



# YoYo

## Forays Through Creativity

Edited by PHOENIX Design

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- 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.

