

PRISM

DEFINING THE NEED

We want to display the ways that Bauhaus and Modernist ideals within toys can be internationally implemented. Play is a universal language that is not bound by borders. Furthermore, we want to reveal the ways that design interacts with children and insight in parents a consideration of these facts.

We will create a children's exhibition sponsored by für Gestaltung Zürich that displays a selection of works by toy designers who embodied a reductive and foundational principles. All designers worked between the years of 1920 to 1970 and are from the countries of Czechia, America, Switzerland, Netherlands, or Germany. This exhibit will be accompanied by guide books for children and an informative booklet for caregivers. In order to make an experience that is cohesive throughout cultures the exhibit and guide book will be designed with the Swiss international style.

Museum für Gestaltung Zürich

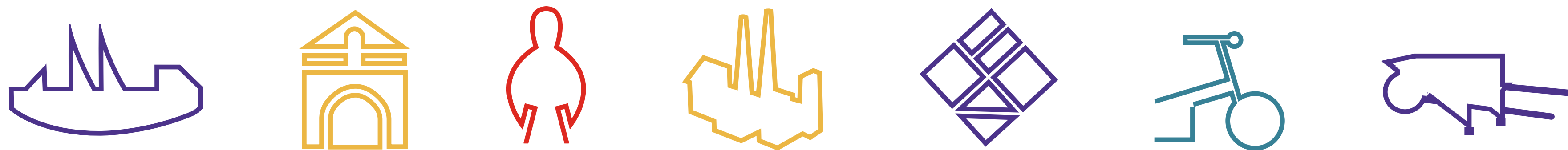






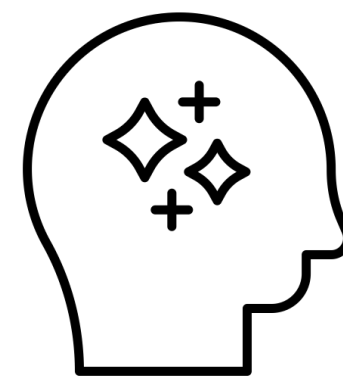


PROP

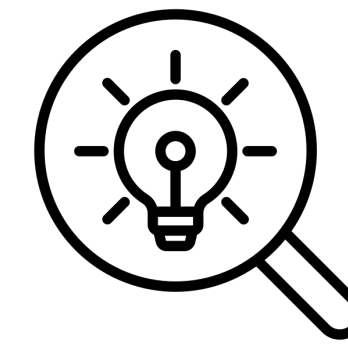




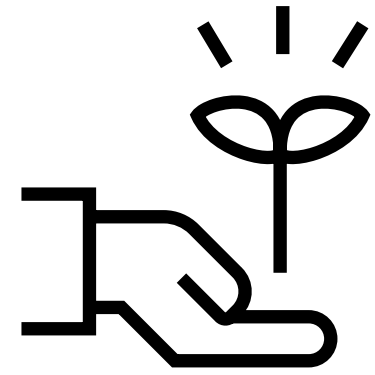
Powers
curiosity



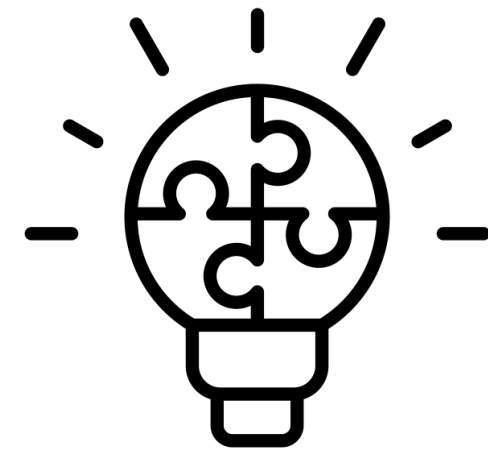
Own
Creative and
Imaginative
Experiences



