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| **Name:** | James M. Paulius |
| **Title:** | Blockitecture |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | Blockitecture is a toy that allows users to enhance their understanding of physical laws by using their creative and imaginative processes. |
| **Solution:** | Hexagonal blocks nest together in various formations, allowing them to counterbalance each other and create unique cantilevers found in modern and contemporary architecture. |
| **Brand Strategy:** | Using simple geometry and clean aesthetics, Blockitecture is a toy that can be used by people of all ages and passed down through the generations. |