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PLAY IMAGINATIVE LAUNCHES NEW PRODUCTS @ THE SINGAPORE TOY, GAMES & COMIC CONVENTION 2011!



Singapore – 16 August 2011 – Singapore based toy design and manufacturer, Play Imaginative, launches a slew of new products at the Singapore Toy, Games and Comic Convention (STGCC) 2011.





Participating at the 4th annual STGCC in August 2011, Play Imaginative will launch the latest range of new collectible vinyl, plush and fibreglass figurines from popular artworks and characters by designers Mori Chack, and The DEVILROBOTS, as well as acquired license, Disney. In addition to TO-FU Oyako and Gloomy urban designer figurines, visitors will be able to easily recognise the famous figure of Mickey Mouse, printed in various styles.

“Play Imaginative recognizes STGCC as an important platform for bridging and strengthening related industries, especially in the region. While maintaining our presence in the toy community, we continue to reach out to fans of other related industries like comics, art and design, video games, cosplay and anime,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

On display will be a host of new products for sale, as well as previews of upcoming products with licenses Disney, Care Bears and SpongeBob SquarePants. One of the main highlights will be a special showcase of over 30 one-of-a-kind customised Mickey Mouse Vinyl Art Figures by local and international artist, including cool works by Old Master Q, Beast Brothers, Breeanzz, 黑人 (Chen Jian Zhou) with Joe Fang, Kenny Wong, The DEVILROBOTS, Caramelaw, wantondoodle, and many more!

“Play Imaginative is especially excited to present their new products and upcoming projects at STGCC 2011. We have prepared a wide range of items to suit various consumer needs, from iPhone 4 Covers, to Disney figurines and popular urban figures, so visitors will be able to relate to what we have to offer,” Mr. Jacky Teo commented.

NEW PRODUCT LAUNCH	PRODUCT IMAGE
<p>Vintage Mickey Mouse - Mickey Mouse Vinyl Art Figure In a vintage-styled finish, this classic Mickey Mouse is sure to bring back memories, and is a must-have for Mickey collectors and lovers.</p> <p>Mickey Mouse takes on the urban designer style! At 6.5 inches tall, Mickey Mouse Vinyl Art Figures are perfect as collectible figurines.</p>	
<p>Robot Mickey Mouse - Mickey Mouse Vinyl Art Figure Complete with mecha-styled details, this Robot Mickey Mouse looks like it's ready to take over the world! Look out for its hidden pilot!</p> <p>Mickey Mouse takes on the urban designer style! At 6.5 inches tall, Mickey Mouse Vinyl Art Figures are perfect as collectible figurines.</p>	


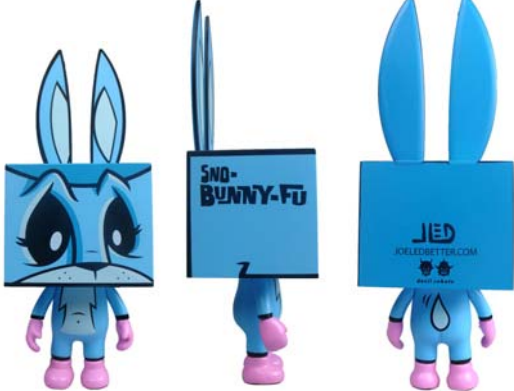


<p>Pinocchio Mickey Mouse - Mickey Mouse Vinyl Art Figure Dressed as Pinocchio, Mickey Mouse embodies the characteristics of one of Disney's most well-known characters. This exciting crossover sees Mickey Mouse with a wooden body, dressed in Pinocchio's signature outfit.</p> <p>Mickey Mouse takes on the urban designer style! At 6.5 inches tall, Mickey Mouse Vinyl Art Figures are perfect as collectible figurines.</p>	
<p>Porcelain Mickey Mouse - Mickey Mouse Vinyl Art Figure Porcelain Mickey Mouse has all of the intricate details of your favourite china, but none of the fragility! Featuring dragons, leaves, clouds and patterns, Porcelain Mickey Mouse looks like he has a tale to tell!</p> <p>Mickey Mouse takes on the urban designer style! At 6.5 inches tall, Mickey Mouse Vinyl Art Figures are perfect as collectible figurines.</p>	
<p>Design-It-Yourself Mickey Mouse - Mickey Mouse Vinyl Art Figure Design your own Mickey Mouse! A completely blank canvas means you can unleash your creativity with no restrictions! Suitable materials include permanent markers, acrylic and spray paints, and epoxy. * Comes with pack of 7 markers</p> <p>Mickey Mouse takes on the urban designer style! At 6.5 inches tall, Mickey Mouse Vinyl Art Figures are perfect as collectible figurines.</p>	
<p>Mickey Mouse x Pinocchio Fibreglass Figure</p> <p>This mash up of Disney's most well known characters sees Mickey Mouse featured with Pinocchio's wooden limbs, signature outfit, and growing a tattle-tale nose! Standing at 70 cm / 27.5 inches tall, this crossover fibreglass figure is perfect as a centrepiece display.</p>	



