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| **Name:** | Alexandro M. Flores |
| **Title:** | Gorilla Family |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | Gorilla Family is a three piece set designed to be enjoyed by everyone. Their timeless playful spirit transcends age barriers. They can be found in the hand of a kid exploring his/her imagination or they can be used as a table top accent of an office. |
| **Solution:** | My definition of universal toy is a simple one: everyone and anyone can enjoy. The straight planes and small radius edges of the Gorilla Family give them a sense of elegance while still being safe enough for children to enjoy. |
| **Brand Strategy:** | Gorilla Family possess a timeless playful elegance that resonates with the AREAWARE brand. They can also be the start of a new line, a family product line full of individual personalities that come in a set. |