

*Press release cuboro Ltd.*

### **cuboro - the marble track for a lifetime**

cuboro, the Swiss enterprise with the same name, offers a marble track system which grows with the child. Whether the marble rolls on, under or even through the middle of precisely manufactured beech wood cubes, or takes its way over straight lines, curves or crossroads, depends on the stage of development. The construction set, designed as a marble track system, encourages experimenting and activates the discovery of spatial, physical, mathematical as well as aesthetic aspects.

### **A two-dimensional start**

For pre-schoolers only what they see is what exists. In this phase of life, children are aware of their world two-dimensionally. Accordingly, they build flat tracks at only one plane, or simple towers where the marbles run along only visibly on the cubes. The construction of track courses from the top to the bottom or down "the stairs" leads to a first experience of the different levels in space.

### **The labyrinth of the cubes and marbles**

At school age, children start to build track systems with different levels (floors) and eventually discover invisible train courses with the tunnel elements. By and by, consciously planned constructions are formed according to criteria like direction and route, number of elements per level and usage of the multiple functions of the single wood cubes. In another step, geometry comes into play. Small "master builders" develop symmetric train courses, define the form of the base and make aesthetic structural designs come true. From this age phase to adulthood, planning according to mathematical and aesthetic principles, using the full capability of the ball movements and the infinite combination variety, is a never ending challenge.

### **From the hundredth to the thousandth**

All necessary cubes for the described steps are already found in the cuboro starter set and with it innumerable variations are possible. Various supplementary sets contain thematic extensions and can be combined with every other set arbitrarily. With the cunning box of tricks, marbles even learn to fly. cuboro quickly turns out to be a long-term investment; whoever banishes the cuboro box onto the shelf, sooner or later, reaches for it again to test the limits of imagination.

In whatever case the little and big "architects" go to work, whether experimenting by pure accident or planning and calculating from A to Z, the multigenerational game cuboro offers lasting playing pleasure.

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### **cuboro - the marble track system for a lifetime**

cuboro was developed in 1979 by Matthias Etter in work with special schoolchildren as a simple instructional game with six elements. Matthias Etter improved the system in 1985 to put it on the market with 12 elements as a family game. The game gradually was enlarged with thematically selected elements in supplementary sets. 82 different elements are available at this time.

cuboro has won three distinctions: 2004 the German toys prize "Das goldene Schaukelpferd" in the category "for artists and master builders", 2003 the American "Major Fun Award for Toys" and 1995 the designer prize "Complimenti" of the Swiss trade fair Ornaris.

Playing age	5 to 99 years
Material	Beech wood cube (5 x 5 x 5 cm)
Design	Matthias Etter
Production/Distributor	Switzerland/cuboro Ltd.

### **About cuboro Ltd.**

Founded in 1997 with headquarters in Hasliberg Reuti/BE the Swiss company cuboro Ltd. also distributes, along with high-quality wooden toys - 100 % produced in Switzerland - like the cuboro and cugolino marble track system and the strategical construction game babel, the didactic jigsaw puzzle Alhambra as well as Japanese precision marbles. Founder of the company and inventor of cuboro, cugolino, Alhambra, babel and Serendipity (Schmidt Spiele) is Matthias Etter. New games and concepts for game animations are in the midst of development.

### **Press photographs/Information**

More information and press photographs to be found online at [www.cuboro.ch](http://www.cuboro.ch) or at cuboro Ltd., CH-6086 Hasliberg Reuti/Switzerland, phone 0041 (0)33 971 59 50.