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| **Name:** | Rob Fish |
| **Title:** | Pathways |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | Pathways is a puzzle, like the Rubik’s cube, but about life. There is no right or wrong way to search. For some it is about looking for a solution and for others it is the path you take to get there. |
| **Solution:** | Pathways is a universal toy that is both a puzzle and a creation game. For those who are looking for a solution, slide all the pieces off and rearrange them to create one continuous line across all the sides. For those who enjoy the search, lay all the pieces flat to create endless paths. |
| **Brand Strategy:** | This toy is one of a kind, combining two different elements for two types of people. Due to its simplistic nature, a product line could be produced with a variety of difficulties, colors, and sizes. It can be enjoyed by kids in the playroom or the professional on their desk. Red gives the illusion that the piece is flowing with life and symbolizes happiness and good fortune. The overall hexagon shape was chosen to show multiple sides from any given angle. |