WOOD BLOCK TOYS DESIGN IN INDONESIAN TRADITIONAL
HOUSE CONCEPT FOR 7-11 YEARS OLD KIDS

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ABSTRACT

In this globalization era, Indonesian children currently getting a lot of negative impact in term of culture and nationalism terms. The children lately enjoying the foreign stuff much better than their own belongings ones. In the same time, they slowly forget their own root. The same condition also happened for our toys industries which is not in their best output due to the great attack of imported toys. This phenomenon encourages the author to start a research about toys design with Indonesian culture touch without eliminating the main purpose of toys for being fun. It’s also intended to help the wooden based toy industries especially in design field.

The research area for this final project include analytic study about applying traditional house theme into a series of toys product. From simplification progress, mechanism, culture application till the production process. The culture touch come from Indonesian traditional house which some elements of them will be applied in the product, such as the traditional architecture, the unique carve that resembles nature, its history and other traditional shapes.

The result for this final project are product series of wooden building set for kids age 7-11, while the concept are unique, constructive and cultural themed.

Key words: toys, wooden building set, constructive, Indonesian traditional house