



Ikonik Toys

The Dutch toy brand Ikonik Toys was founded in 2015 by designer Maurice Doorduyn. The brand is well known by their quality and details, their collaborations with Dutch designers and because of the minimalistic and colorful designs.

Creating innovative, playful products and concepts with great designers is the essence of Ikonik Toys. The products must inspire children and adults to think outside of the box, and to experience the power of good design. Creating a parallel universe of well-designed toys, next to what's commonly available in toy shops worldwide, should customers inspire to a new way of thinking.

Ikonik Toys aims to create new design-classics, using the creativity of contemporary designers to develop playful collections that last. The brand also cares for sustainability, but in a way that the user enters into a relationship with the object, which ensures that it is passed on to a new generation.

Designers like Floris Hovers, Luca Boscardin, Richard Hutten, Studio Kars + Boom and Joost Swarte have designed toys for Ikonik Toys. The products of Ikonik Toys are sold in The Netherlands and abroad, like The Frozen Fountain in Amsterdam and the Cooper Hewitt Design Museum New York.



Ikonik Toys launches new products at Masterly during the Salone del Mobile 2019

Mobile Birds – by Luca Boscardin

At masterly, Ikonik Toys launches the first 3 of a total of 6 mobile birds by designer Luca Boscardin. The birds can move supple and graceful, and will do well in any kids room to bring any little boy or girl to sleep.

Duotone cars – by Floris Hovers

The existing collection of Duotone cars are extended with several cars, designed by Floris Hovers in the minimalistic and colorful design style he is well known for. A car with caravan, a tractor and a stationwagon are added to the series.

Car – by Richard Hutten

We are very pleased to add work of Richard Hutten to our collection. Being one of designers of Droog Design, Richard is one of the main founders that have put Dutch Design on the map worldwide. For Ikonik Toys, Richard designed a very distinctive ride on for toddlers. The car is modern with a classic twist and, for a change, it is toy that in fact improves the looks of your interior instead of ruining it.

Design Puzzles – by Studio Kars + Boom

The two very colorful puzzles of Studio Kars and Boom tell all kinds of little stories. Behind every puzzle piece there is something to discover, sometimes funny, sometimes educational. The puzzles have themes as 'Day' and 'Night', and when the two puzzles are placed next to each other, they show a panorama view of the graphic landscape. The puzzles come with stands, so the objects can be put on display in your living room once finished.

Comic Puzzles – by Joost Swarte

Joost has done a lot in his long career, but these are the first toys he has designed. The designs show the great creativity and the craftsmanship of the comic artist. We think it is a great blessing that kids can get in touch now with the work of this design master.



Floris Hovers

Floris Hovers was born in 1976 in Raamsdonksveer, in the South of the Netherlands. After some basic training in engineering and advertising and presentation techniques in Utrecht, he studied at the Design Academy Eindhoven, and graduated in 2004. In 2006 he started his own design studio and workshop.

His designs go back to the absolute essential, and his great understanding of colours, composition and shape are really playful and distinctive.

Floris gained international fame with his iconic Archetoys, and his work can be found in the contemporary art collection of the Stedelijk Museum Amsterdam. For the last year, he made one tractor every single day by hand for the project 'Daily Tractor'. Floris published a book of the project recently, showing all 365 tractors he made.

<http://www.florishovers.nl/>





Luca Boscardin

Luca Boscardin (1983) graduated as an architect at the IUAV University in Venice, Italy, and moved to Amsterdam to work as a graphic designer and a toy designer.

Similar to the freedom in creative self-expression he has experienced while living in Amsterdam, his toys encourage children to be creative and give them free rein to let their imaginations run wild. His work is layered, graphic, very surprising and joyful.

Next to his work for a variety of companies, such as Philips and Studio Roof, Luca also produced his own line of toys; a collection of rocking animals.

<http://www.lucaboscardin.com/>





Richard Hutten

Rotterdam based Richard Hutten is one of the most influential and successful Dutch designers. He is well known for his conceptual and playful designs. Born in The Netherlands in 1967, Richard Hutten graduated of the Design Academy in Eindhoven in 1991, the same year he started his own design studio.

