



## FOR IMMEDIATE RELEASE

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### Play Imaginative Invades Taipei Toy Fest & San Diego Comic-Con

- A host of new products including *Playstix* vinyl toys to make their debut
  - *TOUMA Book & Knuckle Bear trexi* unveiled at Taipei Toy Fest
- Look out for Happy Tree Friends' Buddhist Monkey *trexi* at San Diego Comic-Con

**Singapore – 6 July 2006** – Play Imaginative Pte Ltd (“Play Imaginative” or “the Company”), a Singapore-based toy and character design specialist, will be invading two premier toy and comic exhibitions in a big way this month! The Company’s latest range of vinyl toys under the **Playstix** brand, a new PLUS *trexi* Series, new 10-inch *trexi* figures, as well as an exclusive TOUMA Book will make their way to Taipei Toy Festival (6 – 9 July)<sup>1</sup> and the San Diego Comic-Con (20 – 23 July)<sup>2</sup>.

Brand	New Stuff	Launching At
Playstix	<ul style="list-style-type: none"> <li>• “<b>Mephist Fiesta</b>” range from TOUMA (Japan)</li> <li>• “<b>Project: Neptoon</b>” figures from Sam Fout (USA)</li> </ul>	TTF SDCC
trexi	<ul style="list-style-type: none"> <li>• 3-inch <b>PLUS <i>trexi</i> Series</b> featuring Devilrobots + Tokidoki</li> <li>• <b>10-inch <i>trexi</i> figures</b> designed by:-               <ul style="list-style-type: none"> <li>○ TOUMA (Japan)</li> <li>○ Vanness Wu (Taiwan)</li> <li>○ Mickey Huang Tzu-Chiao (Taiwan)</li> <li>○ Danny Chan / Ultraman (Hong Kong)</li> </ul> </li> <li>• Happy Tree Friends <i>trexi</i> figure – <b>Buddhist Monkey</b></li> </ul>	TTF TTF & SDCC TTF TTF TTF
Playink	<ul style="list-style-type: none"> <li>• <b>TOUMA Book</b> + Knuckle Bear <i>trexi</i></li> </ul>	SDCC TTF

“These are going to be two great shows for Play Imaginative – you can expect to see new designer collaborations on *trexi* with Vanness Wu, Mickey Huang, Sam Fout, and also a whole new range of vinyl figurines; we have even produced an art book that features TOUMA-san’s works,” said Mr Jacky TEO, Business Development and Marketing Director of Play Imaginative.

“With Playstix, we will see the beginning of more opportunities for character and toy designers. Besides showcasing their works using the *trexi* canvas, they are now able to take things a step further and design their own toy figures from scratch. With this new capability, we look forward to more exciting collaborations with designers and companies worldwide,” he added.

<sup>1</sup> Core Pacific City (京華城), Taipei, Taiwan @ “Beast Kingdom” Booths #A32 & 33 ([www.taipeitoyfestival.com](http://www.taipeitoyfestival.com))

<sup>2</sup> San Diego Convention Center, San Diego, CA @ “Toy Qube” Booth #4537 ([www.comic-con.org](http://www.comic-con.org))

## 10-inch trexi figures



### **TOUMA (Japan)**

TOUMA's design style gravitates towards simple, cute and cool. TOUMA loves the work of artists such as Tim Burton and Tim Biskup for their simplicity in terms of style and design. Similarly, his toy collection comprises mainly small toys with simple designs such as Lego and Play Mobil.

His 10-inch *trexi* figure is modelled after the famous Knuckle Bear. TOUMA's most recent *trexi* figure can be found in the Coca-Cola "We All Speak Football" *trexi* series.



### **Vanness Wu (Taiwan)**

Vanness Wu, a famous singer, rapper and actor, hails from Taiwan. Vanness has been in the entertainment industry since he was 13 with his ex-band: LA Boyz.

Vanness has taken to designing a 10" *trexi* figure together with partner-in-crime Brandon Cheng. They are both behind the apparel brand TRIUMIV 3 together with 2 other partners -- a brand that represents the attitude & culture of our generation.



### **Mickey Huang Tzu-Chiao (Taiwan)**

Mickey Huang Tzu-Chiao is a popular Taiwanese entertainment & variety show host. Mickey also produces various TV and radio programs that report on the Japanese pop music charts and provide the audience with a wide range of other information on the latest pop culture trends in Japan.

This is Mickey's second *trexi* design with his trademark kooky eyebrows appearing on the 3-inch figure. Mickey's first *trexi* figure was featured in the recent Coca-Cola "We All Speak Football" *trexi* Series.



### **Danny Chan / Ultraman (Hong Kong)**

Designing since 2001, Danny Chan is a Hong Kong-based designer whose "Spooky" series of figures have found popularity in recent years. His work has seen many crossovers including Whazzup, Qee, as well as o.d.m. and of course, *trexi*.

Ultraman's design passion is based on robots. A Hong Kong-based illustrator, the bulk of his work especially his M.I.C. figures, are based on robots. With a unique metallic finish as his signature style, Ultraman has been commissioned to design many figures for toy companies around the world. Coming together once again to collaborate on *trexi*, the duo's effort showcases the best of both designers' works on the front and back of the *trexi* figure.

