

**Press release**

**Publishers for Architecture  
and Design**

We recommend for review in your journal / newspaper:

**Yoyo**

**A Spin Through Creativity**

**Ed. PHOENIX**

- **Over 200 creative interpretations of this popular Toy**
- **Award-winning studio, based in Stuttgart and Shanghai**
- **Source of inspiration for all designers**

At the heart of this book lies a unique tradition. A ritual that is more than a creative exercise; it is a transfer of momentum — that breaks paradigms, encourages risk-taking, and sparks transformation through play. A Yoyo is a simple object, yes, but one that invites bold questions, material experiments, and conceptual freedom.

What emerges is a collection of ideas reflecting the Studio's spirit: reinvention, poetic, precise, and curious. As Europe's most awarded independent design studio, PHOENIX has been a place where innovation meets intention.

The Studio opens a door through this book for the first time, capturing a piece of that journey and celebrating design as a way of thinking, feeling, and reimagining the world.

**Publisher**

The publishing house **avedition GmbH**, publishers for architecture and design, was founded in 1992. Strategically the publishers specialise in interdisciplinary areas of design such as interior and exhibition architecture, scenography as well as product and communication design.

**English / Chinese**

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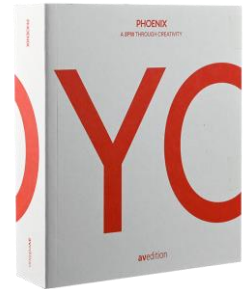
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