



Contact Laura Patrell
Telephone 847-212-9898
Email laurapatrell@gmail.com
Company TAP Marketing

FOR IMMEDIATE RELEASE
February 10, 2017

THE GADGET SHOW'S BUZZ ABOUT ARCKIT

Jason Bradbury, tech and gadget guru of [The Gadget Show](#) fame, stopped by the Arckit booth at the Nuremberg Toy Fair giving the architectural sets glowing praise. The Gadget Show is a British television series that reviews the hottest tech products.

Immediately taken by the idea of a freeform architectural modeling system, Jason described Arckit as “really very beautiful”, like a middle ground between toys like Lego Architecture and actual buildings. Seeing Arckit up close, he pointed out that Arckit is “more precise and architecture-like” than other building sets typically found in stores.

Arckit will be heading to the Toy of the Year Awards on February 17th where Arckit is a finalist for the [Best Construction Toy of the Year Award 2017](#). The Awards event kicks off the NY Toy Fair, February 18-21. Arckit can be found at **Booth #6462** at the NY Toy Fair and continues to inspire adults and professional architects to create their dream structures and to open the world of architecture to budding makers through hands-on, creative play.

About Arckit:

[ARCKIT](#) is a freeform architectural modelling system that allows children and adults to physically explore designs and bring design ideas to life with speed and precision. The scaled ‘click and connect’ modular components make it possible to create a vast range of structures that can be quickly assembled, endlessly modified and finished to perfection. Based in Ireland, Arckit is committed to opening the world of architecture to everyone.

#END#