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| **Name:** | Ian O’Neill |
| **Title:** | Pendants |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | Inspired by American Indian craftsmanship of weaving and lashing, Pendants are literally tied together and honest in their materials. The characters tell different stories for any kind of person - young or old. |
| **Solution:** | Pendants are simply constructed, universal toys, at once timeless and unusual in their function and appeal. |
| **Brand Strategy:** | Stylistically cute, simple, and straight forward in their content, Pendants bring different relationships into focus to tell stories the way AREAWARE does so well. |