



# YoYo

## Forays Through Creativity

Edited by PHOENIX Design

<b>ISBN</b>	9783899864427
<b>Publisher</b>	Avedition Gmbh
<b>Binding</b>	Paperback / softback
<b>Territory</b>	World excluding Benelux, Germany, Austria, Switzerland, Scandinavia, Laos, Cambodia, Brunei, Maldives and the Far East (except Japan)
<b>Size</b>	150 mm x 150 mm
<b>Pages</b>	480 Pages
<b>Illustrations</b>	200 color
<b>Price</b>	£33.00

- Yoyo – over 200 creative interpretations of this popular toy
- Edited by an award winning studio, based in Stuttgart and Shanghai
- Source of inspiration for all product designers

At the heart of this book lies a unique tradition. A ritual that is more than a creative exercise; it is a transfer of momentum – that breaks paradigms, encourages risk-taking, and sparks transformation through play. A Yoyo is a simple object, yes, but one that invites bold questions, material experiments, and conceptual freedom.

What emerges is a collection of ideas reflecting the Studio's spirit: reinvention, poetic, precise, and curious. As Europe's most awarded independent design studio, PHOENIX has been a place where innovation meets intention.

The Studio opens a door through this book for the first time, capturing a piece of that journey and celebrating design as a way of thinking, feeling, and re-imagining the world.

Text in English and Chinese.