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| **Name:** | Lindsay Randall |
| **Title:** | Monsters |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | Around the world, monsters and mythological creatures are ever-present in folklore. These are deeply rooted in popular culture and their features are universally recognized. I wanted to reinvent bigfoot, the kraken, the loch ness monster, and a cyclops into forms that celebrate their fundamental characteristics, and update the monsters for a new generation. |
| **Solution:** | A collection of four simplified monsters. Each of them reduces the monster into its most fundamental elements and offers a new perspective on ancient creatures. |
| **Brand Strategy:** | The minimalistic nature of the collection, coupled with the iconic forms and functions, allow it to fit into the AREAWARE brand. The monsters are easily transformed from children’s toys into desk objects. |