

hix™



www.hix.wiki

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Hix - Convertible Construction Cones

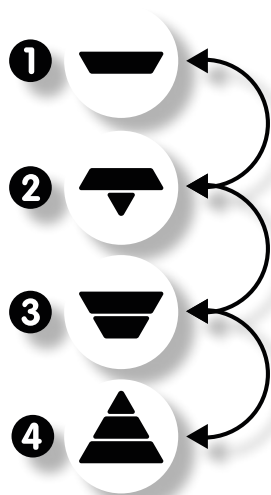


Hix is a versatile new construction toy consisting of four convertible cones made of elastic silicone rubber. Each cone transforms into four basic shapes which can be stacked and nested in a myriad of different configurations. Hix is a delight to fidget with and makes geometry accessible and fun for all ages. It playfully trains visual-spatial ability, hand-eye coordination and fine motor skills.

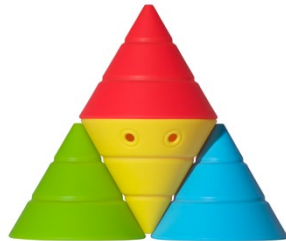
Hix offers different challenges and play possibilities depending on the age and interest of the children. Babies and toddlers enjoy the vivid colors and tactile qualities when nesting and stacking the cones while older kids are intrigued by the complex possibilities for manipulating and combining the different shapes. Thanks to the elastic material the toy is very safe and durable. Finally you have smart building blocks that don't hurt when you accidentally step on them nor make any noise when tumbling down.

MOLUK is celebrating its 5th anniversary with the launch of Hix. The Swiss label is renowned for thoughtful, elegant play objects like the award-winning Bilibo, Oogi or Pluï that promote open-ended play and appeal to children and adults alike.

Hix will be available in spring 2017.







Driven by a passion for great design, MOLUK strives to create innovative, sustainable products that don't 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 stimulate 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.

MOLUK is a family business founded in 2011 by designer Alex Hochstrasser and his sister Doris Hochstrasser, an architect. Hochstrasser is renowned for the multi-award winning Bilibo and his work as creative director of the Swiss company Active People where he was responsible for the design of Astrojax, the (YO)2 range and many other toys. MOLUK took over the production and distribution of Bilibo in 2012 and launched Oogi and the Plui Rain Cloud in 2014. Both toys have received the ‚spiel gut‘ award for their outstanding play value. Bilibo was part of the exhibition „100 Year of Swiss Design“ at the Museum für Gestaltung Zurich and “Century of the Child” at the Museum of Modern Art New York. 2017 marks MOLUK's 5th anniversary. It's toys are now sold in almost 50 countries around the world.

www.moluk.com

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