

# 已食足，寻欢作乐也

—— 对「乐」的思考

## Light and shadow TOY

A high degree of freedom block toy,  
children can place anything on it,  
explore the mystery of light and shadow



Starting point”

# Blocks + Light =?

## Why choose light and shadow as the theme?

Chinese people have been playing "light" since ancient times. Shadow puppetry and hand puppetry accompany us throughout our childhood. So how do we inherit this art of playing with light, how do we let children discover the art and fun of light from an early age.

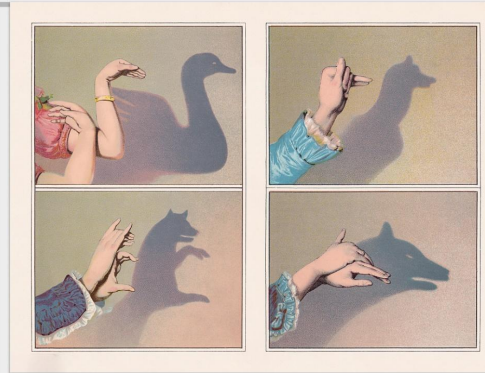
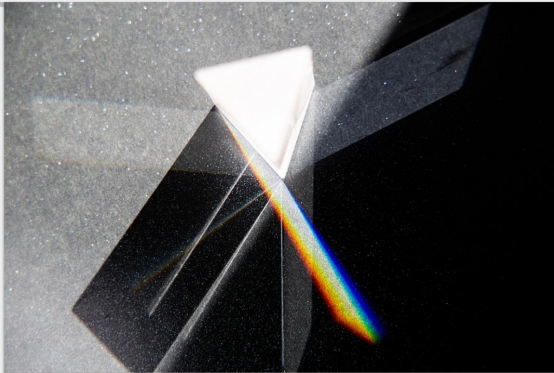
Shadow play



The art of the light



Light



Hand shadow



Light and shadow are complementary things, light can produce shadow, we have been surrounded by light and shadow since childhood, shadow brings us endless imagination, we swim in the shadow world of fantasy, bring us endless fun.



Starting point”

## Why choose Building blocks?

Building blocks can help develop intelligence, train children's hand-eye coordination, and the arrangement, jointing, rings, and symmetry of blocks are all good for children's intelligence. When building blocks, children must be involved in proportion, symmetry and other issues, which is conducive to the early development of children's mathematical concepts.

The product is not conducive to children's imagination, comprehensive use of a variety of different types of building blocks together to build objects. It is conducive to the cultivation of their imagination and creativity.

When light is added to the blocks, a double imagination is created. Children can play with the blocks and see what they see, but also construct the world through their imagination.



# Blocks + Light = ?

### Easy to store

Blocks usually have many small pieces that require us to provide a place to put the blocks



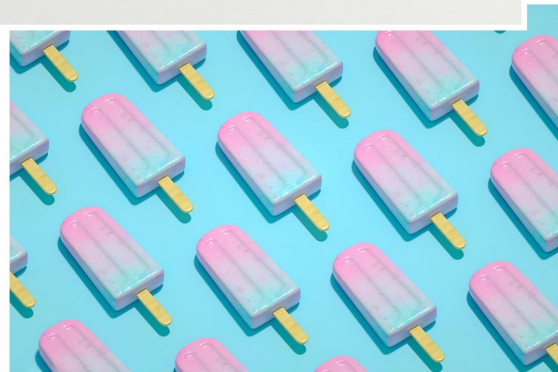
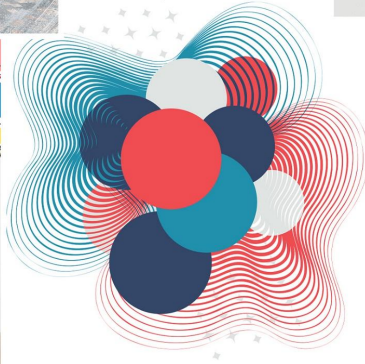
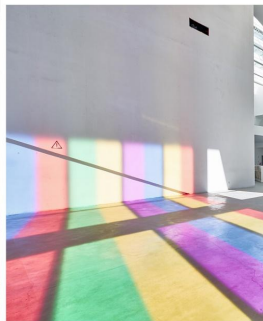
### Colorful

Children usually don't have much of a concept of color, and blocks need to be colorful for them to perceive color

*The advantages of blocks: high degree of freedom, imagination*

# DESIGN BRIEF

“To design a children's toy, it is necessary to fully consider the factors that children like and parents pay attention to.



# MOOD BOARD

Edutainment  
Artistic  
Colorful  
Security  
Imaginative  
Simple

“ Toy design

# INTRODUCING

A toy with **high degrees of freedom.**

A building block toy that can bring children **unlimited imagination.**

A building block toy that allows children to sense the art of light.





