

PlayHouzz

Type: Product Design
Client: Houzz Design
Website
Year: 2016

Our take on a playhouse design aims for a simple container, no frills or special finishes, simply a box, albeit one capable of flexibility and transformation. With the help of mom or dad, children of all ages, -from 1 to 92- should be able to find something amusing to play with.

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PLAYHOZZ
FLEXIBLE . WOOD . SCREENS

This economical wood framed box is placed on casters, for mobility. It is enclosed with a combination of lumber and see through tubular screens. Dally-Krate opens its doors to reveal all magic goodies inside: from a diverse collection of different size and shaped colorful Sonotubes pieces, assembled as furniture, funny shapes, paths and tunnels, ready to be taken out for play time. By combining transparency in frames, screens and fabric awnings, potential assembly types can vary from a secret hideout, doll house to a theatre ready for family performances.



Reminiscent of children's attraction to Christmas gift boxes, rather than the toys themselves, Dally-Krate is a crate like container that is ready to change, transform and become a setting to a child's fantasy. It does not dictate what it is, nor does it assume one way of play. We only aim to provide a collection of shapes, containers and enclosures, ready to engage in games and playtime where a child's imagination is the only thing directing where the adventure starts and ends.

