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| **Name:** | Ashley Valenti |
| **Title:** | Cog Car |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | A toy that is able to stimulate the senses, but is also aesthetically appealing, displayed on a shelf or desk, when it is not being enjoyed by children and adults alike. |
| **Solution:** | By combining trendy colors, natural wood, and mechanical movements, the Cog Car is both visually interesting and interactive. The playful movement is fun and instructional in the most basic way. |
| **Brand Strategy:** | This is a fun interactive toy that will be enjoyed by kids and adults alike. Watch the cogs spin to life as you roll the car. The Cog Car could also be used as a learning device, as it shows how gears interact with one another and shows the basics of a power train system, which every “gear head” will love. |