

Seminar dizajna 2015

BoxiePlay: igra objekta i prostora

BoxiePlay je didaktička igračka namenjena deci uzrasta do 3 godine. Osmislila ju je grupa *ChatWorkAh* u vidu mreže kvadratnih panela međusobno spojenih fleksibilnim bigom, kako bi se mogle savijati na obe strane. Organizacijom kartonskih panela dete samo oblikuje prostor po kome se kreće, praveći tunele, rampe, prolaze, spoznajući tako prostor i razvijajući motoriku i maštu. Grafika igračke je tako organizovana da različitim kombinacijama stvara drugačije putanje, dodatno nastojeći da zaintrigira dete i podstakne istraživanje i kreativnost. Naziv potiče iz sklopljene forme igračke kada savijanjem kartonskih panela igračka dobija oblik kocke.

Зоолица: spoj kreativnosti i geometrije

Зоолица je specijalno dizajnirana didaktička igračka od kartona za decu uzrasta od 3 do 5 godina, koja je po svom konceptu i izradi jednostavna za tržišnu proizvodnju. Grupa *Limunada slon* je kroz kreativan proces, eksperimentisanje sa geometrijom i analizu savijanja kartona koncipirala svoj rad kao spoj primenjene geometrije i zadatog materijala – troslojnog valovitog kartona. Igračku čini pakovanje od tri različite kartonske table, koje kombinacijom višestrukih savijanja po bigovima i odštampanih tačaka formiraju geometrizovana lica raznih životinja, pa zbog svoje dinamične strukture nosi ime Зоолица: (zoo ili 300 lica). Igračka poziva decu da kroz kreativnu igru otkrivaju kako table mogu postati slon, mačka, lisica... Pakovanje igračke je oblikovano korišćenjem kartonskog omotača – drške, na kojem je apliciran logo i tematska ilustracija, koja sugerise forme u koje se igračka može transformisati.

ALISA u zemlji KULISA: kreativna pozornica

ALISA u zemlji KULISA je igračka namenjena deci uzrasta od 5 do 7 godina. Koristeći osnovne karakteristike materijala i jednostavne

tehnološke procese grupa *ReciKO* je kreirala igračku koja omogućava detetu da izmašta sopstvenu priču ili pak predstavi određenu priču po slikama. Komplet se sastoji od dva seta zadatih scena i pratećih elemenata. Oba seta su konstruisana kao kontinualna fleksibilna traka – paravan, koji dozvoljava laku manipulaciju i prostornu izmenu postavke, kao i direktne intervencije u vidu pomeranja delova ili doctavanja. Prikazane scene i detalji su rezultat stilizacije karakterističnih lako prepoznatljivih elemenata i prirodnih i urbanih prizora, a opet dovoljno apstraktnih za dalju interpretaciju i „učitavanje” značenja. Uz osnovne scene, u paketu se nalaze i geometrizovani odvojeni elementi i papiri koji upotpunjuju igru. Koncept je osmišljen tako da ostavlja mogućnosti izmene i interpretacije, razvijajući kod deteta maštu, senzorne, motoričke i društvene aspekte ponašanja. Svi elementi igračke su složeni u formu knjige i jednostavni su za odlaganje.

KVADROPOL: društvena igra

Kvadropol je društvena igra za uzrast 10+, koja u svom konceptu kombinuje najbolje elemente klasičnih društvenih igara sa logikom i estetikom kompjuterskih igrica. Uslovljeni karakteristikama zadatog materijala, kartona i odlikama uzrasta kojem je igračka namenjena, grupa *KUT* je čitav koncept zasnovala na jakim grafičkim elementima, pikselima, mreži i kombinatorici koju je moguće ostvariti. Direktno kroz kreativnu igru sa osnovnim elementima, građena je i estetika i formirana su pravila same igre, a daljom upotrebom unapređivana je čitava postavka. Paket se sastoji od table, koja na sebi ima mrežu kretanja, pravila i ujedno jednostavnim savijanjem formira pakovanje – kutiju, a za ostale elemente igre, tj. pione/piksele, specijalna polja i kartice. Pioni, tj. pikseli kojima se igra su rađeni sa dva lica i tipološki su podeljeni u više grupa, čime se diktiraju i pravci kretanja i dinamika igre. Sa istim elementima moguće je igrati dve vrste igre, a takođe obe igre mogu biti takmičarskog tipa sa više igrača ili rekreativnog tipa, poput pasijansa, gde jedan igrač sam može slagati određene sisteme.

