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
15 × 4,5 × H 4,2

CAR 2 Light Green 5092 + CARAVAN White 5105
23,5 × 4,5 × H 6,2

SPORT CAR Blue 5052
15 × 4,5 × H 3

AMERICAN CAR Pink 5086
16,5 × 5 × H 2,7

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

LONDON TAXI Black 5130
12 × 4,5 × H 5

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

POST VAN Red 5081
13 × 4,5 × H 4,7

AMBULANCE White 5105
18 × 4,5 × H 4,7

HEARSE Black 5130
18 × 4,5 × H 4,7

ICE CREAM VAN White 5105
13 × 4,5 × H 5,7

LONDON BUS Red 5081
18 × 4,5 × H 8,2

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

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

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

US TRUCK Grey 5124 White 510 5
26,5 × 4,5 × H 6,6

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

CRANE Orange 5079
24 × 6 × H 17

ROADROLLER Orange 5079
11 × 6 × H 5

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

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

ARMY TANK Olive Green 5036
14,5 × 5,5 × H 5

ARMOURED VEHICLE Olive Green 5036
13,8 × 4,5 × H 3,7

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

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

FIRE TRUCK Red 5081
19 × 4,5 × H 7

TRACTOR 1 Red 5081 + WAGON Pastel Blue 5053
25,5 × 5,5 × H 7

TRACTOR 2 Green 5091 + WAGON Pastel Blue 5053
25,5 × 5,5 × H 6,5

FARM Red 5088
40 × 30 × H 22

PLANT Orange 5079
40 × 30 × H 18

MAGIS