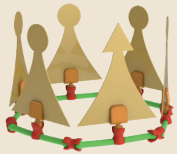
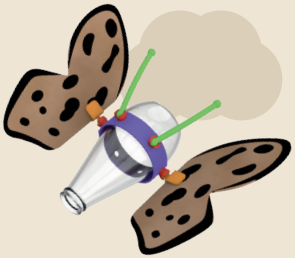
TOYI

creative building kit

ARTS & CRAFTS





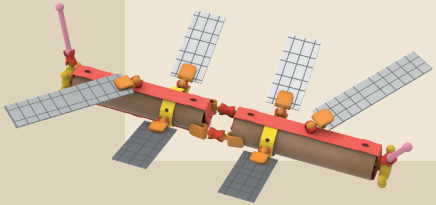












4+





Warning:
CHOKING HAZARD
Small parts. Not for children under 3 years.

TRANSFORM EVERYDAY OBJECTS INTO TOYS!

TOYI CREATIVE AND SUSTAINABLE BUILDING KITS



www.toyi.io
hello@toyi.io

/playtoyi

(TR) Uyarı: 3 yaş altı çocuklar için uygun değildir. Yutulabilecek küçük parçalar içermektedir – Boğulma tehlikesi!
(FR) Attention! Danger d'étouffement. Petits éléments. Ne convient pas aux enfants de moins de 36 mois.
(DE) Achtung! Erstickungsgefahr. Kleine Teile. Nicht für Kinder unter 36 Monaten geeignet.
(IT) Attenzione! – Non adatto a bambini di età inferiore ai 36 mesi. Piccole parti. Rischio di soffocamento.
(PL) Ostrzeżenie! Niebezpieczeństwo zadławienia Małe elementy. Nie nadaje się dla dzieci w wieku poniżej 36 miesięcy.
(ES) Advertencia! Peligro de atragantamiento. Partes pequeñas. No es conveniente para niños menores de 36 meses.
(RU) Внимание! Для детей от 3 лет. Риск удушения. Мелкие детали.
(CN)警告！ 小心窒息。当心小物件。
(AR) . ةريغص ءازجأ . قناخلا رطخ اريذح

Customer service

If anything is missing in your new kit, please contact: support@toyi.io

For customer support, please contact support@toyi.io or your local distributor at www.toyi.io

- Sold separately.
- Everyday objects not included.
- Flexible connector colours may vary from colours shown.
- Examples shown can be built one at a time.
- Some examples shown can only be built with the Basic 40 or 80 Kit.
- Warning: Hazardous objects (e.g. sharp, inflammable, electrical, chemical, contaminated and/or containing materials posing risk to human health) must not be used with Toyi.
- You can wash your Toyi pieces in the washing bag in the washing machine or dishwasher at max. 30°C without detergent. You can also use disinfectant to clean it. Air-dry them at room temperature – never dry them in the oven, microwave or with a hair dryer.

- Toyi™ and Toyi™ logo are trademarks and copyrights of the Toyi Oyun ve Tasarım A.Ş. All rights reserved.

MAKE THE WORLD CHILDREN'S PLAY-GROUND!



HELLO PLAY FRIEND!

This play kit is different from all your other toys! You can create toys with it, but you are not limited with what is in the box: you can transform daily objects you find into unique toys thanks to Toyi. There are no rules or instructions you need to follow; everything depends on your creativity, but if you need inspiration for the beginning we have shared some challenges. You can then try out the fun challenges on the following pages and see where your imagination leads you.

Remember, the world is your playground!
Let's play!



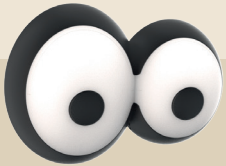
HELLO PLAYFUL PARENTS!