### 3-inch trexi figures

#### 1) PLUS trexi Series: Devilrobots + Tokidoki

Comprising 12 designs in total, the concept behind the PLUS trexi series is inviting one designer from the West and one from the East to collaborate on the series.



This is the very first 3-inch 'mini' trexi series called the "PLUS trexi Series". Famed designers Devilrobots (Japan) & Tokidoki (Italy) came together for the first PLUS trexi Series.

Features 6 figures from each designer, with 1 mystery (or chase) figure. Available in blind assortment, the PLUS series will debut during Taipei Toy Festival.

The packaging is an eclectic mix of both designers' works - a collectible in itself!

\*Note: Mystery figures are not shown here

#### 2) Happy Tree Friends: Buddhist Monkey trexi



A new line of *trexi* figures from the global cult animation hit, Happy Tree Friends, will be customised for the enjoyment of collectors of many ages, featuring 6 adorable Happy Tree Friends characters: Giggles, Mole, Splendid, Petunia, Toothy and Buddhist Monkey.

The Buddhist Monkey *trexi* will be exclusively available at San Diego Comic-Con 2006. The other *trexi* figures will be available through the Happy Tree Friends site ([www.happytreefriends.com](http://www.happytreefriends.com)), as well as Play Imaginative's retail network in over 20 countries worldwide.

## Playstix Range

### 1) "Mephist Fiesta" by TOUMA



L – R: Becky (5-inches), Zugan (7-inches) glows in the dark, and Dead (5 inches)

The latest vinyl range from celebrated Japanese designer, TOUMA, comprises 3 figures - Zugan, Dead and Becky. "Mephist Fiesta" revolves around 3 characters: Zugan, a worker in Hell, collects evil souls to fuel the fires of Hell.

Together with Dead, his up-and-coming apprentice, as well as Becky, they are on a constant mission to battle the fires of Hell which are burning out of control.

They fight to restore good to the villain's souls so that they can be freed and go to Heaven.

Get entwined in this saga and the exciting events in the days leading up to "Mephist Fiesta", or judgement day for these workers!

The "Mephist Fiesta" range will be launching at Taipei Toy Festival 2006.

### 2) "Project: Neptoon" by Sam Fout



Major Ripper, Number Three, Special Agent Kakudji



Cadet Clyde Olson, Capt Jack Maddox, Number One

The brainchild of animator / illustrator Sam Fout, "Project: Neptoon" is a space opera in the vein of Star Wars, early Mighty Mouse cartoons, The Dirty Dozen and '70s pinball machines!

An epic story of war, peace, intergalactic intrigue, love, politics, and cool fighting animals with jet packs set in the year 2526, "Project: Neptoon" vinyl figures will be available at San Diego Comic-Con 2006.

There are 6 awesome figures in total: Cadet Clyde Olson, Captain Jack Maddox, "Number One", "Number Three", Major Ripper and Special Agent Kakudji.

Check out [www.projectneptoon.com](http://www.projectneptoon.com) for more information today!

## TOUMA Book

Play Imaginative has also produced a TOUMA Book, launching at Taipei Toy Festival.



Embossed Cover

TOUMA is a Japanese character designer who is renowned for his wildly-popular Knuckle Bear, as well as Skuttle, Talons, Snout, Hell Hounds, BOO and many more.

Written in Japanese and translated in English, the book showcases all of TOUMA's design works and toy characters to date for the very first time since he kickstarted his career in the designer toy industry. The book chronicles the milestones that have contributed to TOUMA's success as a respected character artist whose works are enjoyed all over the world today. The book comes packaged with a limited edition TOUMA **Knuckle Bear trexi** figure.



Knuckle Bear trexi

For more information, please visit [www.playimaginative.com](http://www.playimaginative.com)

### About Play Imaginative

Play Imaginative's flagship designer toy, *trexi*, is a 3-inch tall action figure with a rotating head and articulated limbs which was designed and conceived over a period of three months. In its simplest form, *trexi* is a toy that can be personalised in a variety of styles by different artists and designers working with different mediums. The inaugural *trexi* Series 01 was launched in April 2005 in more than 20 countries worldwide followed by *trexi* Series 02 in October 2005.

Play Imaginative also conceptualises, produces and publishes *Playtimes*, a monthly urban vinyl toy magazine dedicated to introducing readers to the latest developments, the "what's hot and what's not", newest toy concepts and character design within the urban vinyl toy landscape. *Playtimes* is available in 2 languages and retailed in over 20 countries around the world.

Playstix, the latest under the Play Imaginative stable of product brands, will see a separate range of cutting-edge vinyl toys. Playstix figures are built on collaborations between Play Imaginative and character designers of this generation. Together with its print arm, Playink, which specialises in designer greeting cards and a range of other design-related print materials, Play Imaginative continually pushes the envelope for quality designer products.

Play Imaginative has been appointed by The Coca-Cola-Company as a co-licensor over a 2-year period, which grants rights for the production and distribution of *trexi*. During this time, Play Imaginative will also work with authorized licensees for the production and distribution of associated merchandise such as watches, sneaker shoes and T-shirts, amongst others.

Play Imaginative aims to be at the forefront of avant-garde design and toy production, in line with Singapore's macro-objective as Asia's leading hub for design excellence.

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