



avedition

# 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.

### THE TRADITION FROM 37 YEARS OF YOYO HISTORY

PHOENIX is a product innovation studio that turns brands into winners of tomorrow's wellbeing mega-economy. As an independent, award-winning studio, PHOENIX makes the foggy future visible to its partners, accompanying them from idea to market success. Today, the team of around 55 international design experts reinvents the future of wellbeing in Stuttgart and Shanghai and stands for excellent design – as confirmed by over 1000 design awards.

To touch and turn on, to open and look through, to understand and marvel, to act and react. A back and forth, an interplay between human and product. To describe this dialogue regarding innovation, we have chosen a significantly reduced, almost banal product: the Yoyo. It shows how we think about innovation – as a recurring confrontation with the familiar, the unknown, the complex or the simple.

A constant change of perspective is in flux, always revealing new fascinating facets.

"Design a Yoyo!" - a task that has been given to each and every intern since 1987. Except, it usually does not stop there: Sven Feustel, Principal Designer and Head of the PHOENIX Academy has been intensively involved for years with current trends and future fields that are changing the world. Influences that are also reflected in the choice of theme for the Yoyo task. Some examples are Yoyos made of recycled plastic, assembled in the lightest possible construction, or made of pasta.

The PHOENIX Academy is dedicated to promoting young designers through final thesis, internships, and creative experiments between experienced designers and students. In addition to training young talents, the PHOENIX Academy also serves the further education of experienced designers and social projects.

Ehsan Aghdam | 2012

