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| **Name:** | Jay Liu |
| **Title:** | Shapuzi |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | My goal was to design an object for everyone, allowing them to explore creativity through mark making and stamping. |
| **Solution:** | The story behind the Shapuzi’s diversity is that every Shapuzi wants to be one-of-a-kind, and so they mold their head into a shape that makes them different from each other. They can function as a shaped stamp and a photo/paper holder. |
| **Brand Strategy:** | Shapuzi is a universal toy that will be trendy forever. After all, simple elegance is always in style. With the beautifully detailed painting on its primary shape head, there is no doubt this toy will add a touch of elegance to your desk. |