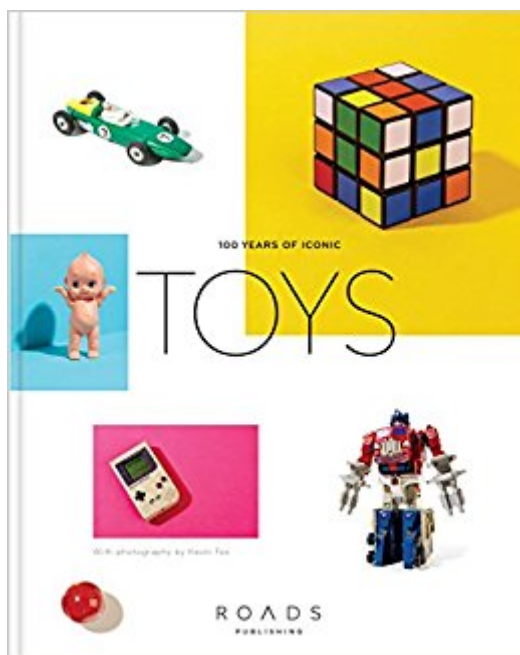


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# Toys: 100 Years Of Iconic Toys



## Synopsis

Featuring favorites from every American childhood from the 1950s onwards, including Mr. Potato Head, Nintendo Gameboy, Barbie, Barrel of Monkeys, Buzz Lightyear, Care Bears, GI Joe, Lincoln Logs, Stretch Armstrong and Tickle Me Elmo. A beautifully photographed, playful look at modern toy design. Nothing evokes emotion like rediscovering a cherished childhood toy. In *Toys!* we have assembled one hundred toys that redefined play and photographed them like the marvels of design that they are. Accompanied by text on each toy's success story, and crowned with an essay on the art of toy design by prolific writer and child development expert, Stevanne "Dr. Toy" Auerbach. This is a warm and insightful journey into the past, featuring familiar faces from Barbie to Buzz Lightyear and spanning the ingeniously simple to the jaw-droppingly complex.

## Book Information

Hardcover: 224 pages

Publisher: Roads Publishing (December 20, 2016)

Language: English

ISBN-10: 1909399906

ISBN-13: 978-1909399907

Product Dimensions: 7.6 x 0.6 x 9.6 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

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Best Sellers Rank: #789,905 in Books (See Top 100 in Books) #150 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Dolls, Toys & Figurines > Toys #393 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design

## Customer Reviews

From timeless favorites such as the yo-yo to board games like *Guess Who?* and *Cluedo*, a new book celebrates 100 years of iconic toys. (Daily Express) This beautiful hard-backed book features iconic toys that span generations. Each toy has a stunning photograph to accompany it and also has a little bit of text about the toy and some notable facts about it too, it gives you the year the toy was first released as well. (Is This Real Life) Essential for lovers of design and nostalgia "and all big kids" *Toys* is a warm and insightful journey into the past that brings back the sense of anticipation we've all felt waiting to get our hands on that new must-have toy. (Creative Boom)

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