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| **Name:** | Nicholas Kelemen |
| **Title:** | The Claw |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | Toys are best when they are simple, allowing one to fully explore their imagination. Even simple, natural actions can be joyful. |
| **Solution:** | Manipulating objects is one of the most primal human acts. By designing a toy that allows one to re-experience the childhood fascination connected with picking things up we can help them appreciate the simple joys of childhood again. |
| **Brand Strategy:** | Simple geometric shapes and wood constructions lend a classic yet modern feel to The Claw. The cord and wood aesthetic would fit in to nearly any style of home or office. |