



reddot winner 2022

Animals - Multimedia educational toys



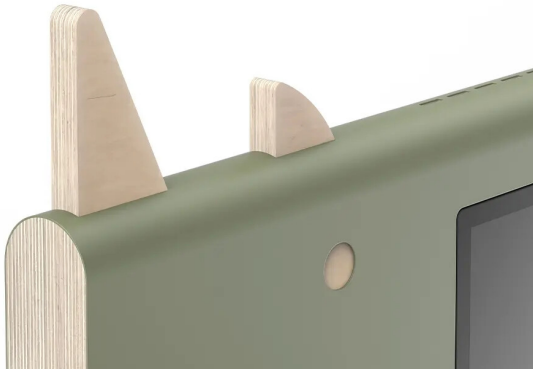
Animals is a series of multimedia educational toys aimed at the youngest audience. The minimalist shapes, based on animal forms and available in multiple variants, allows a harmonious integration of the multimedia toy. It was developed in response to the rising expectations of the entertainment market. At the same time, it takes into account the challenges of leisure areas and the concept of sustainable development. "The Animals products take business requirements into account while respecting social responsibility. This effect was achieved by combining natural plywood with Forbo's Furniture Linoleum. The specific characteristics of the linoleum, such as its satin texture and pastel colours, have helped create a minimalist yet safe offer for children," says Piotr Jagłłowicz, designer of Digital Concept. This project received the Red Dot Award in the category Red Dot Product Design 2022.

Location	Poland
Interior designer	Digital Concept
Architect	Piotr Jagłłowicz
Photographer	Digital Concept

Used Products

Furniture Linoleum pebble	Furniture Linoleum salsa	Furniture Linoleum orange blast	Furniture Linoleum olive	Furniture Linoleum spring green

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