

Meet Cubetto, the wooden gadget teaching children to code

Submitted by: The Lenny Agency

Monday, 7 November 2016

UNDER EMBARGO UNTIL 7 NOVEMBER 2016

THE AWARD WINNING CUBETTO PLAYSET NOW AVAILABLE

Cubetto, the award winning coding toy that's getting children ages three and up to learn computer programming away from the screen is officially launching on 1st November 2016.

Educational toys for kids are in demand this Christmas. Among them is Cubetto, a Montessori-approved coding toy, designed to help children aged three years and up to write their first programs using a friendly wooden robot, powered by a revolutionary coding language made of tangible blocks, instead of text on screens.

It provides an important introduction to the subject of computer science, preparing children for the jobs of the future without having them glued to a screen, which is a unique feature of the Cubetto Playset.

CEO and Co-Founder Filippo Yacob explains: "All young children should be empowered to influence the future direction of the digital world we live in, but many are found to still lack computing and coding knowledge from a young age. Cubetto tackles this shortfall by encouraging simple hands-on play that makes learning so much more approachable for all, perfect for schools that teach coding.

"Learning in early years should be fun! The beauty of Cubetto is that it eliminates the need for a computer screen, ticking the box for hands-on play and making learning much more enjoyable while also developing logical thinking, sequencing and coding skills."

Cubetto represents a significant benchmark in the field of computer programming, as it significantly lowering the age barrier for learning to code by removing a screen based interaction.

Earlier this year, it broke crowd funding records by raising \$1.6m on Kickstarter, becoming the most crowd funded ed-tech project in history. It most recently won "Best of the Best" for design concept at the Red Dot Awards, along with a Gold Lion for product design at the Cannes Lions International Festival of Creativity. To be recognised by Red Dot, achieve the highest possible award, and trump fierce competition from 4,689 entries, is a huge step for Primo's design obsessed team.

The aim of the toy is to control Cubetto, a friendly wooden robot who likes to be told where to go and how to get there, by creating sequences of instructions (programs) using the colourful blocks placed on Cubetto's "board" or "control panel". See Cubetto in action here (<https://www.youtube.com/watch?v=yBJWKbv589Q>)

Cubetto is in equal parts tech-innovation, educational tool, and a fun open-ended game, simple to set-up and grasp for both children and adults, providing an easy way for parents and children to spend more time together having fun while learning an important skill for the future.

Primo Toys Investor Randi Zuckerberg explains: "What I love most about Cubetto is that it will give girls and boys the opportunity to learn the basic building blocks of coding, without being glued to a computer screen. As a mum, that's a dream."

Meet cubetto

There are no screen devices or Wi-Fi connections needed to play with Cubetto. He works straight out of the box. The play-set is made up of three distinct elements:

1. Cubetto: A friendly wooden robot who likes to be told where to go and how to get there.
2. Board: A programming console that allows you to control Cubetto
3. 16x Blocks: A set of colourful coding blocks that make up Cubetto's instructions.
4. World Map: A beautifully designed map with an illustrated activity book that helps children and parents get started with play.

A game for the young and young at heart. You use the map to set off on a journey. Completing challenge after challenge, navigating Cubetto from A to B by creating programs with the blocks. By planning these mini adventures on the map, children learn more than just coding, they learn to tell stories, to communicate, to think critically and independently.

The limited edition playset is available to buy internationally from primotoys.com (<https://www.primotoys.com/>) for £159.

-ENDS-

Notes to editors

Primo Toys is on a mission to help children develop and realise their full creative potential. Loved by children and trusted by parents and educators alike, Primo Toys believes that learning should be fun. The company makes smart, screen-less toys powered by a hands-on programming language, designed specifically for children with curious minds and big imaginations.

The company has enjoyed the support of high profile investors, including Randi Zuckerberg and Arduino co-founder Massimo Banzi, and was founded by Filippo Yacob and Matteo Loglio the creators of Cubetto. Primo Toys has nine full time employees in London, and offices in San Francisco and Shenzhen.

Recognised as one of the best educational tools for toddlers, Cubetto was praised by Fast Company and Time magazine as "Groundbreaking". The wooden toy was also exhibited at MIT and the MoMA in NYC.

Awards

- Red Dot 2016 "Best of the Best" for Design Concept
- Gold Lion for product design - Cannes Lions International Festival of Creativity 2016 (Cannes)
- Platinum Best Toy Design award (3-5 years) – Junior Design Awards 2016
- Product Innovation award - GESS (Dubai)
- Maker of Merit Ribbon - Maker Faire 2013 and 2014 (Rome)

- Innovation award nomination - Opening Minds 2014 (Chicago)
- Movers and Shakers award - EdTechxEurope

For further information, samples or product images please contact:
Emma or Sarah at The Lenny Agency on 01484 767 545 or email:
emma@thelennyagency.co.uk / sarah@thelennyagency.co.uk