

# PRESS INFORMATION



## Sakol – building creativity



The French phrase „Ça colle“ means „it sticks“. And that is indeed the principle of Sakol, the creative building blocks made by the Swiss toy company ACTIVE PEOPLE in collaboration with Designer Jean-Maurice Varone. The inspiration for this toy came from his young daughter: „When I saw her playing with a conventional wooden construction set I just wanted to give her more options to build and invent new figures“, he explains and Sakol provides exactly that kind of freedom.

## The expressive power of 5 wooden velcro blocks

Sakol consists of five basic geometric forms: Rectangle and semicircle, both ca. 5 cm long, as well as triangle, square and circle which are approximately half as long. All pieces are made of natural wood and lined with a black Velcro band. It is this combination of materials that creates the thrill of the game. The Sakol pieces can be combined with ease to create any type of figure or expression imaginable. Only four pieces make a stroller, six form a man, seven a motor-scooter. Frogs, fish, houses, fir trees or even a see-saw with two men can be built. To add even more zest to the game the players can propose new tasks – for example a frog has to be made while using as few pieces as possible. There are no limits to imagination or the players' age.



Even the youngest ones love the handy bricks and start building their first works of art. Children at kindergarden and school create more and more complicated figures and even adults get addicted by the possibilities of this beautiful game.

Sakol can also be used in the car since the Velcro connections keeps the bricks in place. Velcro also offers new, more organic ways of constructing and nuanced possibilities for expression. Sakol stimulates the senses, engages the imagination, and encourages creativity.

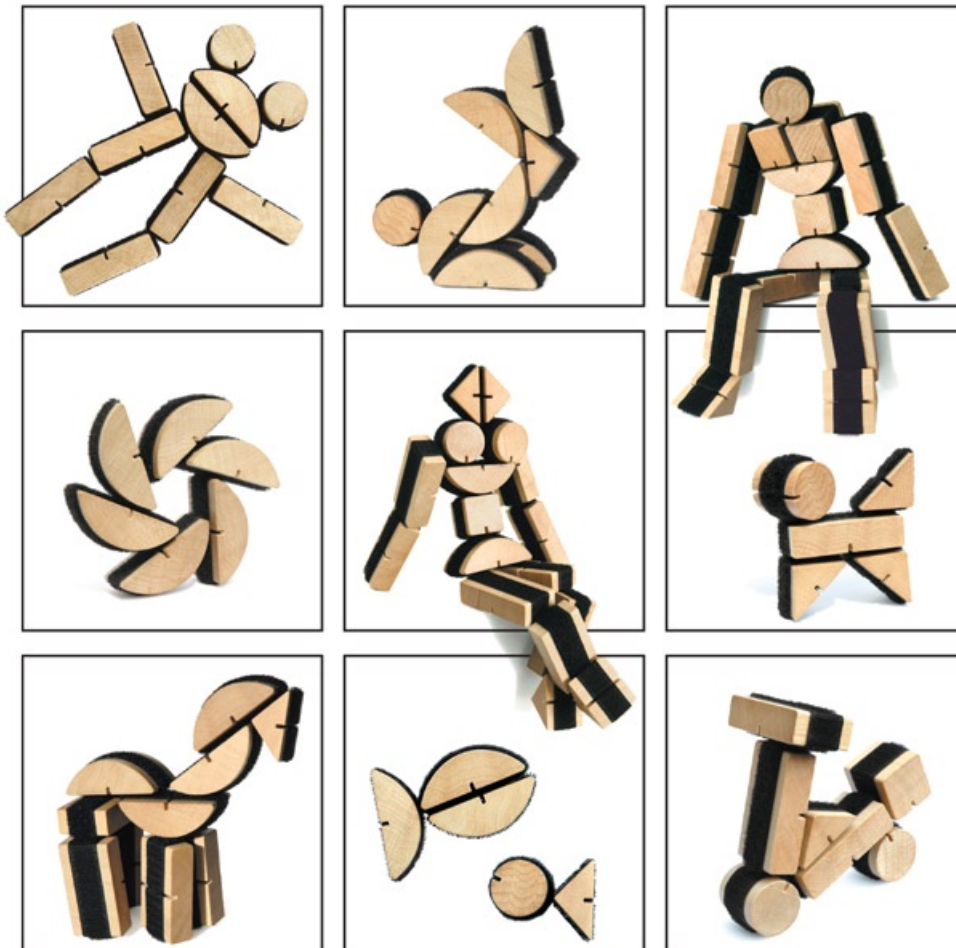
The simplicity of Sakol is what makes the game so versatile. Deliberately the use of coloured bricks was abandoned, instead the natural wood and the black Velcro form a visual contrast, the smooth wood with the sometimes rough, sometimes soft Velcro stimulates the sense of touch. With technology and computers all around creativity and tranquility are often neglected. With Sakol the player turns into an active builder and inventor, into an artist and constructor. He gets lost in the game and calms down.



Therefore Sakol is also ideal for therapeutical use with elderly and/or disabled people. Special requirements enhance concentration and even make agitated and bored people enter a world of imagination. Due to the special sensual and tactile features Sakol makes the blind see and help seeing people create images with their eyes closed.

Sakol is available in three elegant gift boxes with 5, 10 or 50 pieces.

Further information as well as a list of traders can be found on the internet at [www.activepeople.com](http://www.activepeople.com).





The Swiss company ACTIVE PEOPLE offers a unique collection of innovative skill and motion toys. Traditional, century-old games like yo-yo, juggling and poi are taken to exciting new levels with cutting-edge design and technology. Ingenious hybrid forms are developed, or an entirely new category of skill toy is created, as in the case of Astrojax. A growing family of open-ended preschool toys like Bilibo, Babal or Sakol complements the line-up and has received rave reviews from child development specialists. ACTIVE PEOPLE's toys invite you on a journey. The longer you play, the more you discover of the amazing possibilities they offer. High-quality materials as well as clever and simple designs characterise these products which have received numerous international design awards.

Further information can be found at:

[www.activepeople.com](http://www.activepeople.com)

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