We would like to welcome you to the world of Toyi! Toyi is an eco-friendly creative building kit that enables children to transform everyday objects into unique toys. It is different from other toys because it invites children to explore their surroundings to incorporate everyday objects into the toys they design.
Moreover, Toyi encourages your children to freely express themselves in endless unique ways since it doesn't rely on step-by-step instructions, and it introduces the idea of upcycling to them.

This new play experience allows children to develop their STEM, green, and 21st century skills.
In the brochure, you will find detailed information and tips about Toyi prepared for you as parents and fun challenges for your children to trigger their creativity.

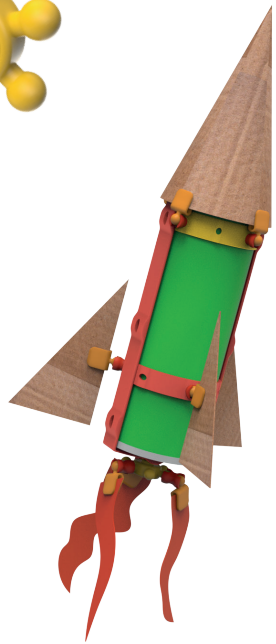
We hope Toyi will bring about playful and creative times for your family.





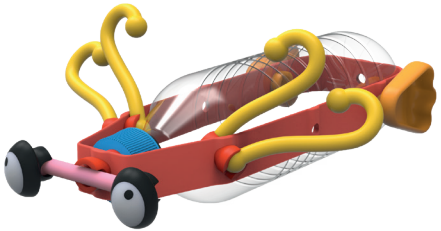
WHAT IS TOYI





Toyi is an eco–friendly creative building kit that enables children to transform everyday objects into unique toys.

The Toyi experience does not end with the transformation; once children create a toy, another chapter begins where they play with it and improve it for as long as they want.



PARENTS' CHOICE GOLD AWARD

INDEPENDENT TOY AWARDS 2020 TOY SHOP UK WINNER

DESIGN AWARD 2021

INSIDE THE KIT

With a kit consisting of wheels, eyes, hands, sticks, wheels, joints, feets, flexible connectors, kids can transform any object around them into a toy of their own creation.



Joints



Pair of Eyess



Wheels



Gears



Clippers



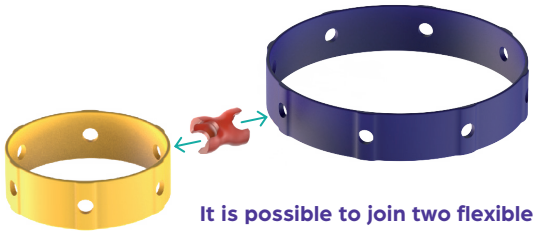
Long and Short Sticks



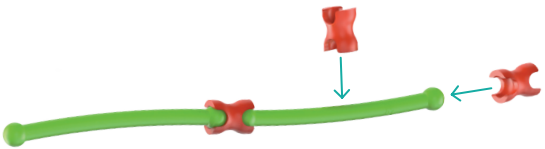
Flexible Connectors

HOW TOYI CONNECTS

Toyi is an open-ended creative building system that supports free play. Toyi pieces work with each other in a modular way, allowing for various combinations.



It is possible to join two flexible connectors together using joints.



The joints allow you to connect the sticks horizontally or vertically.



If the flexible connector is too large for the object you plan to attach it on, a joint can be used to close that gap.

HOW TOYI TRANSFORMS



Toyi offers children a new transformation system for incorporating found objects into the play process. This offering means that what your child can create is not limited to what is included in the Toyi kit: the vast numbers of everyday objects and their combinations with Toyi parts offer limitless possibilities for unique toys.



Explore

Explore your surroundings and pick a material.



Connect

Wrap it with a connector.



Transform

Transform the object and create your own toy.



Play

Play, enjoy, learn, improve and share with your playmates!

FOR A SUSTAINABLE AND PLAYFUL FUTURE



Caring for our children means more than making them happy with toys – it includes sharing the responsibility for the future of our planet. We act sustainably in every sense of our design, manufacturing and play processes.