Richard is a key exponent of “Droog Design” in which he has been involved since its start in 1993, making him one of the main founders of the famous Dutch Design movement.

Playfulness is an important aspect of Richard Hutten work. Referring to ‘Homo Ludens or “Playing Man” by the Dutch historian and cultural theorist Professor Johan Huizinga, Richard Hutten’s designs are aiming to contribute to the importance of play as culture. Therefor his designs are not only beautiful but also optimistic and fun.

His impressive list of clients are all leaders in their field and include Moooi, Muij, Artifort, Kvadrat, Moroso, as well as OMA/Rem Koolhaas, MVRDV, Karl Lagerfeld and HRH Princess Beatrix of the Netherlands.



His work is held in the permanent collections of over 40 museums around the world making him one of the most collected living designers. The list includes MoMA New York, Victoria & Albert Museum London, Vitra Design Museum, Design Museum London, San Francisco Museum of Modern Art, and the Stedelijk Museum Amsterdam.

<https://www.richardhutten.com/>



Studio Kars + Boom

Studio Kars + Boom is a graphic design studio consisting of Kevin Kars and Cynthia Boom. Based in Utrecht, they create illustrations that can be read like infographics. With their illustrations they tell stories.

With its colorful designs Studio Kars + Boom aims to escape from reality. They create new worlds in which they would like to wake up every day. They want to make you laugh, stand still, look, amaze and discover. In their designs they are looking for the geometry in landscapes, shapes and patterns in cities, with which they create a new interplay of lines.

<https://karsenboom.com/>





Joost Swarte

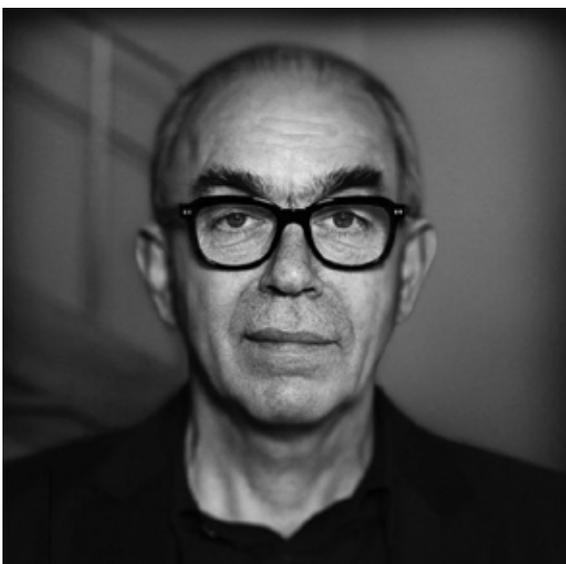
Joost Swart (1947) graduated as industrial designer, is a Dutch cartoonist, designer and architect with an impressive career. What didn't he do? He started his own comic, made illustrations for CD covers, magazine covers, founded a publishing company, designed stained glass windows, fabrics, furniture, buildings.....But most of all, he coined the term 'the clear line':

"The ligne claire, or "clear line," is a drawing language, in which forms are represented by drawing the outlines in an evenly thick line. The reader understands this language and transforms the outlines into three-dimensional forms. It started with Hergé, in the fifties, but has since been inherited by quite a few Dutch, French, and Belgian artists."

(Joost Swarte in The New Yorker, may 7, 2018)

For the last few years, Joost was mostly known for the illustrations and covers for The New Yorker and recently a book was published with all the work he made for the magazine. His latest work contains fashion show designs for a major French fashion brand.

<http://www.joostswarte.com>





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Ikonik Toys at Masterly, april 9 - 14, 2019



Palazzo Francesco Turati

Via Meravigli 7, Milano

Room 25, 1st floor

Opening hours during Salone del Mobile 2019 (9-14 April)

Tuesday 11 - 17 (openingscocktail from 18 - upon invitation)

Wednesday 11 - 22

Thursday - Saturday 11 - 19

Sunday 11 - 16

www.masterly.nu