

## Toy Fair 2014: Be Smart, Make Art!

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**WHAT:** Toy Fair Coverage 2014- Be Smart, Make Art!

**INVEST:** Prices and availability will not be listed. Some will come out in the Spring or even later. Some are available now!

**WHAT YOU CAN DO:** Make a comment if you want to see it reviewed and/or sold at a store near you. Sign up for newsletters from the company that manufactures the toy to find out when your toy will be available.

How do you define art?

I really don't know hence I'm asking. One thing I do know is this: We don't have enough of it in our lives. Even as a parent, I have had to let much go because I've been afraid of staining or breaking but thankfully, I've found some wonderful toys that double as artwork so we're finally okay in that department. That said, I think we still need to expand our ideas on what art is- especially in schools. For example, my son is very much a 3D thinker and maker but I can't remember the last time he's brought home an art project in 3D.

Things that you might consider to be "building toys," might be seen in this post. In this space, I'd like to think of them as "sculpture toys" because we need to allow our builders to tickle their design bone as well as test their structural know-how. I know that so many of us are talking about building toys for girls but I think we can also create more access to building toys for all kinds of kids if we were to look at them also as a medium for sculpture. If you want to know where I thought of this, I would have to say that it probably came from viewing The Art of the Brick Exhibit by Nathan Sawaya whose work is all about taking LEGO bricks and creating amazing sculptures. Sawaya recently started a foundation called Art Revolution. In his TED Talk and on the website, he states emphatically that "Art is not optional." Read the report on why children need art.



Funnybone Toys will soon bring to us Rolli. It is just so fabulous. I want kids to make their own stationery. It's so easy to do with this and the colors are gorgeous and it doesn't run.