

Archetoys

design Floris Hovers / 2013

A collection of toys for children and adults, or a design project exploring our collective memory, in search of timeless archetypes? Archetoys ticks both boxes: the idea is the brainchild of Floris Hovers, a Dutch designer who uses the simplicity of shapes, colours and materials to seek a balance between work and play, analysis and intuition, craftsmanship and mass-production. Archetoys model vehicles bring together a range of different aspects: the study of toys of the past, personal memories, graphics and industrial design, the discovery or rediscovery of sensations that are concrete and not simply virtual, the pleasures of playing and of collecting.

material /

in steel profiles painted in epoxy resin.



colours and dimensions /



CAR 1 Green 5037
15x 4,5 x H 4,2



SPORT CAR Blue 5052
15x 4,5 x H 3



AMERICAN CAR Pink 5086
16,5x5 x H 2,7



NEW YORK TAXI Yellow 5034
14x 4,5 x H 4,2



LONDON TAXI Black 5130
12x 4,5 x H 5



POLICE CAR Brilliant Blue 5051
13x 4,5 x H 4,2



HEARSE Black 5130
18x 4,5 x H 4,7



LONDON BUS Red 5081
18x 4,5 x H 8,2



SCHOOL BUS Melon Yellow 5077
19x 4,5 x H 5,7



DUMP TRUCK Orange 5079
15,5x 5,5 x H 6,1



TOW TRUCK Yellow 5034
14x 4,5 x H 6,5



US TRUCK Grey 5124 White 5105
26,5 x 4,5 x H 6,6



BULLDOZER Orange 5079
11,5x 5 x H 7,5



GARBAGE TRUCK Orange 5079
15,5x 4,5 x H 6,6



ARMY JEEP + CANNON Olive Green 5036
23 x 4,5 x H 2,5



ARMoured VEHICLE Olive Green 5036
13,8x 4,5 x H 3,7



MILK TRUCK White 5105
15x 4,5 x H 3,8



SMALL TRUCK Orange 5078
11,5x 4,5 x H 6,6