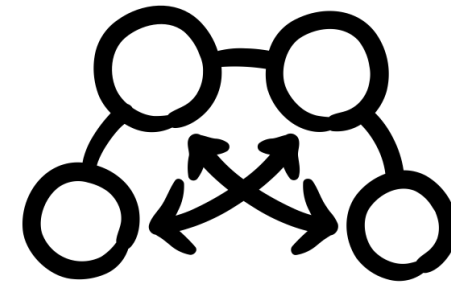
Wonder and
Discovery



childhood
development



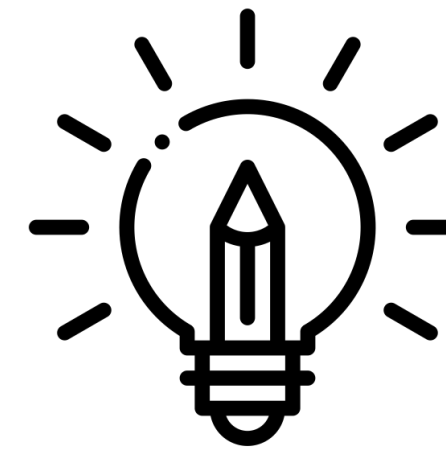
problem
solving



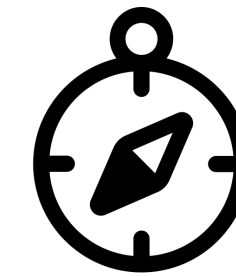
social
skills



self
learning



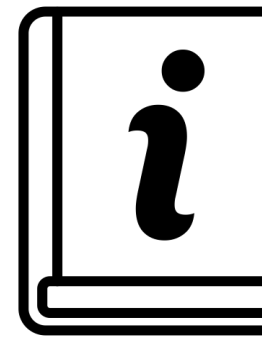
creative
thinking



explore
more



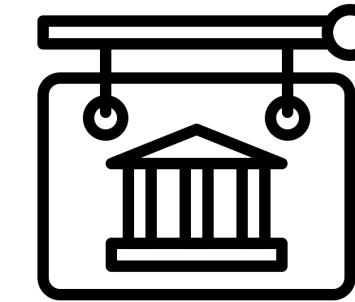
Touring
Exhibit



Children's
Guidebook



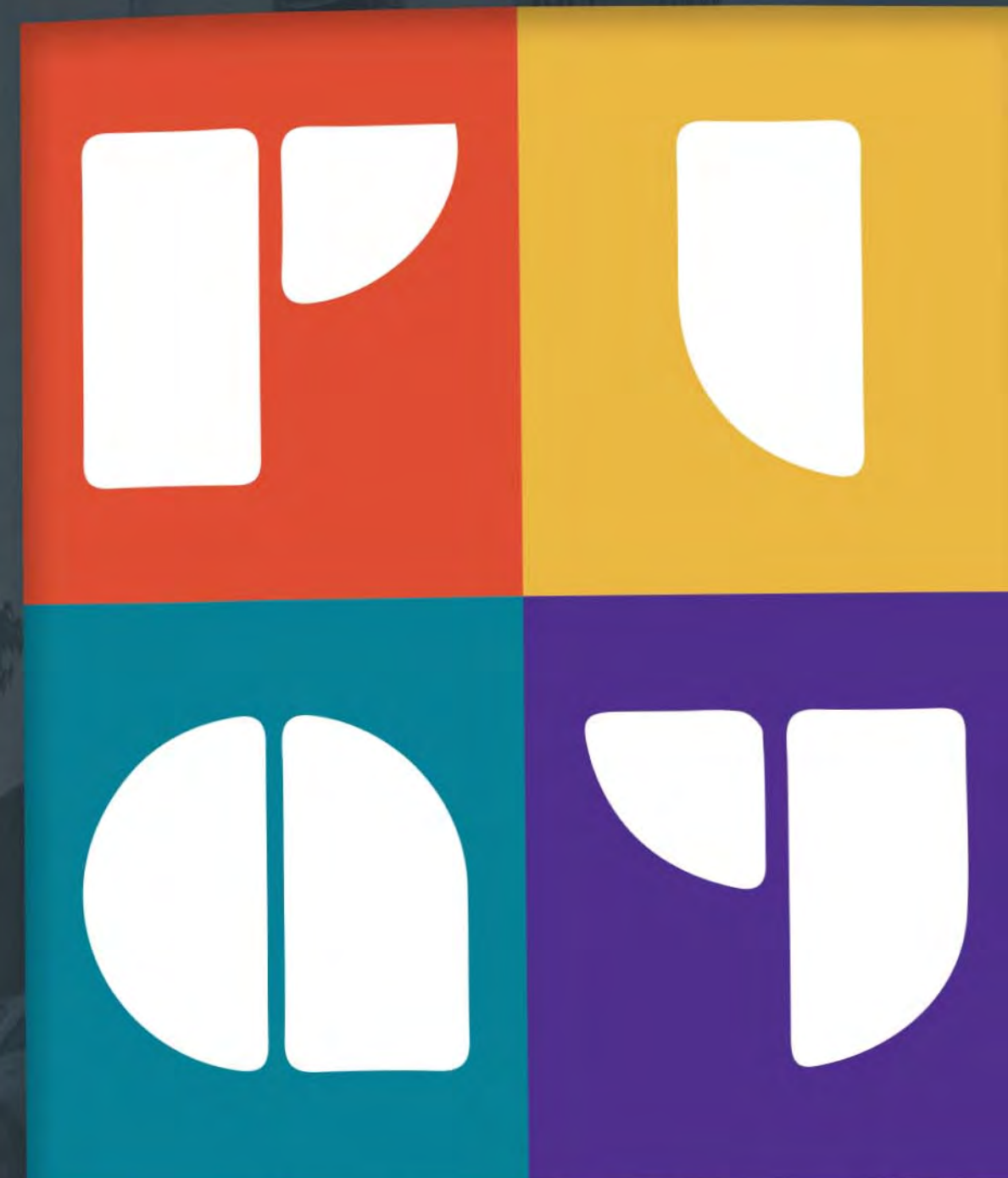
Caregivers
Guidebook



