

Dorian Lucas

SWISS

DESIGN

BRAUN

Alex Hochstrasser

“Bilibo” is a multifunctional play object that turns into anything a child wants it to be. Highly acclaimed by childhood learning specialists, the iconic shell is on its way to becoming a new classic, leading a trend back to more simple, sustainable toys.

For the Swiss toy company ACTIVE PEOPLE, Alex Hochstrasser created a large range of skill and motions toys, some designed from scratch, others in collaboration with external inventors. The triple action technology he developed for a new set of yo-yos as well as the stackable ball concept for Babal have been patented.

Having worked and lived in Spain, the United States and Japan, Alex Hochstrasser draws inspiration from many different cultures, merging the Swiss restraint and functionalism with a more playful, experimental approach to design. His work ranges from product development, branding and graphics to photography, video and web design, giving him unique control over a product from the very first idea to when it is finally sold. After early success in furniture and lighting design he has focused mainly on toy design in the last few years, breaking new ground with a family of open-ended play objects.





» Good design should put a smile on your face. «

