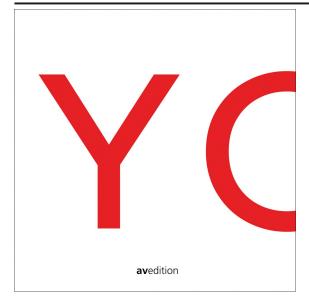


TITLE INFORMATION Tel: +1 212 645 1111

Email: ussales@accartbooks.com
Web: https://www.accartbooks.com/us





YoYo

Forays Through Creativity Edited by PHOENIX Design

ISBN 9783899864427

Publisher AVEdition

Binding Paperback / softback

Territory USA & Canada

Size 5.91 in \times 5.91 in

Pages480 PagesIllustrations200 color

Price \$35.00

- 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.