Made from Recycled Plastic & Paper
We use recycled plastic* and paper

Upcycling through Play
We allow children to upcycle disposable objects as key parts of their toys and help them learn upcycle through play

Limitless Combinations, Long Lifetime
Toyi has a long lifetime thanks to its potential for limitless transformations.

Washable
Toyi is durable and washable.

*Flexible connectors excluded.

Visit our website for more information about our sustainable future promise.

TOYI BENEFITS

Toyi introduces a new concept of toys by inviting children to explore their surroundings in a creative way and to see everyday objects as potential parts for their new toys. With this unique experience, Toyi enables children to develop several crucial skills:

STEM Skills

Children develop unique solutions to the design challenges they encounter and improve their science, technology, engineering, and math skills while playing with Toyi.

21st Century Skills

Toyi improves children's 21st century skills such as problem solving, critical and innovative thinking, communication, adaptation, cooperation and taking initiative; and helps them become more creative, productive, self-confident lifelong learners.

Green Skills

With Toyi, children are creating their own toys by redefining and redesigning everyday objects around them. With this special play experience it provides, Toyi helps children gain green skills and become more creative, productive, and caring.

PLAYFUL TIPS FOR PLAYFUL PARENTS



Introduce children to sustainability through play

You can encourage children to give second lives to disposable objects and learn to upcycle through play. Don't forget that the Toyi box is a gate to a vast array of potential toys of different materials, textures, colors, shapes, and sizes, which are not limited by the size and contents of the box. You can involve children in the process of collecting materials like water bottles, egg boxes, and pine cones; it would be a meaningful experience for them to make toys out of objects they themselves have collected.

Promote creativity free from prescriptions

Toyi nurtures children's creativity not only by allowing them to see everyday objects in a different light, but also by encouraging them to freely express themselves in endless unique ways since it doesn't rely on step-by-step instructions. Don't forget that children need tools that support free play, not instructions! You can ask children what toys they want to create. If they need encouragement, you can ask them more general questions like, "Would you like to design something that goes into outer space?", instead of saying, "Let's make a rocket!" You can help them discover how to connect the parts, but make sure that you also allow them to invent their own ways to connect Toyi parts and objects.

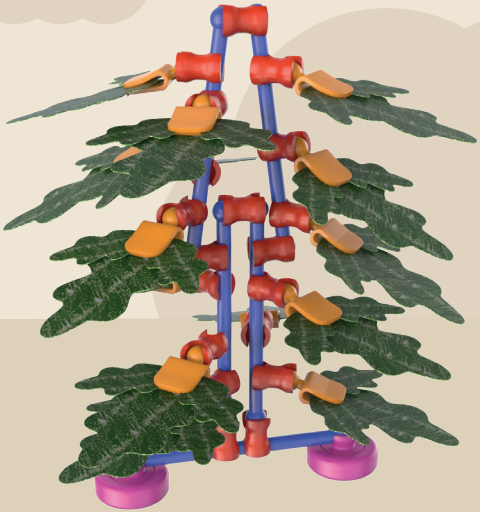
Encourage children to play with toys that they created

Toyi is not just a construction toy; the long periods where children play and have meaningful relationships with what they create is an important part of the Toyi experience. Encourage children to spend time with the toys that they created, playing with them, sharing them with their friends, fixing and upgrading them, etc.

TRANS-FORM EVERY-THING INTO TOYS!

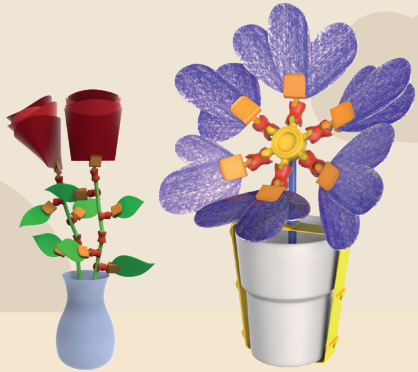


MAKE YOUR OWN PLANT CHALLENGE



What's a special way to cheer up someone you care about?

