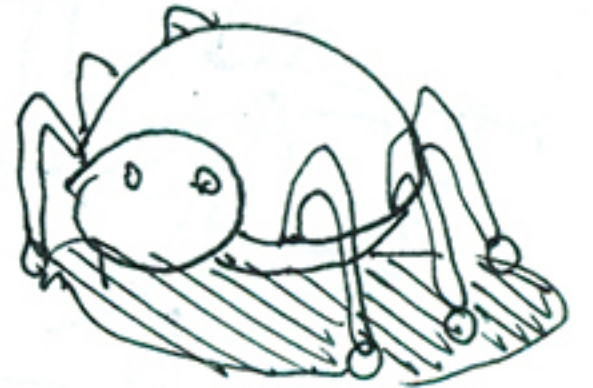
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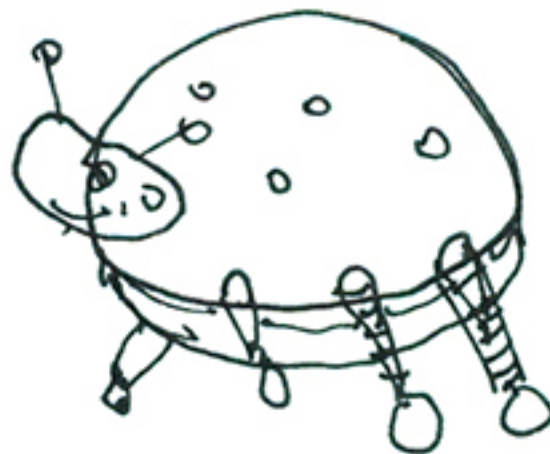
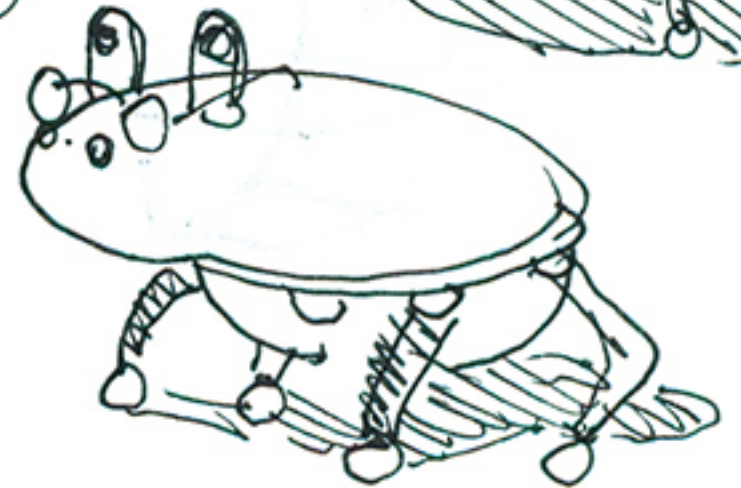
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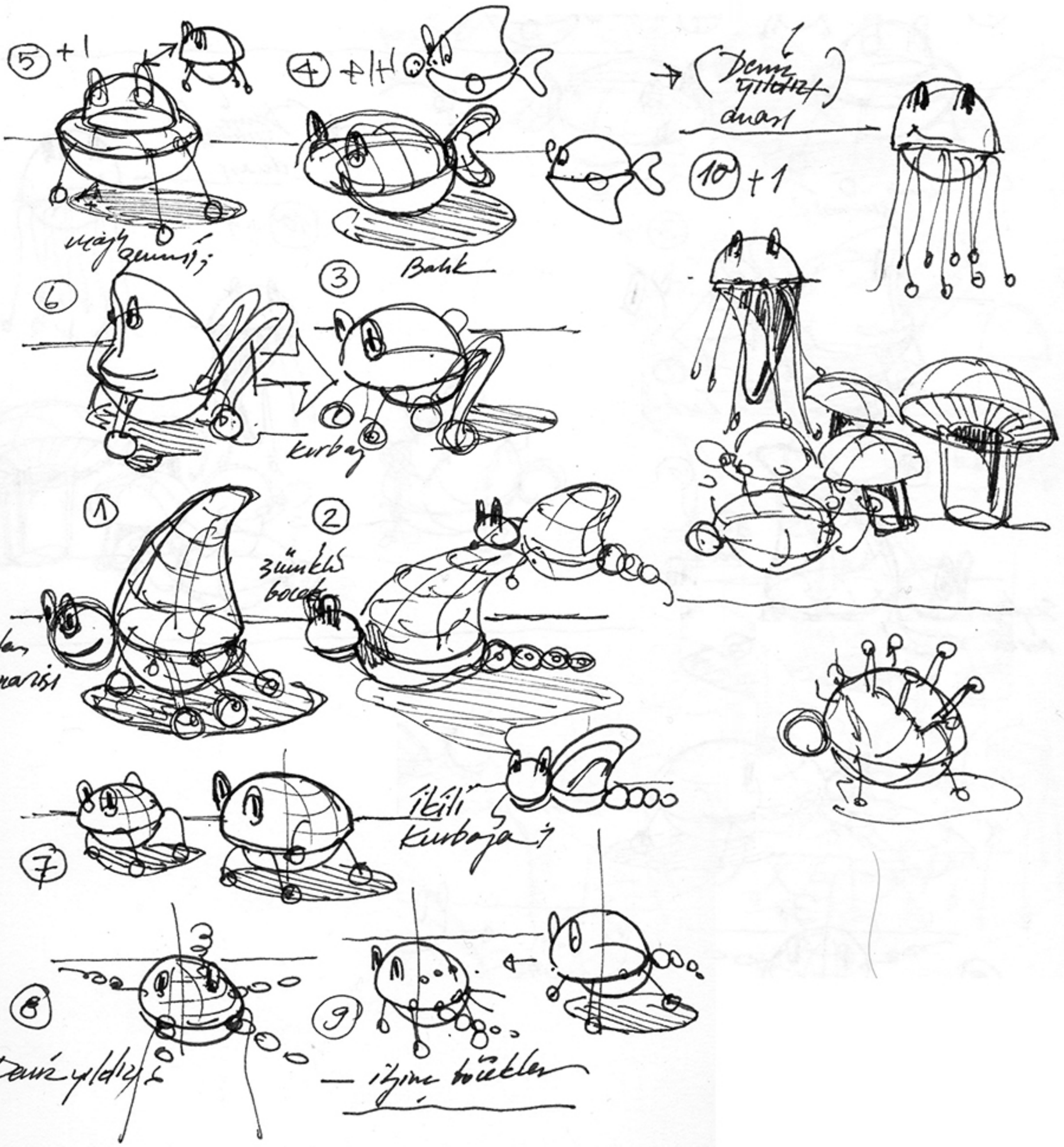