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<p>iPhone 4 Covers with Printed Screen Protector</p> <p>Funk out your iPhone 4 with your favourite urban designer characters! Comes with printed screen protectors to complete the look! The complete range features 16 cool designs from TO-FU Oyako, Maffy, Evirob, Gloomy, and Trexi.</p>	
<p>“Gloomy Sits Down” Prime Plush By Mori Chack</p> <p>Sometimes Gloomy just needs a rest. Give him a hug, and you'll know he's the best! Whether in rain or shine, or cosy bed time, Keep Gloomy close to you, all of the time!</p> <p>Available for cuddling in 5 different colourways</p>	
<p>4 inch SUPPORTO-FU By The DEVILROBOTS</p> <p>Play Imaginative supports Japan with the very special 4 inch SUPPORTO-FU. All proceeds go towards the Singapore Red Cross Society for the Japan Disaster 2011 fund. Little help from everyone can put smile on everyone's face.</p>	
<p>4 inch Gloomy TO-FU Mix By The DEVILROBOTS & Mori Chack</p> <p>The dynamic duo strikes again! Mori Chack and The Devilrobots create a mash-up of their signature characters, this time with added detail! Gloomy sports a muzzle and stains from a fight, and the Son TO-FU drops by with a friendly wave.</p>	

<p>4 inch Mr. Bunny-FU By The DEVILROBOTS & Joe Ledbetter</p> <p>The Devilrobots and Joe Ledbetter's most well-loved characters, TO-FU Oyako and Mr. Bunny, join the party to bring you the awesome Mr. Bunny-FU!</p> <p>Mr. Bunny eats TO-FU; It's yummilicious, and good for you! His head turned square, just like TO-FU; Be careful, or yours will too!</p>	
<p>4 inch Sno-Bunny-FU By The DEVILROBOTS & Joe Ledbetter</p> <p>A unique collaboration by The Devilrobots and Joe Ledbetter, Sno-Bunny-FU makes you want to shower it with love!</p> <p>Sometimes it's cold, with freezing winds too; Sometimes Sno-Bunny-FU turns oh-so-blue. To keep himself warm, while looking cool; Sno-Bunny-FU wears pink mittens too.</p>	
<p>4 inch Evirob TO-FU By The DEVILROBOTS</p> <p>The Devilrobots present you their most celebrated characters together as one. Evirob and TO-FU Oyako mix it up in a concoction reborn as Evirob TO-FU!</p> <p>Deep and dark and very far; Right where the weirdest things are; Evirob TO-FU is lurking around; Better beware! Before you get found!</p>	
<p>4 inch Strawberry Crown TO-FU By The DEVILROBOTS</p> <p>Designed by The Devilrobots, Strawberry Crown TO-FU is one of their most popular characters in the land of TO-FU Oyako. Featuring a special molded crown, she is surely the centre of the party!</p> <p>Sweet Strawberry Crown TO-FU Is as sweet as sweet can be! She puts on her crown, and flashes a smile; And then gives a little curtsy!</p>	



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PlayTimes Magazine Issue 03

Ride the waves of the latest trends from both the East and West, and keep up-to-date on what's hot and what's not - in toys and design! From kitschy and kawaii to hunky and gory, there's something for everyone in this visual feast of toys, design and all things awesome!

Cover Art by The DEVILROBOTS



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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 the DEVILROBOTS

<http://www.devilrobots.com/>

Established in 1997, DEVILROBOTS are a design team of five (5) from Japan that are well known for their whimsical, yet sometimes sinister characters and designs. Led by the Art Director Shinichiro Kitai (pictured right), DEVILROBOTS specializes in graphic and character designs, illustrations, motion graphics and web design. As the creators of the recognizable TO-FU OYAKO!, one of Japan's most popular contributions to the toy world, DEVILROBOTS has demonstrated how a simple character can be turned into a useful and emotive medium. With exhibitions held in Japan, New York, and Paris, they are highly recognized worldwide for their works. A little evil and robotic fun is their taste, and the original world of "Cute, but Toxic" is in effect.



About Mori Chack

<http://www.chax.cc>

Born in Osaka, Japan on March 23, 1973, Mori Chack began his artistic career as a "street artist", selling original character postcards and stickers on the streets of Osaka from February 2000 to September 2001.

Chack's trademark is his deceptively "cute" characters that serve to deliver his personal brand of satirical humor and commentary on the world's contradictions and social issues. "GLOOMY-the naughty grizzly", "Kumakikai-super ecometal garboroid", "Podolly-the sheep in wolf's clothing", "Hang bear" are his globally known characters, just to name a few.

Mori currently resides in Shiubya, Tokyo.



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.



Play Imaginative Pte Ltd

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