

PHOENIX
A SPIN THROUGH CREATIVITY

YOC

avedition



YOYO BOOK

A SPIN TROUGHT CREATIVITY



Since 1987, every intern at PHOENIX has been asked to design a Yoyo, a tradition that began as a creative challenge and evolved into a rich dialogue between human and object.





Principal Design
Researcher at
PHOENIX,
Caro Schmitt
did her YOYO
in 2014

The Yoyo Book is a curated journey through this ongoing tradition. It features photographs, sketches, and reflections from designers and fresh minds who took on the yoyo challenge.





Design Director
at PHOENIX,
Moritz Kemper
did his YOYO
in 2008

More than a visual archive,
the book serves as a
metaphor for the PHOENIX
approach to innovation:
**constantly evolving, always
open to reinterpretation.**