Post
Exhibit

**Museum
für Gestaltung
Zürich**

15 Jan-13 Apr 2024
Green Family Learning Center
www.greenfamilylearningcenter.com



The Play Exhibition

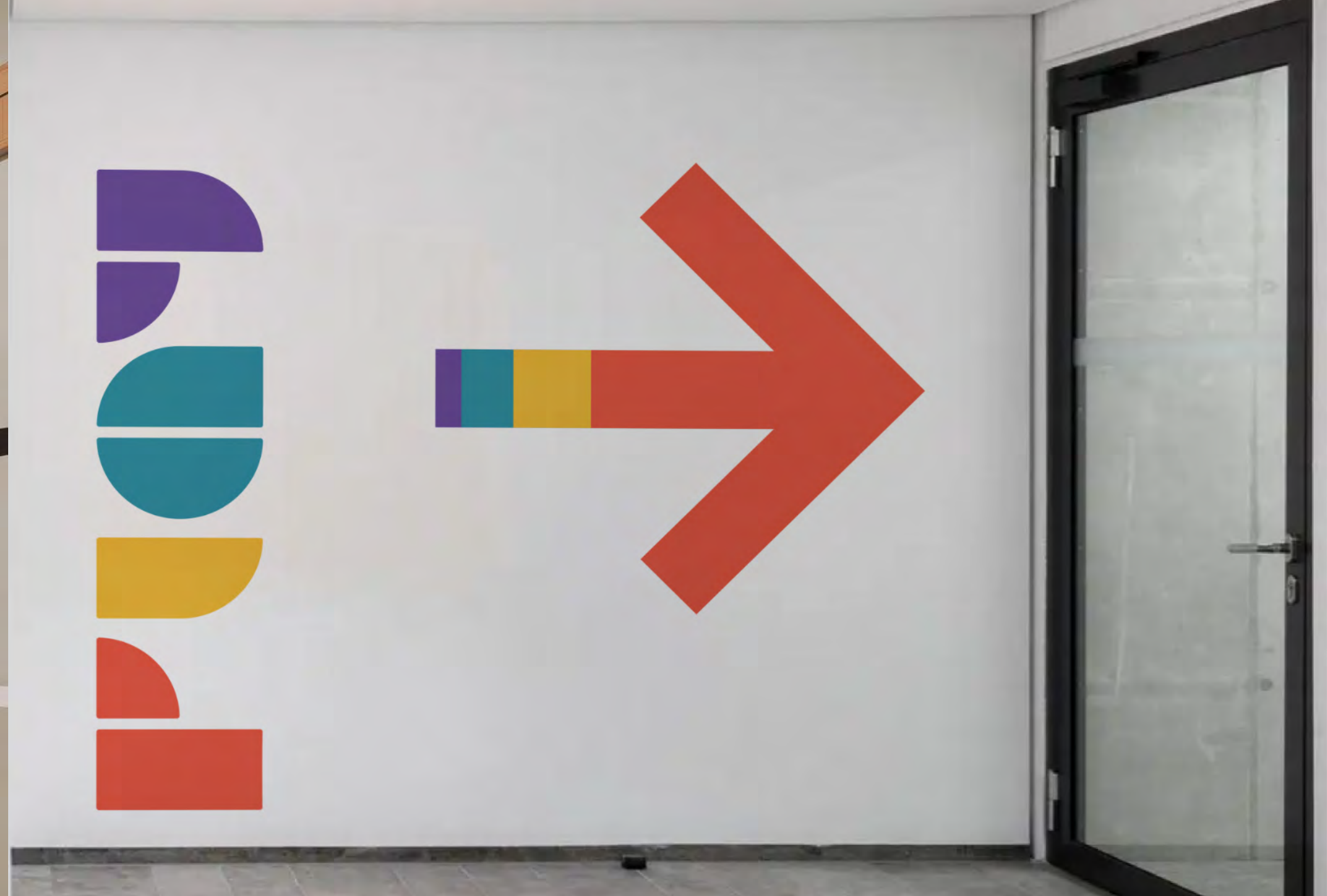
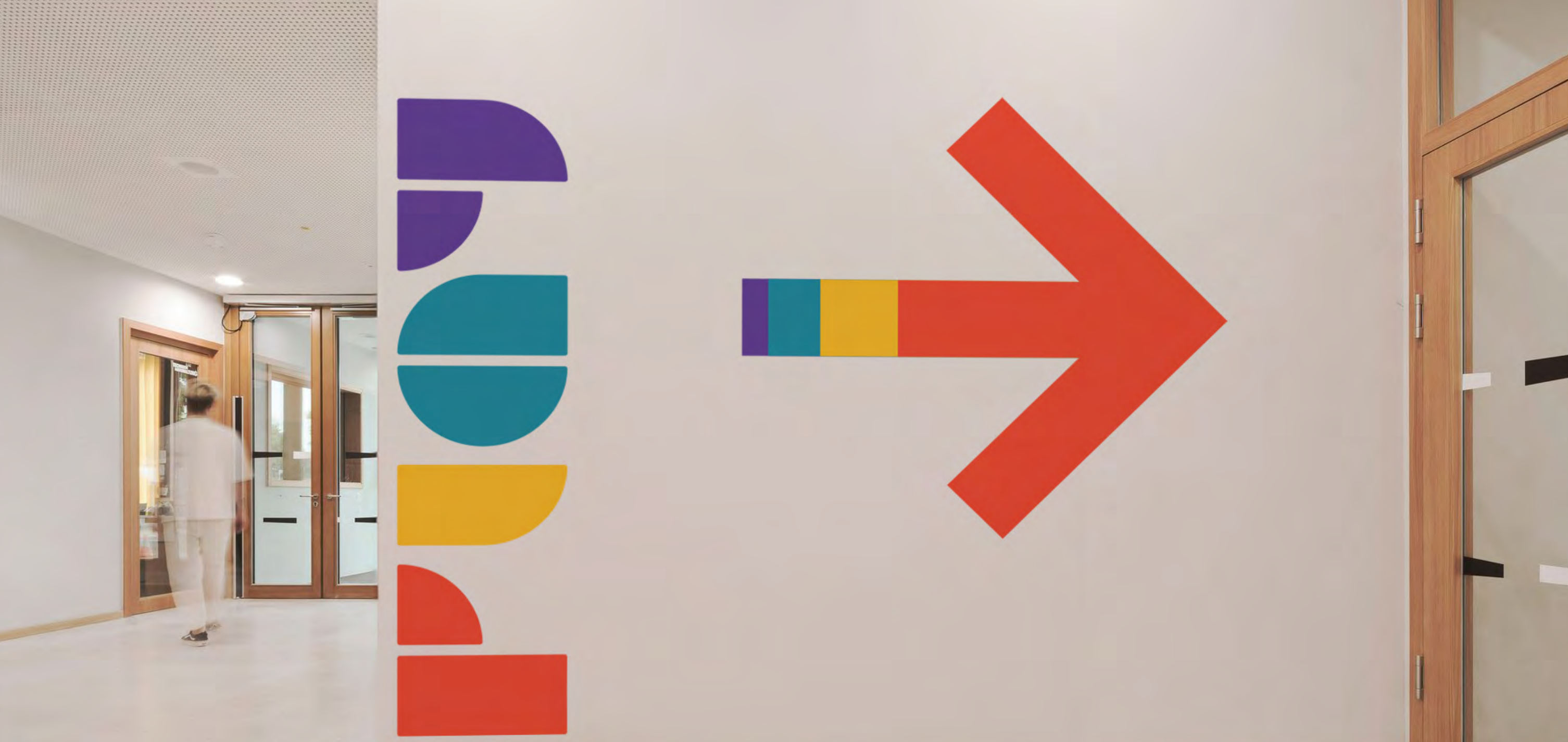
15 Jan
13 Apr
2024

Please come visit us at the Green Family Learning Center and bring your kids to the Play Exhibition. You can also connect with us on social media by following @play_zurich on instagram and facebook.

