

PRESS RELEASE

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Bilibo at the Museum of Modern Art New York



Growing by Design

On July 29 the MoMA New York opened its new exhibition “Century of the Child: Growing by Design, 1900-2000”. The ambitious survey of 20th century design for children is the first large-scale overview of the modernist preoccupation with children and childhood as a paradigm for progressive design thinking. Bilibo, the widely acclaimed toy by Swiss designer Alex Hochstrasser, is part of the exhibition.

The inclusion in the MoMA show marks a new highlight in the success story of this rather unique toy. Contrary to all trends towards more electronic gadgets, Hochstrasser has developed a simple, abstract play object that relies entirely on a child’s imagination and instincts to play. In contrast to most common toys Bilibo has neither a clearly defined function nor a single use - like a cardboard box it can be turned into anything children want it to be and only in their hands does it come alive.

Like the famous toys by Kurt Naef from the 50ies (which are also part of the MoMA exhibition) Bilibo has become a new icon for modern Swiss design and is beloved by children, parents and educators alike. It was awarded the German Spiel Gut seal as well as voted toy of the year in the UK, USA, Japan and Australia. The Independent even included Bilibo in its survey of “50 great ideas for the 21st century”.

Since 2012 Bilibo is being produced and distributed exclusively by the new Swiss label MOLUK. The small company based in Zurich was founded by Alex Hochstrasser and his architect sister Doris as a creative laboratory. MOLUK develops innovative toys and objects that engage and empower children to become active and creative - true to MoMA’s motto “Growing by Design”.

www.moluk.com





MoMA Century of the Child: www.moma.org/interactives/exhibitions/2012/centuryofthechild/

MoMA Store: www.momastore.org

Independent "50 great ideas for the 21st century": www.moluk.com/press/independent.html

Facebook: www.facebook.com/Bilibo

Bilibo: www.bilibo.com

For access to images in high resolution please send an email to press@moluk.com



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MOLUK™ (pronounced mo-look) is a young Swiss toy company founded by Alex Hochstrasser, the designer and inventor of Bilibo, and his sister Doris Hochstrasser, an architect. Driven by a passion for great design MOLUK strives to create innovative, sustainable products that do not just entertain kids on a superficial level but invite real interaction. In a time where everything is getting more virtual, MOLUK offers toys that are totally manual, toys that get children to move and explore, toys that simulate their senses and minds. There are no ON and OFF switches, batteries or complicated instructions – MOLUK toys are powered simply by a child's imagination.

For more information visit: www.moluk.com