“ Toy design

# INTRODUCING

Material: wood, plastic, metal

Applicable number of persons: 1 — 3

Age: 3 + years old

Miniature flashlight

The drawer

The background plate

The shadow

Building blocks

Floor

Slippery course

The knob switch



# Using the process

A good toy doesn't just bring happiness



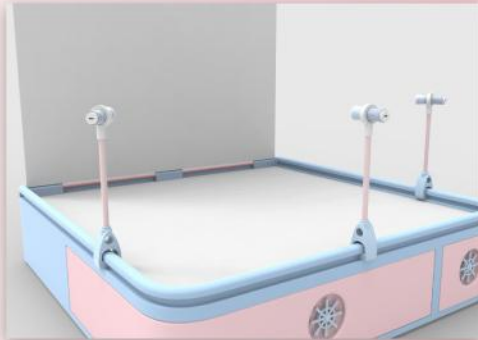
*"At first i was just a plain square box~."*



*You can open the drawer to my right There are flashlights in it.*



*And the drawer on my left is full of blocks you want.*



*Put the flashlight on the slide!*

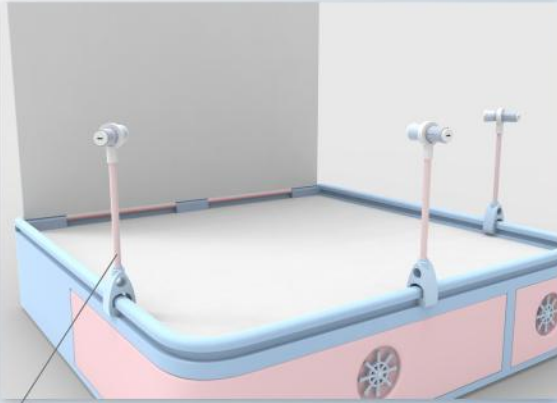


*Of course, everything has a shadow~*



# How to play ?

A good toy doesn't just bring happiness



*"The gooseneck allows light to be placed freely in the space."*

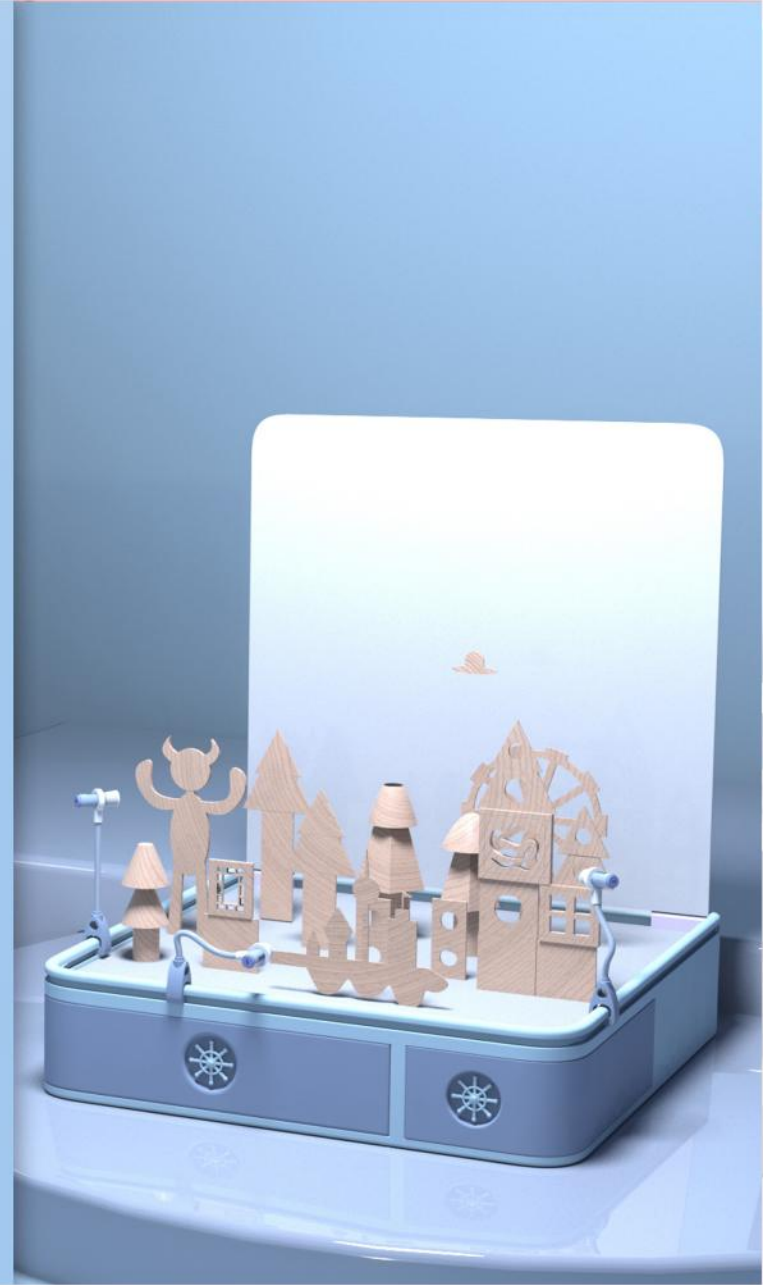


*Like this~*



*By flashlight on the slide to achieve the effect of dynamic light and shadow change*

Cultivate your imagination





# Write in the last

"Some children think the shadow tells a story about a dark castle."

"Some of the children have come up with an experience of building a city in the sky."

"Some kids think it's like playing roughhouse with their parents at an amusement park."

"In fact, every child is a creative and imaginative artist. I want to help them find beauty. Well and create beauty and art."

"有的小朋友觉得影子描述着一个黑暗城堡的故事"

"有的小朋友心里已经想出了一段天空之城的经历"

"有的小朋友觉得这是在游乐园与父母打闹的场景"

"其实每个小朋友都是富有创造力和想象力的艺术家"

"我希望能帮助他们发现美，并且创造出美与艺术~"

"天光云影" 积木玩具