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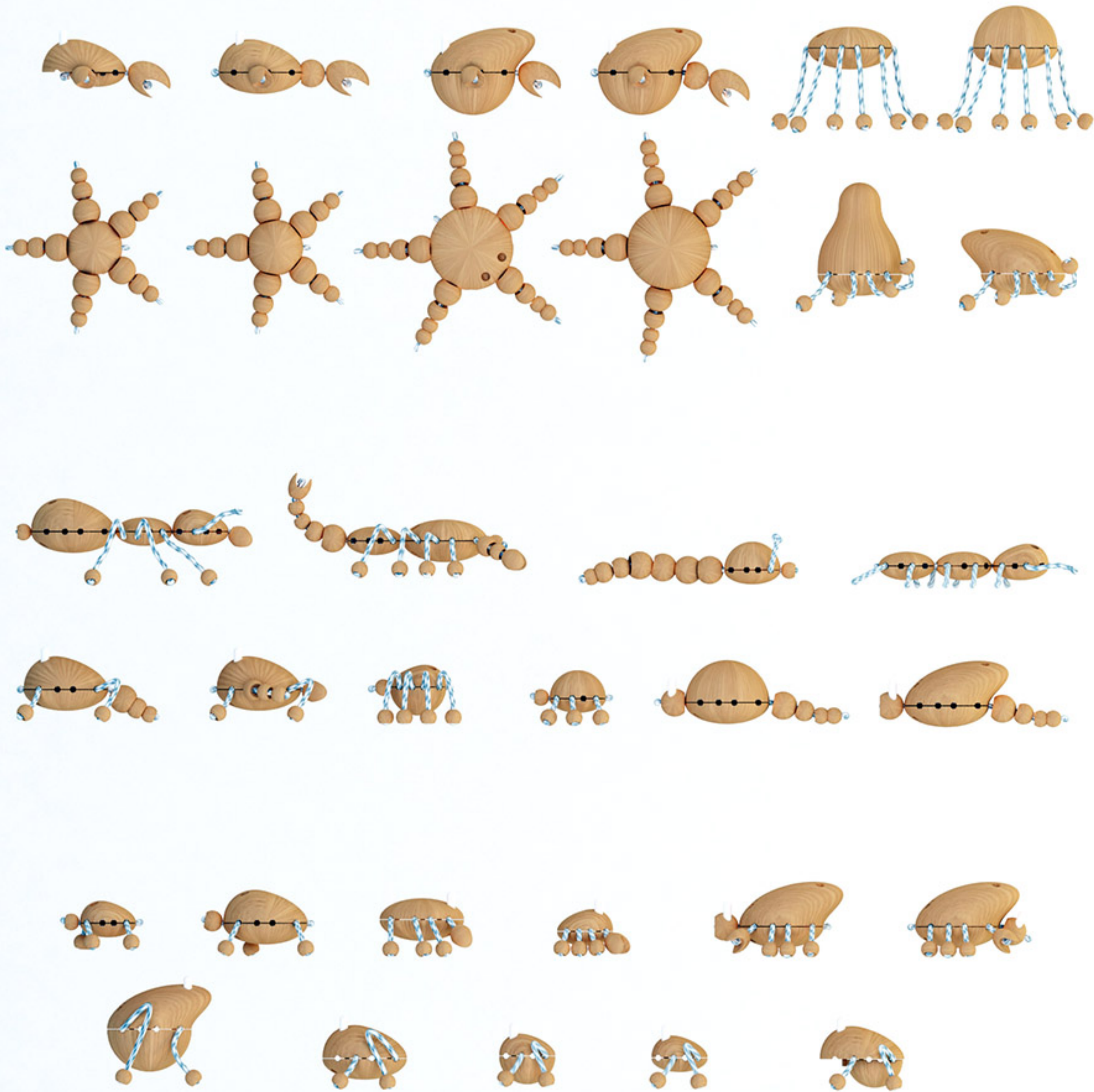


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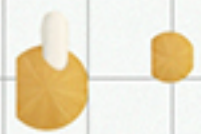




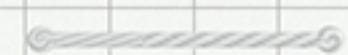
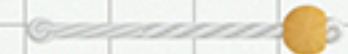
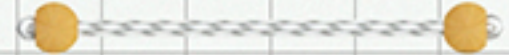




Body Pieces



Head, hand and joints



Limb Pieces

