

PRESS INFORMATION



Bilibo - a new generation of toy

Tortoise shell and sand toy, swing and spinner, cradle for dolls and substitute for sleighs – Bilibo, one of the most innovative toys on the market, is all this and much more. But what exactly is Bilibo?

First of all, these are the facts: This shell is made of scuffproof high density polyethylene which is shock-resistant, weather-proof, food safe and completely recycable and it shines in six bright colours. Bilibo weighs 800 grammes and has a diameter of ca. 39 cm so kids of different ages can sit in it comfortably. The spherical shape with the wave-like edge offers great stability, the kids' hands and feet remain outside and touch ground thus keeping balance and control. Bilibo shows two holes at the side which look like eyes and bestow a face upon the shell. At the same time the holes can be used as a handle. Bilibo is suitable for children aged two to seven years.

Space for imagination

But what do you do with it? It's simple: Just play – always in a new and different way. There are no limits to imagination and interpretation. Even Alex Hochstrasser, inventor and designer of Bilibo, is surprised of all the ideas kids get when playing with Bilibo. „When I introduced the prototypes at the kindergarden of my hometown the little ones were astonished at first. But then a boy sat down in Bilibo and started spinning, a girl turned Bilibo around and tried to balance on it – after that you just could not stop them any more.“ One of the key aspects is to sell Bilibo without an instruction manual. This way kids do not just consume but become creative and let their imagination reign. The older the kids, the more complex are the ways of their play.

Please experiment

The round, soft shape and the bright colours convey safety and security, they invite to discover, feel and experiment thus encouraging the children's natural curiosity and the infantile development. Used as a swing, see-saw or stool Bilibo supports the hand-eye-coordination and the physical development. Used outside in the garden or at the playground it is great for mixing sand and water this way promoting haptics and stimulate senses. If filled with marbles or pebbles Bilibo becomes a rattle, if turned around it is a drum. Apart from all this Bilibo is a cradle for dolls, a saucepan or a collecting box for little treasures. Great extra: Two Bilibos aligned create a cheerful face with a broad smile.



Award-winning design

In times of new media, PC games and television Bilibo makes a fresh difference to ordinary toy products. Therefore it is no surprise that Bilibo has been awarded prizes several times, among others with „spiel gut - Arbeitsausschuss Kinderspiel und Spielzeug“ and at the “Design Preis Schweiz 2001”. The cutting-edge shell is made by the Swiss think tank ACTIVE PEOPLE specialising in innovative skill and motion toys. Just click www.bilibo.com on the internet and look out for first impressions and trade addresses.



**ACTIVE
PEOPLE**

The small Swiss company ACTIVE PEOPLE is specialising in creating and producing cutting-edge motion and skill toys and games. Founded in 1984, it helped classics such as yo-yo and juggling to fresh popularity. With Bilibo, Astrojax and Sakol René Küng and Alex Hochstrasser, the creatives, entered virgin soil thus setting trends in the toy sector. Innovations 2005 include - apart from a visionary yo-yo line – the ball-in-ball concept „Babal“ and „Boing“, a novel flashing ball not only for juggling. High-quality materials as well as clear and simple designs characterise the products which have been awarded international design prizes more than once. The secret of success: Procure freedom without definite rules and instruction manuals so the player can develop the game and himself, add own ideas and create his individual game. In the meantime ACTIVE PEOPLE expanded into more than 50 countries world-wide. Further information can be found at

www.activepeople.com

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