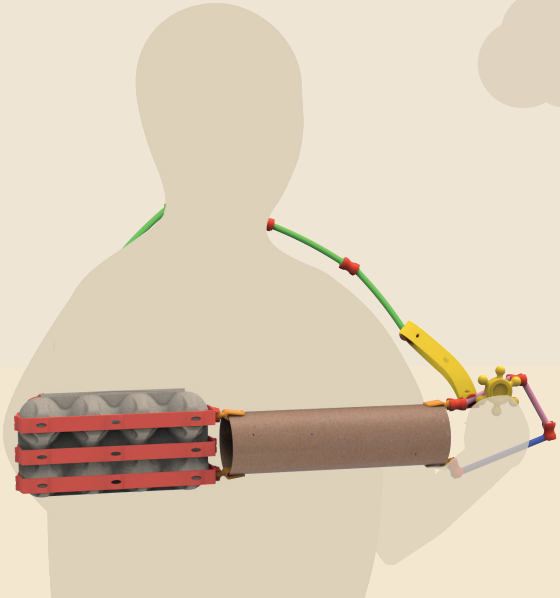
It is so sweet to get flowers to brighten up the day of our loved ones. Remember, the toys on this page are just examples. Make your own flower bouquet to show loved ones how special they are.



MUSIC INSTRUMENT CHALLENGE

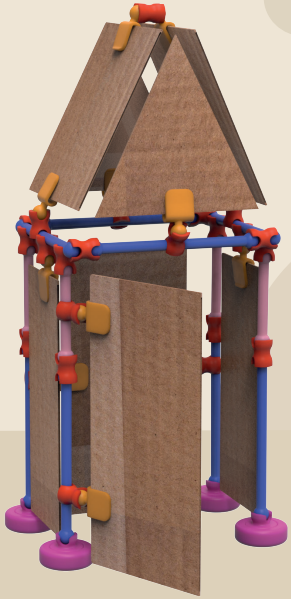
Do you want to be a rockstar or start a music band?

Would you like to design your music instrument? You can make a star guitar or a drum kit. Remember, the toys on this page are just examples. Find different objects and use your imagination to make some noise.





PLAYGROUND CHALLENGE





What is your dream play space?

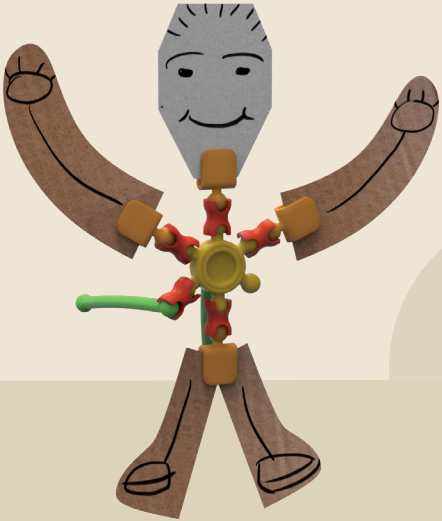
Think like an architect and design your own playhouse or car parking area. Remember, the toys on this page are just examples. Use your imagination to upgrade your play areas.



PUPPET CHALLENGE

Can you create and tell stories with imaginary characters?

