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JOE LEDBETTER REDESIGNS CHINESE ZODIAC

Singapore – 01 March 2011 – Joe Ledbetter redesigns the animals of the Chinese Zodiac as urban vinyl figurines, which will be produced by Singapore-based toy design and manufacturer, Play Imaginative.

“Play Imaginative is very pleased to collaborate with Joe Ledbetter on this exciting new series, and look forward to reintroducing the western redesign of the traditional Chinese Zodiac animals,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

In his signature style - clean cut colours and bold lines - Joe Ledbetter’s Chinese Zodiac Mini Figure World Series is the first to acquaint the toy community with traditional characters in an urban vinyl style.



Joe Ledbetter’s Chinese Zodiac Mini Figure World Series

Joe Ledbetter taps on his inner Asian as he redesigns the animals from the legend of the Chinese Zodiac in his wickedly awesome signature style!

Product Information

Release Date: June/July 2011

Size of figure: 3 - 4.5inch

Packaging: Window box

SRP: USD\$15

**Retailers who wish to carry this product may email us at: preorder@playimaginative.com

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About Play Imaginative Pte Ltd

<http://playimaginative.com>

Singapore-based Play Imaginative is dedicated to toy and character designs of the highest caliber and aims to be Asia's premier producer and retailer of limited edition art toys, mass market toy-related products, and designer lifestyle products.

The team endeavours to be at the forefront of avant-garde design concepts by bridging the gap between art, graphic and product design, pop culture, as well as a variety of products and services.

About Joe Ledbetter

<http://www.joeledbetter.com>

Influenced by classic animation, graphic design, and daily life, **Joe Ledbetter's** art is... well... a lot of things. Light-hearted in its approach, he often combines cute and cuddly creatures with unfortunate - albeit humorous - situations. With a lean on the subversive and absurd, these scenarios are all too familiar, questioning our tendency of taking life (and ourselves) too seriously.

While working as a graphic apparel artist for three years, Ledbetter got involved in the Los Angeles underground art scene, beginning with group shows like Cannibal Flower. By the summer of 2004, he had honed his trademark visual style of emblematic line-work, vibrant colors, and endearing characters to the point of quitting his day job. His incredible cast of creatures have since been emblazoned on over 100 designer vinyl toys, as well as apparel and lifestyle brands, the world over.

