

RETAIL

2021 / 2022



www.koakoa.fr

KoA KoA

Once upon a time...

...all of us were natural makers. We knew how to do everything : from preserving our food, to building our homes or sewing our clothes. Kids could build their own toys.

Then, supermarkets arrived in our cities and super sophisticated computers arrived in our pockets. And we became completely disconnected from where things come from.

We became “consumers”.

We lost the knowledge to fulfill our basic needs, when making is the oldest human endeavor.

KOA KOA IS ON A MISSION TO PROMOTE THE MAKER MOVEMENT !

With our kits, kids can build their own toys to discover —in a tangible way—mechanics and science. Our kits enable kids to reconnect with the physical world and live a unique experience to understand how everyday objects are made.

Our kits are an opportunity for kids to **develop their inventor mindset**, their problem solving skills and to do something incorrectly as a way to learn.

We are very inspired by the **Maker Movement*** and hope to help grow the next generation of Makers !



THE MAKERS

The story began when Kim Goldstein, a mother of two came back to France after 3 years in New York working for Nickelodeon where she discovered the growing Maker Movement. She wanted to find a way to promote it towards kids.

It's Oscar Diaz, a London based industrial designer, who made this project a reality. He brought his visual sensitivity, his keen interest in sciences as well as his ability to jungle with concepts to learn in a tangible and fun way.

*The Maker Movement was born in California around 2005. It gathers a community of people who design and make things themselves using real tools, digital tools, and using the knowledge that is available on the Internet.

THE STORY BEGAN IN 2014

Launched in 2015, Koa Koa's unique approach combining Art, Science and Technology has immediately attracted attention.

The company was launched through an ecommerce website that was like a test laboratory : more than 25 ideas have been launched and tested with our community of engaged parents.

In 2016, Koa Koa was invited at the Milan Salone del Mobile, giving the project more visibility. >

➤ In the beginning of 2017, the first tests in retail were very positive (in France, Italy and South Korea).

All these feedbacks allowed us to select 7 products to launch the range for retail. The packagings are vivid, fresh, they have this handmade feel but are still very contemporary.

The range embraces a large variety of themes, activities and skills. It targets an age range from 6 to 10.

Most of all, we wanted the products to remain affordable

All the products are exclusively made in Europe.

Our kits stimulate the curiosity and invention spirit of the new generation. They are an invitation to make, invent, be creative...and change the world of tomorrow.



“Koa Koa: hidden behind this funny name, are DIY kits for kids that are particularly innovative. Why do we like them? Because they allow kids to build their own toy from A to Z, while discovering science and mechanics in a fun way”



Koa Koa was
born out of
simple idea:

Let kids build
their own toys
to understand
Art, Science
and Technology.



“Sorry Apple, Koa Koa’s little boxes of science goodness are so fascinating and engaging, they make kids forget the iPad even exists.”

~ Babyology (Australia)



Hand crank doorbell for your room

MAKE

Use the gears, bike bell, screws, washers, nuts, etc. to build a doorbell for your room !

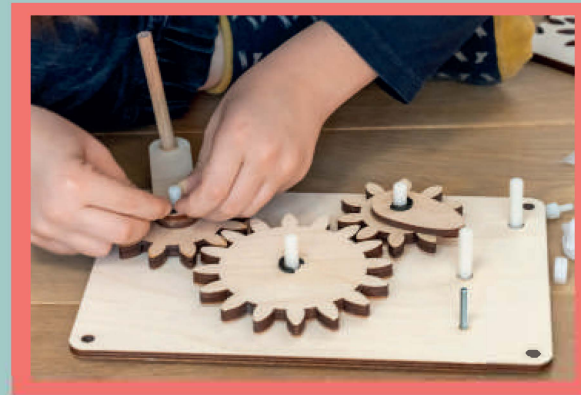
LEARN

The crank, the rack, the pinion, and how cogwheels work.

