



creative
building kit

BASICS



6+



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

**TRANSFORM
EVERYDAY OBJECTS
INTO TOYS! ♡**

TOYI CREATIVE AND SUSTAINABLE BUILDING KITS



(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 удушья. Мелкие детали.

(CN) 警告! 小心窒息。当心小物件。

(AR) قري غص ءازجاً . قان خال ا رطخ اري ذخ .

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.



www.toyi.io
hello@toyi.io



/playtoyi

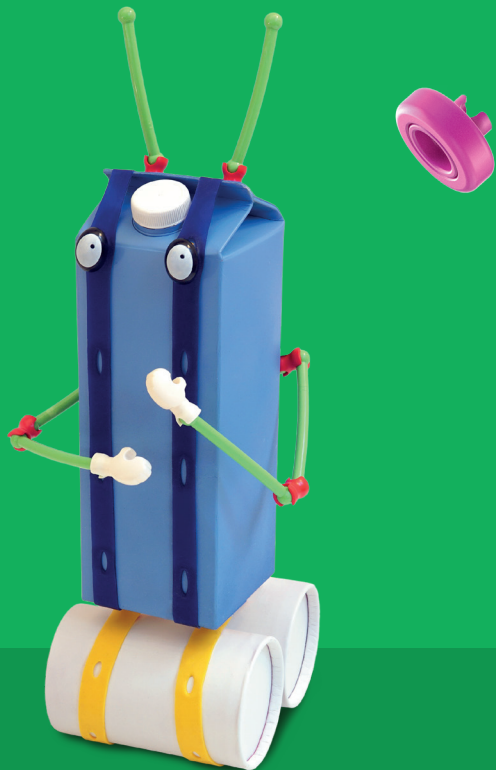
**MAKE
THE WORLD
CHILDREN'S
PLAY-
GROUND!**



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!**

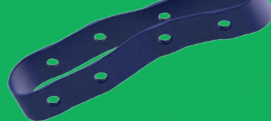


HELLO PLAYFUL PARENTS!

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.



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.



Wheels



Feets



Eyes



Joints



Hands



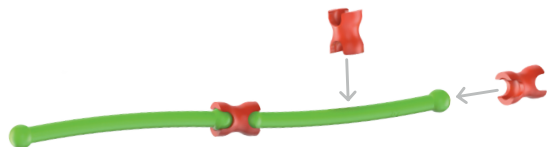
Sticks



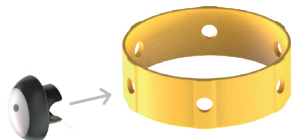
Flexible connectors

HOW TOYI CONNECTS

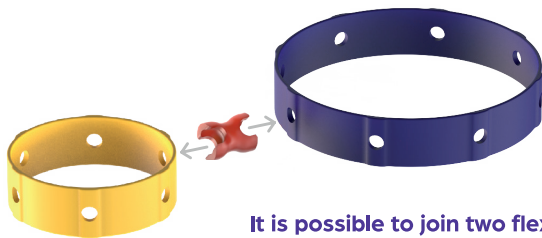
Toyi is an open-ended creative building system that supports free play. Toyi pieces work with each other in a modular way, allowing for various combinations.



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



You can attach all pieces into the holes of the flexible connector.



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

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 into a toy, 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



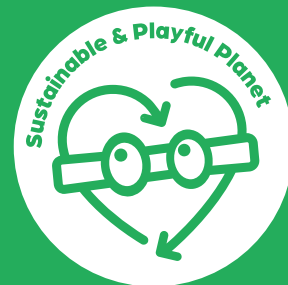
Limitless Combinations, Long Lifetime

Toyi has a long lifetime thanks to its potential for limitless transformations.



Washable

Toyi is durable and washable.



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

*Flexible connectors excluded.

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!**



VEHICLES CHALLENGE

I believe I can fly! How about creating flying toys out of everyday objects by using your imagination? Transform everyday objects into UFOs, forest guard helicopters and more! Remember, the toys on this page are just examples. Find different objects and use your imagination to make it unique.



HACK YOUR HOME CHALLENGE

It's the time to take a fresh look at the object in your home! Do you think every object has to do one thing? Think out of the box! Find objects with unique forms and functions and give them new skills. Remember, the toys on this page are just examples. Find different objects and use your imagination to make it unique.



NATURE PLAY CHALLENGE

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.

