



## PRESS RELEASE

Milan, April 2015

“**Play, food for the mind**” is the wide ranging and extensive project launched in 2015 by **Assogiocattoli** in an effort to make the public, experts and the industry more aware of the fundamentally important role of play in the cognitive development of children and human beings in general, even adults.

The toy is indeed a crucial tool for growth, which in many cases has gone beyond its own specific function to become a product of design, a catalyst for memories and images, a symbol of eras and lifestyles.

These considerations, which form an integral part of the project, led to the development of

### **designintoys**

paths and trends of contemporary toys

a show dedicated to toy design, which recounts each milestone in the evolution of the sector by showcasing the most significant, iconic and innovative toys ever made in Italy and abroad.

The free-admission show will open on 14 April after an invite-only press preview, and will run for the entire month of May.

Developed by curators **Luca Fois** (professor at Poli.design Milan), **Francesco Schianchi** (professor at the Polytechnic University of Milan), **Bernardo Corbellini** and **Bice Dantona** (designers), the expo will enjoy the participation of **Ludum** (the first design-based elementary school in the world), the patronage of **ADI** – Association of Industrial Design, and the support of **Poli.design** (Consortium of the Polytechnic University of Milan).

As the **first ever toy design event in the world** the show will include in **3 theme areas**:

- **ICONS:** products which have and continue to make history in the toys sector, described through their past and present history.
- **NEW VISIONS:** the latest innovations in the world of toys, innovative products which are setting new trends, ever more oriented towards design.
- **THE FUTURE OF PLAY:** toys envisioned and designed by students of the Ludum elementary school who undertook to create “the missing toy” in a design lab class environment.

In addition to innovative toys featuring new and interesting concepts, there will be a series of truly “great classics”, toys that marked everyone’s childhood - with the original packaging and ads - displayed next to their latest versions for immediate comparison. By its very own characteristics, this show is bound to attract the interest, involve and delight the public at large, not only children and adults, but also professionals and designers.

**designintoys** will be held in Milan, at the BovisaTech complex (a multi-functional facility in the center of the Bovisa Polytechnic district, next to Poli.design and not far from the Faculty of Design and Engineering), in an industrial-inspired setting. A series of events and toy-related initiatives will also be held during the six weeks of the show both within the exhibition space and the courtyard in front of the complex. Reservations for groups and student class visits are available.

## USEFUL INFORMATION

**designintoys**

**paths and trends of contemporary toys**

Milano | BovisaTech Complex| via Durando 39

From 14 April to 31 May 2015

Free admission

Hours: Tuesdays through Saturdays 2:30 PM - 7:30 PM; Sundays 10 AM - 7:30 PM; closed on Mondays

[www.designintoys.com](http://www.designintoys.com)



**designintoys** is a project by Assogiocattoli

Associazione Italiana delle imprese degli Addobbi e Ornamenti Natalizi, Giocattoli, Giochi e Modellismo, Articoli di Puericultura (Italian Industries' Association of Christmas Decorations and Ornaments, Toys, Games and Hobbies, Child Care Articles). Founded in 1947, it has 186 registered members, which represent the vast majority of companies operating in the industry.

[www.assogiocattoli.it](http://www.assogiocattoli.it)

Supported by **Sistema Design del Politecnico di Milano - Dipartimento del Design e Consorzio POLI.design** (Sistema Design of the Polytechnic University of Milan – Faculty of Design and POLI.design Consortium)

With the participation of



And the patronage of



Partner



An event



**For further information:**

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