PLAY

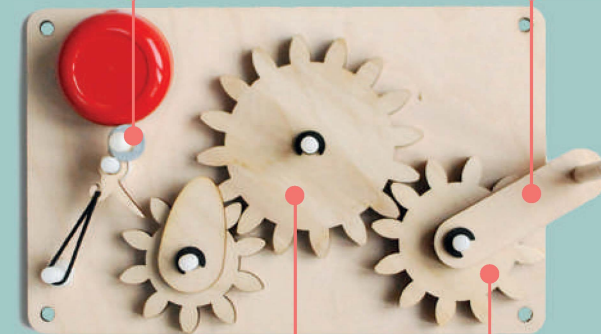
Turn the crank: look at the gears enter into motion, then push the hammer that hits the bell.

Once it is all put together, you can paint your doorbell. There are 4 holes on the plank so you can screw it to your bedroom door.



HAMMER

CRANK



WHEEL

PINION

How do gears work ?

What's the difference between the rack and the pinion ?

What is a gear ratio ?



Color this T-shirt to discover your anatomy

COLORATE

Add color on the tee-shirt with the 4 textile felt pens that are included in the kit. Once you are done, ask an adult to iron the tee-shirt on the reverse side in order to stabilize the colors.

PLAY

Unleash your creativity : add a different color on each organ, draw patterns, add

little eyes on the organs...

EXPLORE

Put the tee-shirt on: you can now localize the organs directly on your body!

The pamphlet explains the role of each organ in our body, as well as how our organs react to our emotions.



**Localize the organs directly on your body!
Learn about your anatomy in a fun way!**

1. Add color on the tee-shirt with the 4 textile pen included in the kit
2. Ask an adult to iron to fix the colors. Put the T-shirt on.
3. Localize the organs directly on your body!



Build glasses to see like 4 different animals

MAKE

Use the different parts to build a casing that is then attached on the glasses. You can now change the mirrors and lenses to experiment 4 different visions:

- eagle (aerial vision)
- ray (downward)
- insect (kaleidoscopic vision)
- and the most incredible: fish (both side at the same time, lateral vision)

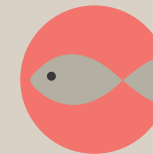
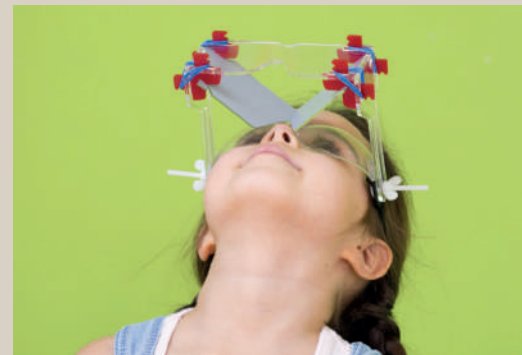
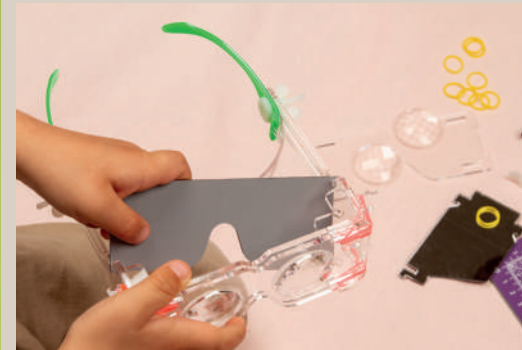
PLAY

Try to move and walk while wearing the glasses. Experiment different fields of vision.

LEARN

The role of the brain in the vision. The vision of the prays, the vision of the predators.

Have you ever dreamt of seeing the world as animals do? Explore the world through their eyes and take on a trip between science and imagination.



Have fun changing visions as much as you want !
Under which animal's skin will you enter ?
The insect, the fish, the ray or the eagle ?



Make a flashlight

MAKE

Put the different parts together then connect the electric components, to build your own torch lamp.

