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| **Name:** | Megan Lin |
| **Title:** | Nesting Tree |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | Take an adventure by discovering tree boxes and building a tree. You will find a woodpecker nested in the center by following the hints (holes made by the woodpecker) on the tree. |
| **Solution:** | The Nesting Tree is a universal toy that recalls the memory of nature and gives you a chance to build your own natural world. The set of toys is comprised of seven wooden parts, which provide the possibility of building your own tree and placing the woodpecker in the way that you want. |
| **Brand Strategy:** | Nesting Tree is a minimal design with a rich back story. It creates a unique connection with the audience, both mentally and physically by playing with it. |