Museum
für Gestaltung
Zürich



PUZZLE BOX	1
ANIMAL PARK	2
WHEELBARROW	3
MOLD FIGURES	4
CONSTRUCTION KIT	5
MOTORCYCLISTS	6
THE TRAIN	7
THE TOY	8
THE SCHIFF	9
THE FACTORY	10
HOUSE OF CARDS	11
BLOCK PAINTING	12
JOINTED DOLL	13
THE CAR	14
SPINNING TOPS	15

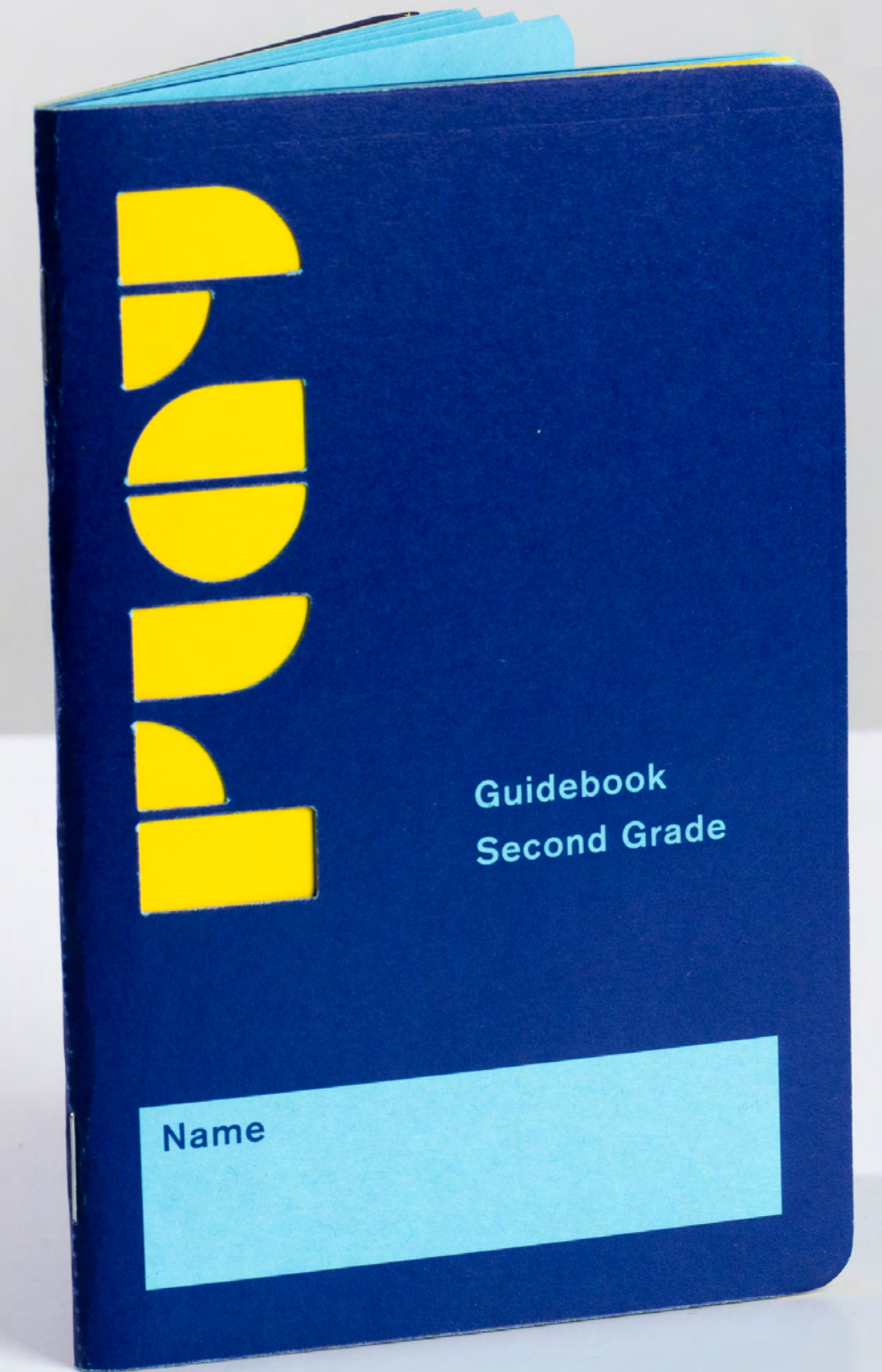
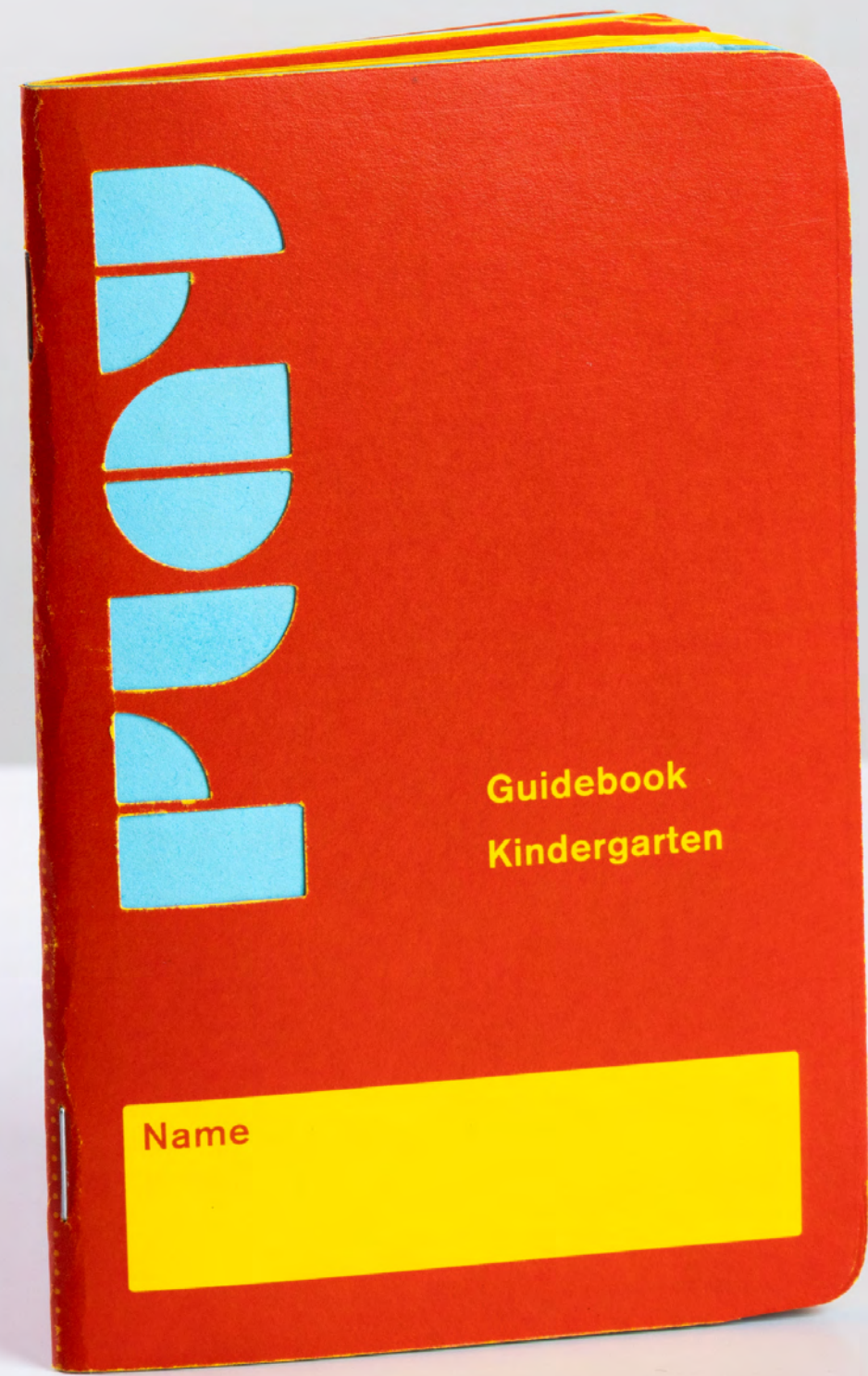




