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DEVILROBOTS & KENNYSWORK IN SINGAPORE

- Launch of To-Fu Molly Son & Strawberry versions
- Molly Play To-Fu released

Singapore – 06 April 2009 – The long awaited Son & Strawberry versions of To-Fu Molly finally launches with an autograph signing session by creators the DEVILROBOTS from Japan and KennysWork from Hong Kong. Held at the Liang Court Atrium (in Singapore) over a 2 day period, the event allows fans a rare chance to meet with their favourite toy designers.

The first of the To-Fu Molly figurines was released in 2008 to a roaring success. The overwhelming popularity of the To-Fu Molly Mother version prompted both designers to produce two (2) more designs – the Son & Strawberry versions.

By bringing internationally renowned artists from the industry to Singapore, Play Imaginative hopes this will help to promote the designer toy movement in Singapore. “The main aim is to create and cultivate a community of designer toy fans, and one way to do that is to give them something to be excited about. Meeting the creator of your favourite toy is a rare opportunity for local fans, and helping them achieve this is pretty exciting for us as toy lovers too,” said Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative.

In addition, visitors can look forward to the release of the 2.5” Molly Play To-Fu, also a design collaboration by the DEVILROBOTS and KennysWork. With only 500 pieces produced, this limited edition goodie is only available at the autograph session.

LIVE IN SINGAPORE - DEVILROBOTS & KENNYSWORK
Date: 25 - 26 April 2009, Saturday - Sunday
Time: 2 - 4pm, and 7 - 9 pm on both days
Venue: Liang Court Atrium

For more details, visit <http://playimaginative.com/mollytofu>

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**To-Fu Molly –
 Mother Version**
 Launched June 2008



**To-Fu Molly –
 Son Version**
 Launch: April 2009



**To-Fu Molly –
 Strawberry Version**
 Launch: April 2009



2.5” Molly Play To-Fu
 Available only at
 Autograph Session!

To-Fu Molly

Wearing a To-Fu crown that’s twice as big as her head makes Molly stand at 10 inches tall – she only just manages to balance! With Molly’s signature blue eyes and pouty lips, coupled with the cute-as To-Fu face on the crown, any To-Fu Molly figure is surely an irresistible collectible!



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About Play Imaginative Pte Ltd

<http://playimaginative.com>

Singapore-based Play Imaginative is dedicated to toy and character designs of the highest caliber and aims to be Asia's premier producer and retailer of limited edition art toys, mass market toy-related products, and designer lifestyle products.

The team endeavours to be at the forefront of avant-garde design concepts by bridging the gap between art, graphic and product design, pop culture, as well as a variety of products and services.

About KennysWork

<http://www.kennyswork.com/>

Hailing from Hong Kong, Kenny Wong is the founder of Kennyswork, a Director at Brothersfree, and a member of the Hong Kong Society of Illustrators. Most well known as the creator of Molly, Kenny loves to paint and sculpt. His works have been on display at the Hong Kong Arts Centre, the Hong Kong Visual Art Centre, the Hong Kong Cultural Centre, the Korea Institute of Industrial Design and the University of Hong Kong's Museum. Kenny has successfully collaborated with companies such as Levi's, Standard Chartered Bank, Watson's, Nikon, Pringles, Nokia, odm, Coca Cola, Medicom Toy, and Disney.

Molly was originally created as a painter, princess, and angel, and is a reflection of Kenny's inner child. Molly represents the modern girl's self-confidence, tenacity and faith in her dreams. With her large eyes, she looks out eagerly at the rest of the world. To date, there are several dozen Molly dolls and close to 100 individual Molly products. Molly is expected to enter the computer/electronics market in 2010.



About the DEVILROBOTS

<http://www.devilrobots.com/>

Established in 1997, DEVILROBOTS are a design team of five (5) from Japan that are well known for their whimsical, yet sometimes sinister characters and designs. Led by the Art Director Shinichiro Kitai (pictured left), DEVILROBOTS specializes in graphic and character designs, illustrations, motion graphics and web design. As the creators of the recognizable TO-FU Oyako!, one of Japan's most popular contributions to the toy world, DEVILROBOTS has demonstrated how a simple character can be turned into a useful and emotive medium. With exhibitions held in Japan, New York, and Paris, they are highly recognized worldwide for their works. A little evil and robotic fun is their taste, and the original world of "Cute, but Toxic" is in effect.