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| **Name:** | Alexander Cloutier |
| **Title:** | Mushroom Poppers |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | Inspired by rubber poppers and the natural shape of mushrooms that they formed, I wanted to design an object that was reactive and could be used by people of all ages. |
| **Solution:** | Mushroom Poppers consist of two parts, a simple conical wooden stem and molded rubber cap. To use, simply invert the cap on these cute little mushrooms and watch them jump off a surface into the air. |
| **Brand Strategy:** | The scale and material of Mushroom Poppers allow for a low consumer price point that would fit well into the impulse buy category of items that are normally found by the check out cash register. Their playful easy function begs people of all ages to pickup and play. |