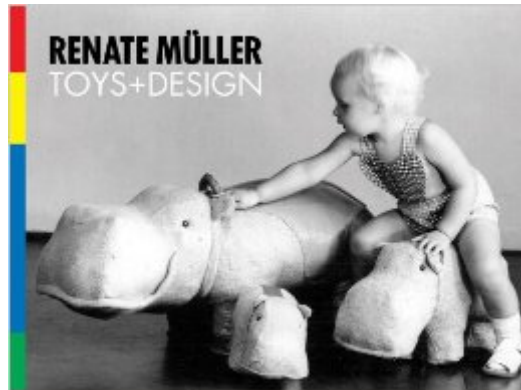


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# Renate M ller: Toys & Design



## Synopsis

Made of beige open-weave jute with colored leather accents, Renate Mä Iler's toy animals and shapes are some of the sweetest, most endearing and simply artistic toys that have ever been made. They were conceived in the early 1960s, as part of an endeavor launched by Helene Haeusler at the Sonneberg Technical College for Toy Design in Germany, and were designed to fulfill the need for large, brightly colored stuffed animals to enhance orthopedic exercises and balance coordination for mentally and physically handicapped children. Mä Iler's toys debuted at the Leipzig Fair in 1967, were tested by psychiatric hospitals and clinics throughout Germany and proved a huge hit. In fact, her alligators and rhinos were so lovable, her fabric bowling pins so beautifully made, her hippos and elephants so comforting, that they quickly became coveted by design buffs worldwide, and they have remained so to this day. In 1990, Mä Iler took over the rights to her designs and continues to hand-produce very limited quantities of these classic designs as well as new designs. Renate Mä Iler: Toys + Design is the first monograph on Mä Iler's work available in the United States. Coinciding with a wave of renewed interest in therapeutic toy design, and with Mä Iler's first solo exhibition, at R 20th Century, this volume inspires and delights in equal measure.

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