Design Seminar 2015

BoxiePlay: A Game of Objects and Space

BoxiePlay is a didactic toy intended for children up to 3 years old. It was devised by the *CharWorkAh* group as a web of square panels that are joined by flexible folds, which enable them to bend both ways. By organizing the cardboard panels, the child personally shapes the space in which it moves, making tunnels, ramps, passageways, and thus learning about space and developing motor skills and imagination. The graphic aspect of the toy is organized so that different combinations can make different paths, which can additionally attract the child's attention and encourage research and creativity. The name of the product comes from the shape of the toy when it is fully folded, as the cardboard panels fold into the shape of a square.

Зоолица: Connecting Creativity and Geometry

Зоолица (eng. Zoofaces or 300 faces) is a specially designed didactic game made from cardboard aimed at children aged 3 to 5, with a simple concept and production process. Through a creative process, experimenting with geometry and an analysis of ways in which cardboard can fold, the *Limunada slon* (eng. Lemonade Elephant) group conceived this work as a combination of applied geometry and the given material – three layered wavy cardboard. The game is a package of three different cardboard boards, which are combined – through multiple folding at indicated creases and printed dots – so that they form geometric forms of different animal faces. Due to this dynamic structure of the game, it is called Зоолица: (зоо or 300 faces). The game invites children to take part in a creative game through which they can discover how the boards can become elephants, cats, foxes... The packaging of the toy is shaped using a cardboard wrapper – a handle, onto which a logo and a thematic illustration are applied, showing suggestions of forms that the toy can be used to create.

ALISA u zemlji KULISA: A Creative Stage

ALISA u zemlji KULISA (eng. Alice in the Land of Scenery) is a toy intended for children aged 5 to 7 years old. By using the basic characteristics of the material and simple technological processes, the *ReciKo* group created a toy that enables the child to imagine their own story or present a certain story in pictures. The set contains two collections of given scenes and accessories. Both are constructed as continuous flexible strips – screens, which enable easy manipulation and spatial changes of the scenery, as well as direct interventions in terms of changing certain parts or drawing in new elements. The depicted scenes and details are a result of stylizing characteristic, easily recognizable elements and natural and urban landscapes, which are at the same time abstract enough to allow further interpretations and “reading into” the meaning. In addition to the basic scenes, the package also contains separate geometric elements that complete the game. The concept is devised in a way that leaves open the possibility to make changes and interpret, thus developing the child's imaginations, sensory, motor and social aspects of behavior. All the elements of the toy are folded into the form of a book and are easy to store.

KVADROPOL: A Board Game

Kvadropol (eng. Quadropolis) is a board game for players 10 and up. The concept of the game combines the best elements of classic board games with the logic and aesthetics of computer games. Within the constraints of the characteristics of the given material, cardboard, and the traits of the age for which the toy is intended, the *KUT* group based its entire concept on strong graphic elements, pixels, grid, and the combinations that can be achieved. Directly through a creative game with basic elements, the aesthetics and rules of the game were formed, and with further use the entire setup was enhanced. The package consists of a board, which has an indicated grid for movement and rules, which at the same time through simple folding forms the packaging – a box, and there are also other elements of the game, i. e. pawns/pixels,

special fields and cards. The pawns, i. e. pixels that are used for gameplay were created so that they have two different sides, and they are typologically divided into several groups, which dictates the direction of movement and the dynamics of the game. The same elements can be used to play two kinds of games, and at the same time both games can be both competitive and multiplayer or recreational, like solitaire, where one player creates certain systems on their own.