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paper
punk®

STANFORD PROFESSOR IN TOY FAIR BOOTH 1875 SHOWCASES FOLDING PAPER PUNK NURTURES THE BRAIN

*Whoa Horsey! Paper Punk's My Little Pony All-Inclusive
Construction Collection Are The Latest Art-Meets-Smart Kits*

Mill Valley, CA (December 30, 2015) – How is it that some kids are great at science and others excel in art? At what point does the left brain (STEM skills) surpass the right brain (creativity)? Grace Hawthorne, a Stanford consulting associate professor and creator of **Paper Punk** (www.PaperPunk.com), touts her smart paper building kits as the perfect blend to nurture everyone's right-brain AND left-brain, right now, by using their hands.

"Paper Punk's edgy toys are great exercise for your brain," notes *The Grommet*. "They're fun for young kids, teens, and adults -- anyone who wants to take a break from computer screens and smartphones and try their hand at something tactile."

Visitors to **Booth 1875 at the American International Toy Fair** will be amazed by the brilliance of Paper Punk tactile kits. Build a unicorn (**Paper Punk Classics - Horn008, \$15.95**) or a cityscape (**Urban Fold: Build Your Own Paper Block City, \$24.95**). The construction kits have been described as "the love child of Lego and origami" by *Wired* magazine. Hawthorne reports each Paper Punk kit begins as colorful 2D flat shapes that transform into bold 3D geometric paper blocks to create spectacular paper toys and art forms. Every kit allows anyone to become a toy designer with these collectible part-construction and part-craft sets that promote creative building fun.



New for 2016 is a license with My Little Pony where little fingers can create six magical ponies including *Applejack*, *Fluttershy*, *Pinkie Pie*, *Rainbow Dash*, *Rarity* and *Twilight Sparkle*. Like all Paper Punk building sets, these characters have their own all-inclusive kit. Inside the six **Paper Punk My Little Pony (\$9.95)** sets are 11 punch-n-fold shapes, more than 120 stickers, and 40 adhesive dots to construct a 6.25" x 6.5" x 2.5" 3D paper figure. Now anyone can build a customizable and brain boosting paper sculpture with a few simple folds.

Paper Punk: My Little Pony kits • Ages 6+ • \$9.95

Choose one or all six magical ponies. Simply punch out shapes, fold them into fully enclosed paper blocks and then build with the provided adhesive dots. Youngsters will relish the chance to customize their Pony with the provided stickers. When the art is done, it's time to display your masterpiece! Every kit contains over 150-pieces -- punch-n-fold shapes, dressing stickers, bonus fun



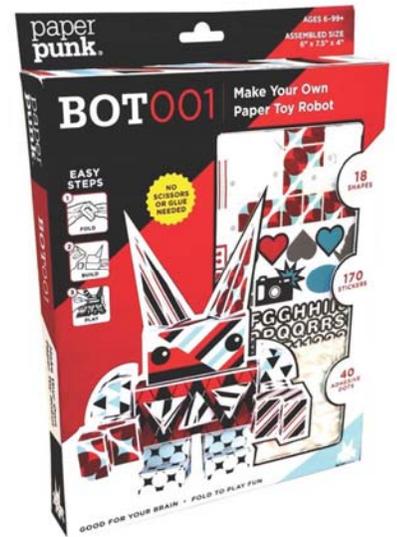
stickers plus adhesive dots. My Little Pony kits include easy instructions and most importantly, tons of fun!

Paper Punk's award-winning **Classic Kits (\$15.95)** have been refreshed and updated for kids to create a Kitty, a Bot, an Ape or a Pup. These classic kits, now in the 008 series, boast more than 200 pieces in every box! Best of all, Paper Punk kits never need a pair of scissors or any glue to construct and then show off!

Paper Punk: Six Classic Kits Edition 008 • Ages 6+ • \$15.95

Parents' Choice Foundation - Recommended – Spring 2015

These inclusive kits allow everyone to build design-savvy, geometric paper sculptures with a few simple folds. Each character will have its own all-inclusive kit contains punch-n-fold shapes, more than 170 stickers, and 40 adhesive dots to construct a voluminous figure. What you get: Punch-n-fold shapes, dressing stickers, bonus fun stickers, adhesive dots, easy instructions and tons of fun. Choose one or all six kits -- Ape008, Bot008, Fang008, Horn008, Kitty008 and Pup008.



Members of the tech, art and consumer media who have gotten their hands on Paper Punk kits have gushed, with their favorite adjectives, just how unusual yet fabulous these art-meets-smart kits are:

“...Paper Punk will empower both kids and adults to exercise their creative mind with this little DIY design toy,” wrote *Coolhunting*. “Paper Punk: a creativity tool of paper building blocks,” described *Design Observer*, “that allow you to create super cool paper toys. Fun!” And *Inhabitat* jotted, “the colorful geometric eco-toys are beautiful, fun, and educational — the perfect creative hands-on experience for tots, teens, and adults.”

Pure pleasure is the theme throughout Paper Punk's glowing press as showcased on their website. *Felt & Wire* summed it up perfectly: “Paper Punk is a creativity tool, a good-for-your-brain experience disguised as design fun.”

Design was the first love of entrepreneur, artist, author and educator Hawthorne. Before founding Paper Punk, she cofounded *ReadyMade*, the culturally groundbreaking design magazine for GenXY. As its CEO/Publisher she showed people how to transform ordinary objects into extraordinary design and turned the hip indie startup into a nationally recognized lifestyle brand.

In 2006, she led the sale of *ReadyMade* to Meredith Corporation (NASDAQ: MDP) and continued as its President/Publisher until 2009. She co-authored the award-winning book, *ReadyMade: How to Make Almost Everything* (Crown, 2005). Currently a Consulting Associate Professor at Stanford's Institute of Design (aka: the dschool), she spearheads Creative Gym, a course focused on honing design intuition and building creative confidence and also teaches Fail Faster, a new course on failure and resilience. In addition, she leads a groundbreaking research project in collaboration with Stanford's School of Medicine on creative capacity building.

Her artwork has been exhibited in several national museums including the Smithsonian Cooper-Hewitt Design Museum Triennial, Institute of Contemporary Art Boston, PMCA Design Biennial in Pasadena, Contemporary Arts Museum Houston and the Contemporary Jewish Museum in San Francisco and was selected to be a TEDactive Artist in 2013.

Hawthorne graduated cum laude in Art/Visual Communication from UC Berkeley and also holds an MBA from the Anderson School of Business at UCLA plus an MFA from the UCLA School of Film and Television. Paper Punk's creator serves on the board of the Museum of Craft and Design and the advisory council of the Children's Creativity Museum. In everything she touches, she believes anything is possible and wants everyone "to make cool things with their hands." Visit her at Toy Fair's Booth 1875 and make something smart!

ABOUT PAPER PUNK

Paper Punk is an innovative paper-based building toy that combines craft and construction to provide endless imaginative and creative play for humans of all ages. Founded by Grace Hawthorne, an entrepreneur, artist, author and educator, Paper Punk designs brain boosting kits that enable users to transform colorful 2D flat shapes into bold 3D geometric paper blocks with a few simple folds. The results are spectacular looking paper toys and art forms. It has won numerous industry awards including Parents Choice Gold and Creative Child Product of the Year and Dr. Toy's Top 10 Construction. Paper Punk was founded with a simple ambition – to enable people to exercise their creativity and make things with their hands. For more details, click on www.paperpunk.com.