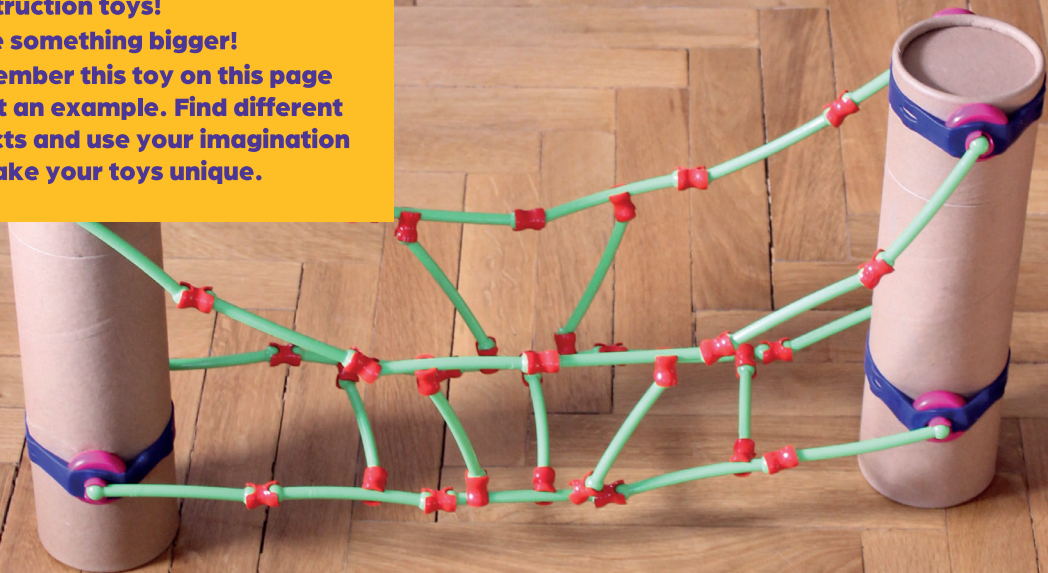


CONSTRUCTION CHALLENGE

Can you build a bridge or a tower from everyday objects? Use your creativity and design your own construction toys!

Make something bigger!

Remember this toy on this page is just an example. Find different objects and use your imagination to make your toys unique.



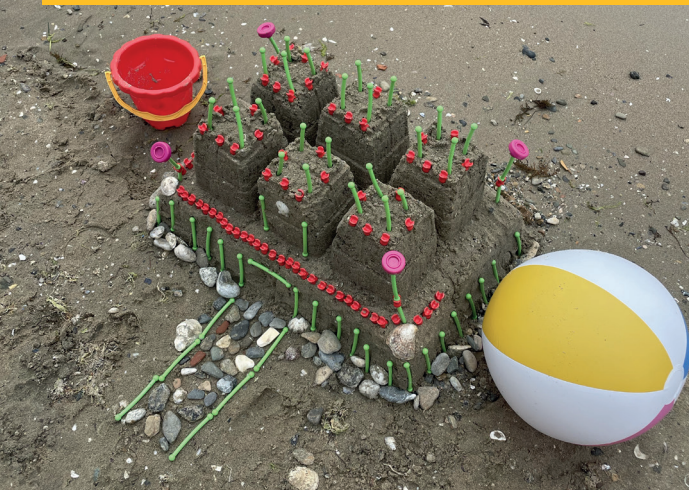
DAILY INVENTIONS CHALLENGE

Can you design something to make someone's life easier? Use your creativity and design your own inventions! Remember, the toys on this page are just examples. Find different objects and use your imagination to make it unique.



HACK THE SEASONS CHALLENGE

When you are at the beach, make a sand castle and upgrade it with Toyi! Remember, the toys on this page are just examples. Find different natural materials and use your imagination to make it unique.



When it snows, go out and redesign your snowman into a more playful friend!

WEARABLE TOY CHALLENGE

If there was a Toyi fashion store, what kind of clothes would be fashionable? You can create your superhero accessories by using surrounding objects and Toyi parts! Remember, the toys on this page are just examples. Find different objects and use your imagination to upgrade your superhero features.



NEW YEAR CHALLENGE

Can you create tree decorations from items in your daily life? It is very enjoyable to prepare new accessories with Toyi. Remember, this new year ornament on this page is just an example. Find new year items and use your imagination to make it colorful.



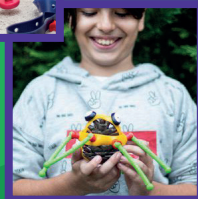
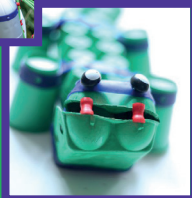
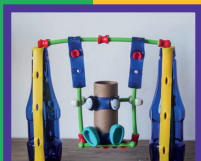
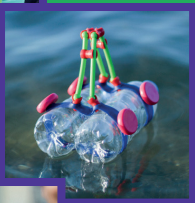
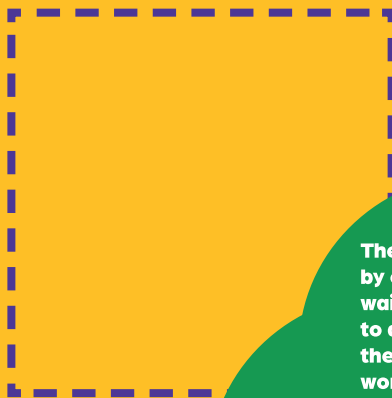
FAMILY PLAY CHALLENGE

In 5 minutes, what can you do using Toyi pieces and everyday objects?

Let's unleash your family's creativity! Accessories on this page such as the crowns are just some examples. Don't forget to include various objects from your surroundings in this creativity challenge.



SHARE YOUR CREATIONS WITH US!



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](mailto:hello@toyi.io) or with the world using the hashtag [#playtoyi](https://www.instagram.com/explore/tags/playtoyi)

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

www.toyi.io



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