WHEELBARROW

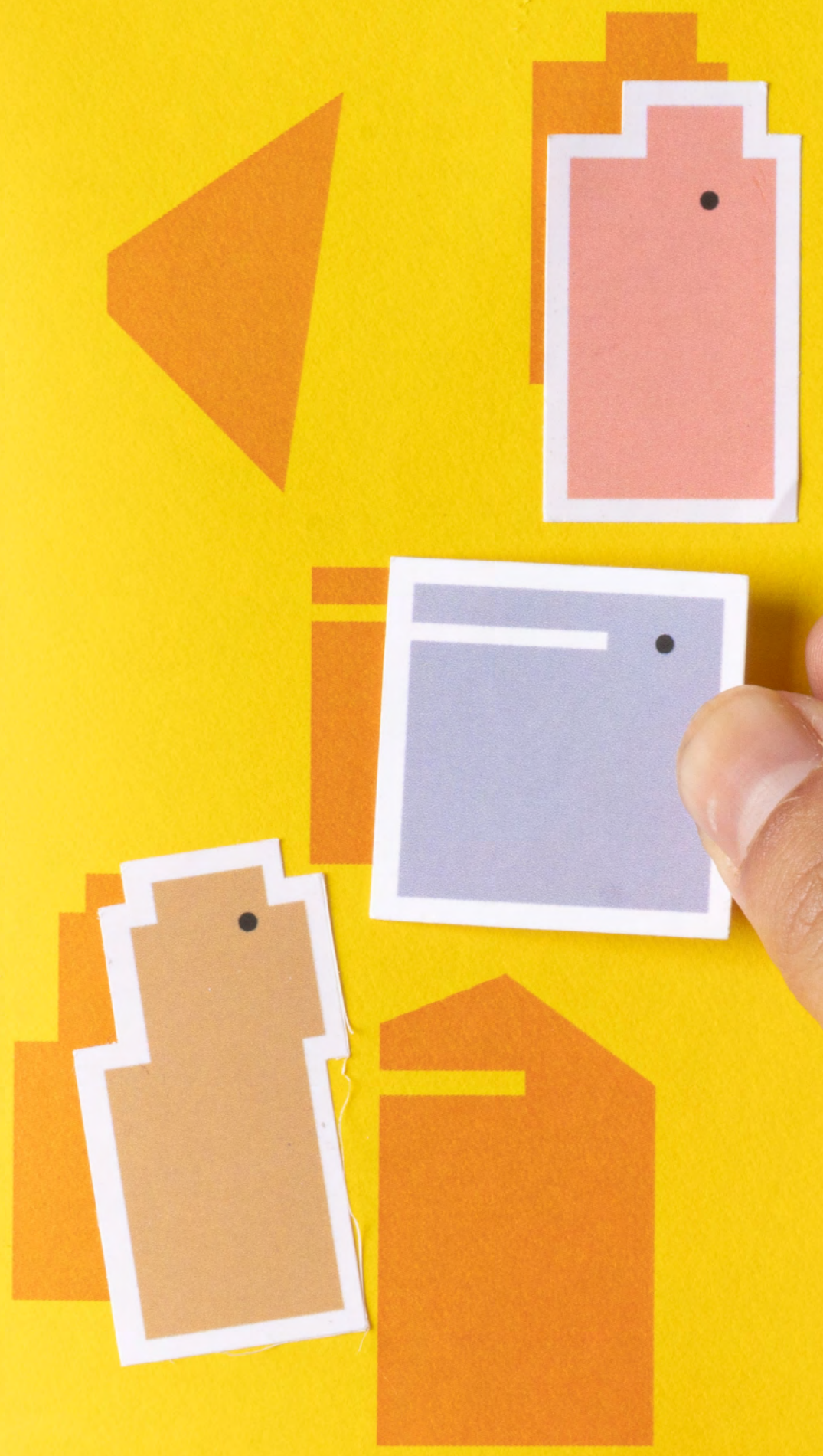
Gerrit Rietveld





ANIMAL PARK

erlands

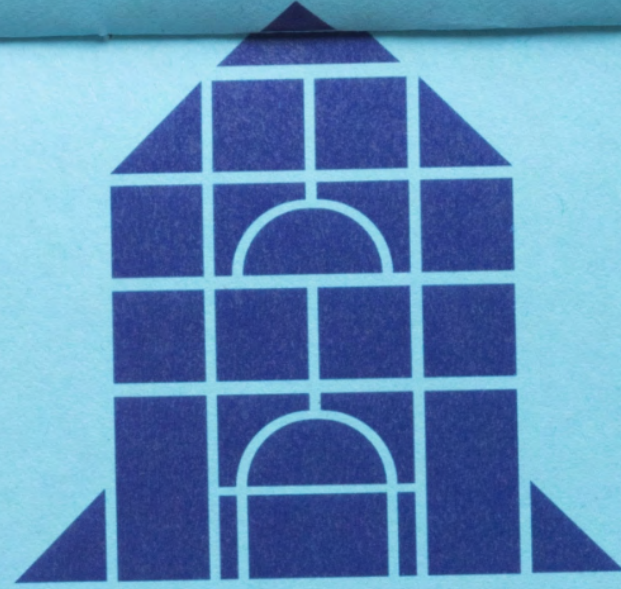
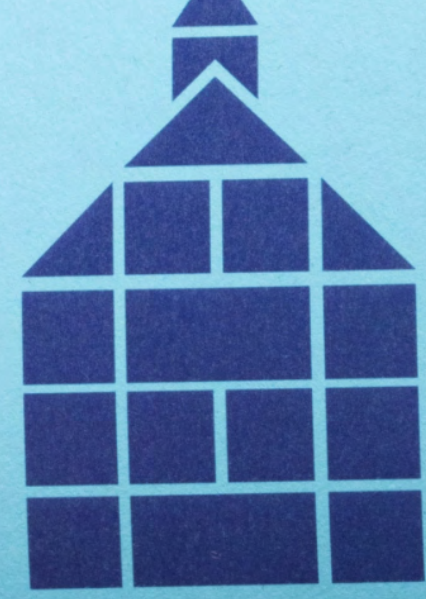


STAMP HERE

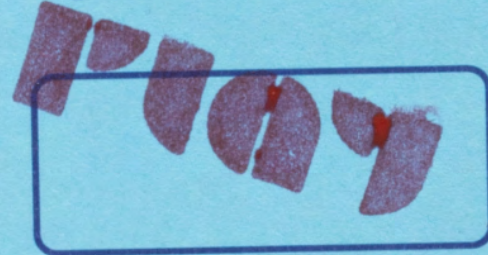


Find the sticker for each animal and place it in its spot.

