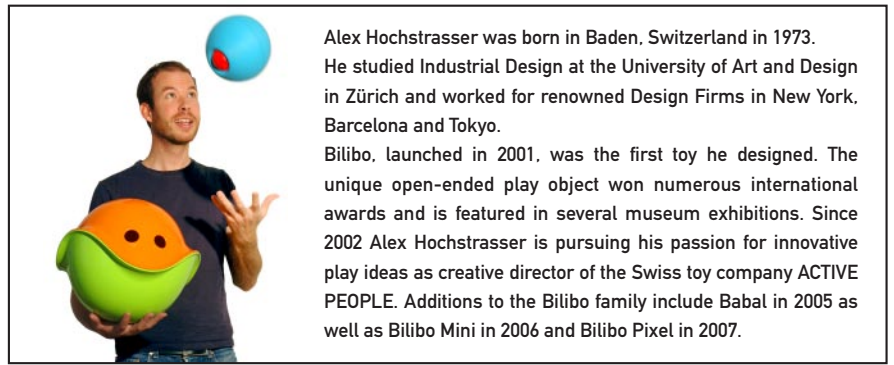


bilibo®



Alex Hochstrasser was born in Baden, Switzerland in 1973. He studied Industrial Design at the University of Art and Design in Zürich and worked for renowned Design Firms in New York, Barcelona and Tokyo. Bilibo, launched in 2001, was the first toy he designed. The unique open-ended play object won numerous international awards and is featured in several museum exhibitions. Since 2002 Alex Hochstrasser is pursuing his passion for innovative play ideas as creative director of the Swiss toy company ACTIVE PEOPLE. Additions to the Bilibo family include Babal in 2005 as well as Bilibo Mini in 2006 and Bilibo Pixel in 2007.



Space for imagination

Bilibo requires neither batteries nor complicated instructions – it is powered simply by a child's imagination.

The iconic shape and the bright colours immediately appeal to children. They arouse curiosity, stimulate the senses and inspire children to become inventors themselves. Both boys and girls find unlimited ways to play with this unique, open-ended toy. Indoors and outdoors, in the sand-pit, at the water or even in the snow – according to their age and interests, children will use and interpret the shells in ever different ways. Toddlers will move Bilibo around, fill it with objects, with sand or water and empty it again. The shells can be aligned or stacked. Like three-dimensional puzzle pieces, two shells are joined to form a sphere - a friendly face with a broad smile. Playfully the children train their sense of space as well as hand-eye coordination. When growing older, children will discover new ways of using the shells. Rocking and spinning for instance are great fun and help develop motor skills and the child's sense of balance. Role-playing and make-believe games are vital for the child's social development and powers of imagination, again Bilibo shines as a wonderful accessory and serves as a cradle for dolls, a turtle shell, a drum, a cooking pot, a ship or a hill with caves giving shelter to toy animals ...

When sitting in the shells the children's arms and legs remain in touch with the ground which helps the control of their movements and keeping the balance. The shells easily carry the weight of an adult and are virtually unbreakable. Made of durable, food-grade HD-PE they can be completely recycled. Bilibo is recommended for children ages 2-7 years.



www.bilibo.com



AWARDS:

- Toy of the Year - UK Good Toy Awards 2006
- Deutscher Lernspielpreis, Auswahlliste 2003
- Dr. Toy, 10 Best Active Products 2002
- Spiel Gut - Arbeitsausschuss Kinderspiel 2002
- Design Distinction - I.D. 2002 Design Review
- Swiss Product Design Award 2002
- Design Preis Schweiz 01 Distinction
- Swiss Federal Award for Design 2001

EXHIBITIONS / MUSEUMS:

- Musée des Arts Décoratives Paris, permanent collection
- Museum of Design Zurich, permanent collection
- Vitra Design Museum, "KID SIZE - The Material World of Childhood"
- German Museum of Technology Berlin, "Play with Technology"