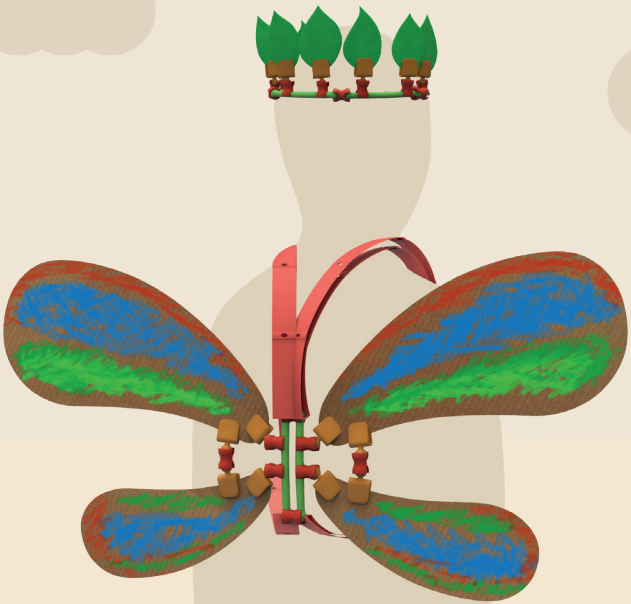
Be explorer, include nature in your imagination and make the world your playground! Remember this creature on this page is just an example. Find some natural materials and use your imagination to make it unique.





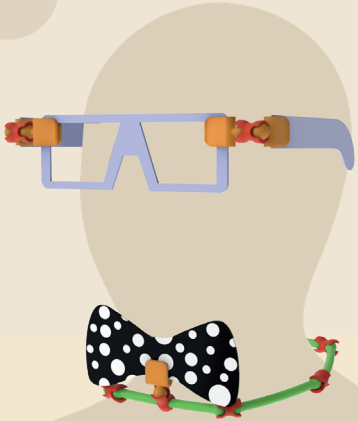


COSTUME CHALLENGE



How about transforming yourself into an animal or superhero?

For example, you can make butterfly wings or arm shields out of cardboard. You can create your own accessories by using surrounding objects and Toyi parts! Remember, the toys on this page are just examples. Use your imagination to upgrade your superhero features.



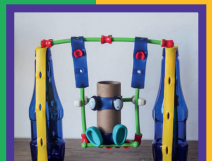
SHARE YOUR CREATIONS WITH US!

Playtoyi





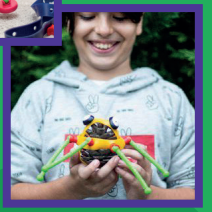












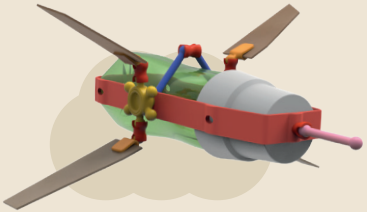
The toys on the previous pages were built by creative children like you. We can't wait to see what you create with Toyi and to add them to our gallery; please share them with us via hello@toyi.io or with the world using the hashtag #playtoyi

Visit our website or social media channels for more Toyi play ideas!

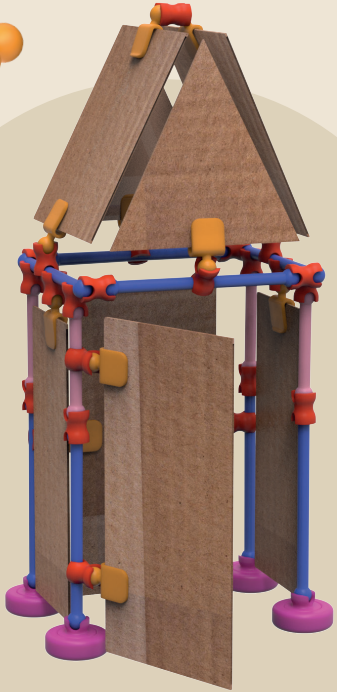
www.toyi.io

/playtoyi

ARTS & CRAFTS

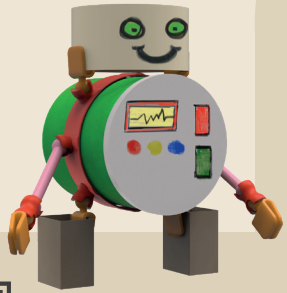


















www.toyi.io
hello@toyi.io

/playtoyi