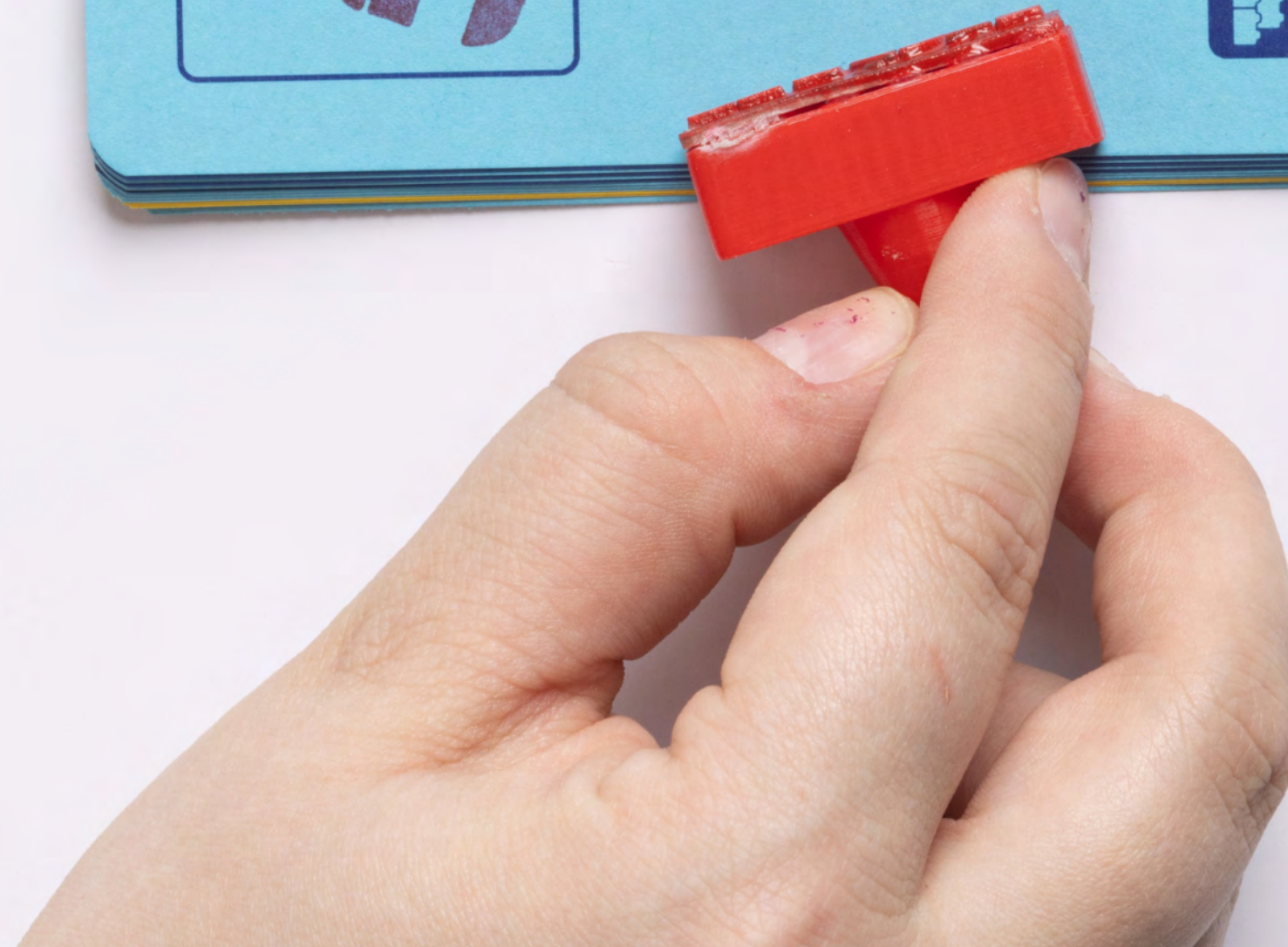


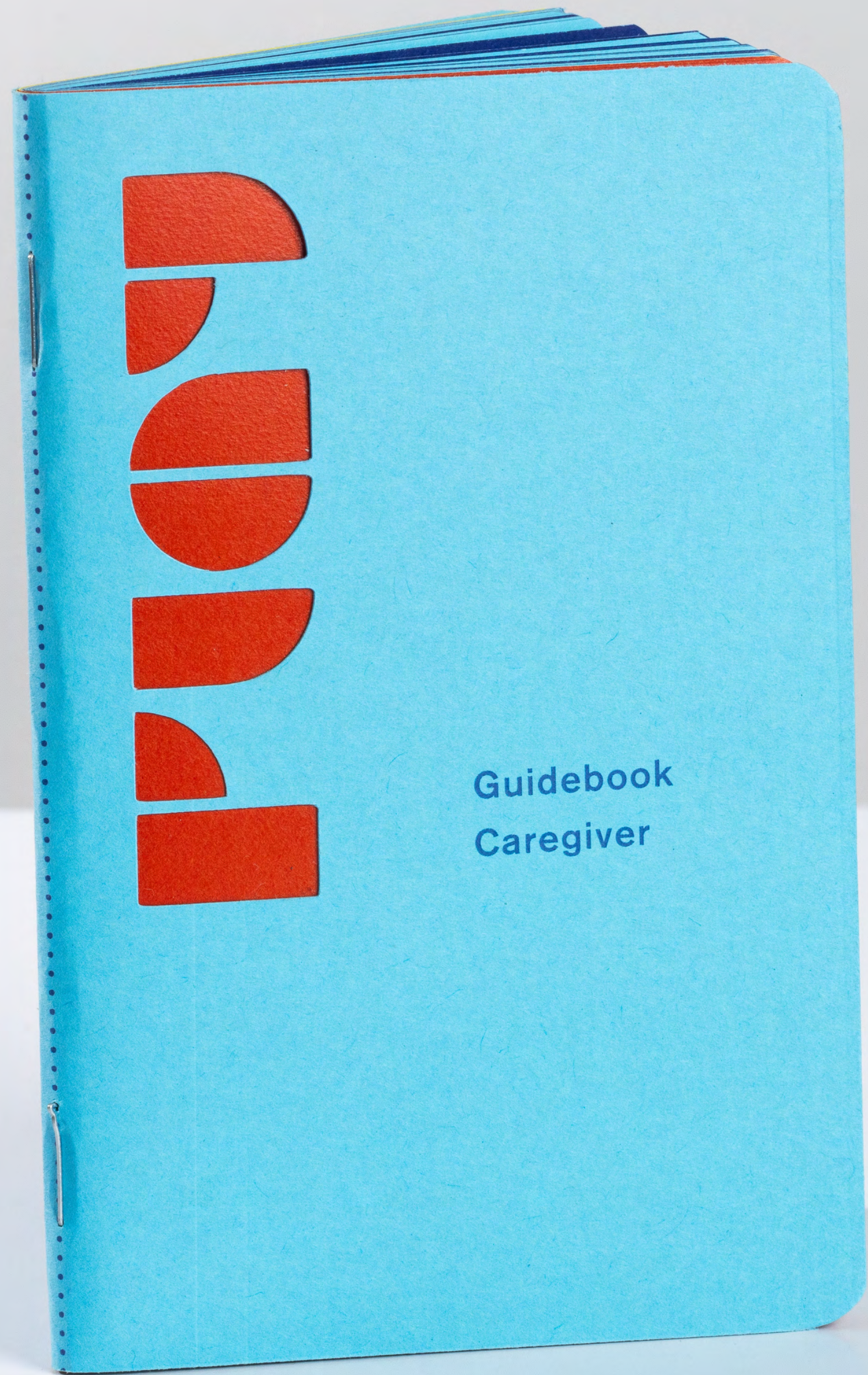


STAMP HERE



Can you build
these buildings
with the pieces?





Toy designer from Czechoslovakia, Viktor Fial, was born on April 1st, 1914 in Marktl, Czechoslovakia. He worked as a professor of toy design at the Secondary School of Applied Arts in Prague. He mentored a whole generation of socialist Czechoslovakian toy designers. His most successful creation was "Didactic Model Train". It was a toy vehicle that could be built and reconfigured in various combinations. It included an array of wooden turned figures that fit within round holes on a base of detachable wheels.

They were accompanied by stylized train tracks held in place with nuts. He also created a train that was made of colorful planes of wood with holes that allowed the planes to be connected via wooden dowels. Both of these toys were created as facilitators of collaboration between children. A report by Lhotsky says that his toys "satisfies not only the individual playfulness of children but simultaneously urges collective cooperation." His toys embraced individual creativity with collaboration.



FOR MORE

Check out our Website
On our website, you can learn more about the exhibit, our designers, and most importantly, the unique toys. Please come visit us at the Greene Family Learning Center between January 15 and April 13.

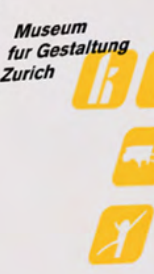












Museum
für Gestaltung
Zürich

WHEELBARROW

Gerrit Rietveld



Play - How Modernist Toys Create Universal Cultivation
Mon, 15. 01. Thur, 13.04.2024

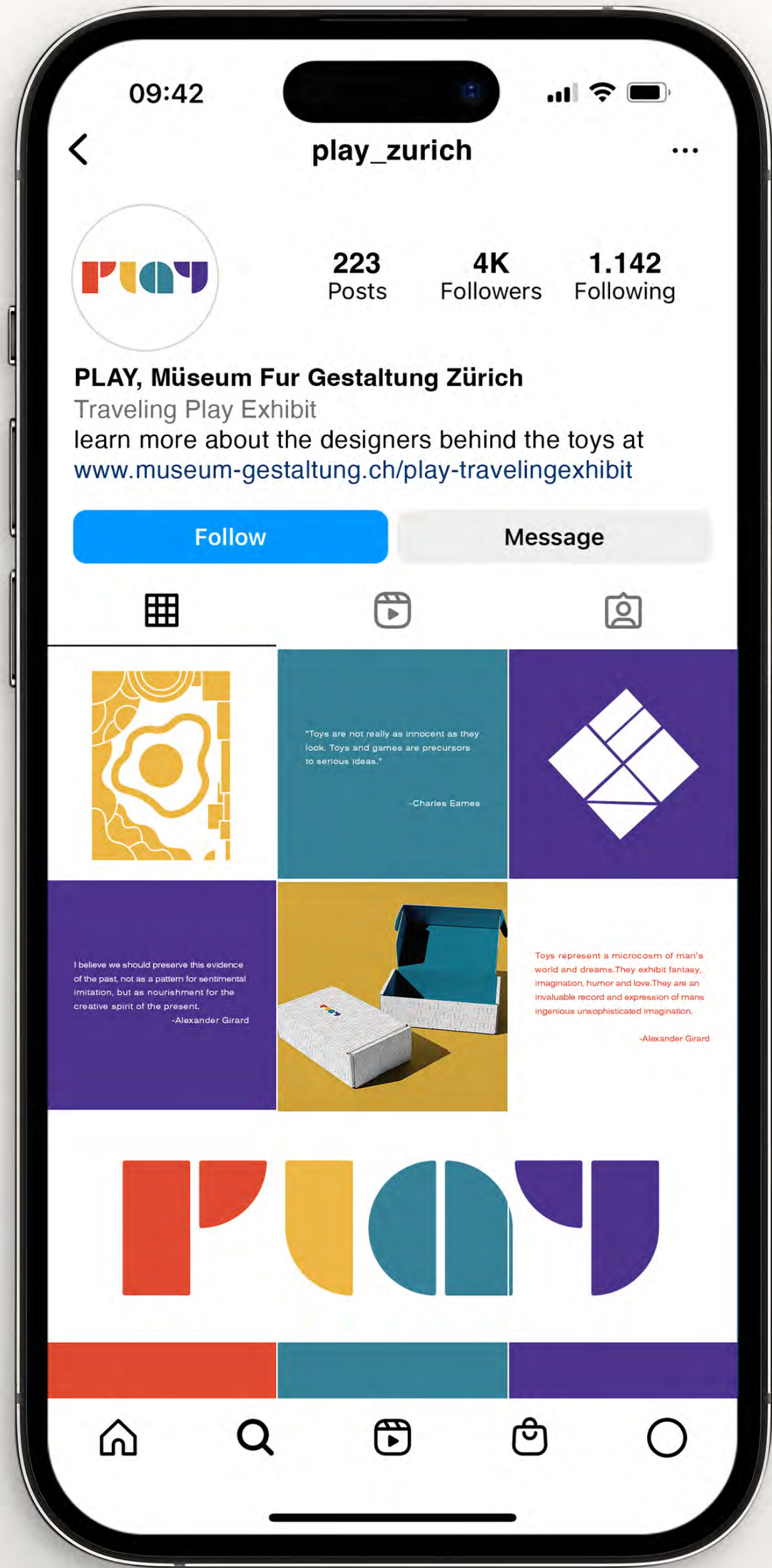
Exhibition

Play is a universal language that is not bound by borders. We want to display the ways that Bauhaus and Modernist ideals within toys can be internationally implemented. Furthermore, we want to reveal the ways that design interacts with children

• High Museum

De / En / Fr





09:42

play_zurich



223
Posts

4K
Followers

1.142
Following

PLAY, Múseum Fur Gestaltung Zürich

Traveling Play Exhibit

learn more about the designers behind the toys at www.museum-gestaltung.ch/play-travelingexhibit

Follow

Message



"Toys are not really as innocent as they look. Toys and games are precursors to serious ideas."

-Charles Eames



I believe we should preserve this evidence of the past, not as a pattern for sentimental imitation, but as nourishment for the creative spirit of the present.

-Alexander Girard



Toys represent a microcosm of man's world and dreams. They exhibit fantasy, imagination, humor and love. They are an invaluable record and expression of man's ingenious unsophisticated imagination.

-Alexander Girard



THANK YOU

SOURCES

“Antonio Vitali.” Wikipedia, Wikimedia Foundation, 12 Oct. 2019, en.wikipedia.org/wiki/Antonio_Vitali.

Junod, Barbara, et al. “Swiss Style Forever – the Story of a Graphic Design Tradition.” House of Switzerland, 10 Feb. 2021, houseofswitzerland.org/swissstories/history/swiss-style-forever-story-graphic-design-tradition.

Lehninger, Anna. “Educational Children’s Toy.” Swiss National Museum - Swiss History Blog, 1 Sept. 2020, blog.nationalmuseum.ch/en/2020/08/swiss-construction-kit-toy/#:~:text=The%20big%20money-spinner%20was,offering%20boundless%20potential%20for%20creativity.

“Carl Zweifel.” Wikipedia, Wikimedia Foundation, 11 Jan. 2021, de.wikipedia.org/wiki/Carl_Zweifel.

Brandow-Faller, Megan. *Childhood by Design: Toys and the Material Culture of Childhood, 1700-Present*. Bloomsbury Visual Arts, 2020.

Kurosu, Masaaki. *Human-Computer Interaction. Theories, Methods, and Human Issues: 20th International Conference, HCI International 2018, Las Vegas, NV, USA, July 15{U2013}20, 2018, Proceedings, Part I*. Springer International Publishing, 2018.

“Serious Fun.” Herman Miller, www.hermanmiller.com/stories/why-magazine/serious-fun/. Accessed 8 Nov. 2023.

“Alexander Girard.” Designer Alexander Girard - Herman Miller, www.hermanmiller.com/designers/girard/. Accessed 8 Nov. 2023.

“Ko Verzuu for Ado Toys.” Adospeelgoed.com, adospeelgoed.com/en/designer-ko-verzuu/. Accessed 9 Nov. 2023.

“Swiss (New) Style.” House of Switzerland, 26 Apr. 2019, houseofswitzerland.org/swissstories/society/swiss-new-style.

“Bauhaus Spinning Top.” Art of Play, www.artofplay.com/products/bauhaus-spinning-top. Accessed 9 Nov. 2023.