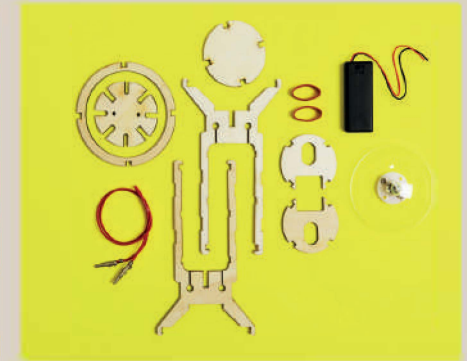
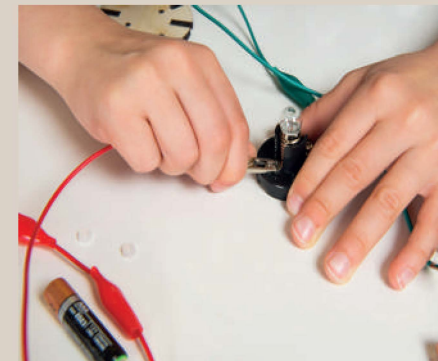
PLAY

Build a mini circuits with the different components.

LEARN

Discover the basics of electricity by playing with the components.

The pamphlet explains how electricity works, the electrons, alternative and direct current.



What's inside a lamp?

Have fun with crocodile leads, wires, bulb...and discover how circuits work.





Glow-in-the-dark constellations poster

DRAW

Connect the dots on the poster (size A2) with the white marker included in the kit.

Stick the 160 glow-in-the-dark dots on the constellations.

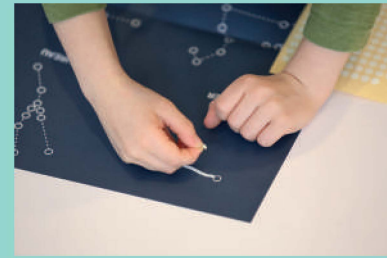
PLAY

You will obtain a very simple but very graphic poster with the zodiac constellations.

But it's at night that the real magic comes to life as the 200 dots glow in the dark...

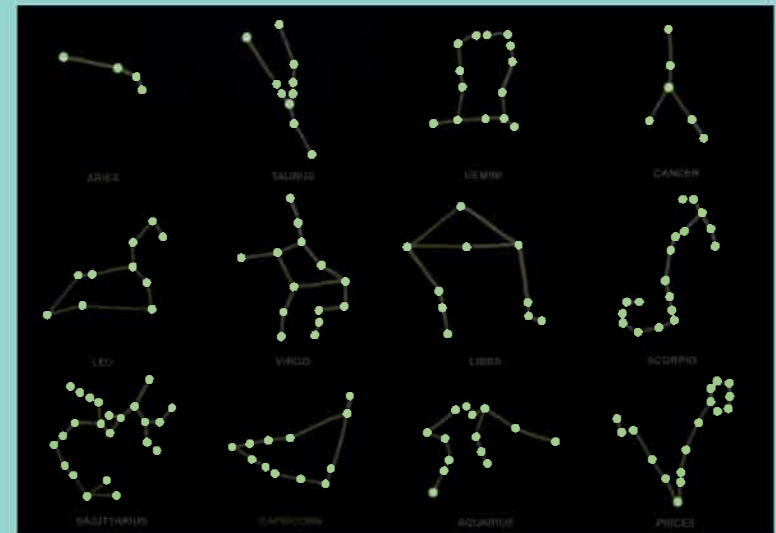
LEARN

Thanks to the pamphlet, you will discover which animal is hidden behind each constellation.



1. Connect the dots on the poster with the white marker (included in the kit).

2. Stick the phosphorescent dots and turn off the light : that's when the magic happens. you have beautiful, minimalist poster that glows in the dark.





Make a Pencil Sharpener

PLAY

Make your own hand crank pencil sharpener using bevel gears. Assemble more than 30 parts : washers, bevel gears, screws, wooden parts.

LEARN

Discover how **bevel gears** work, gears ratios and power

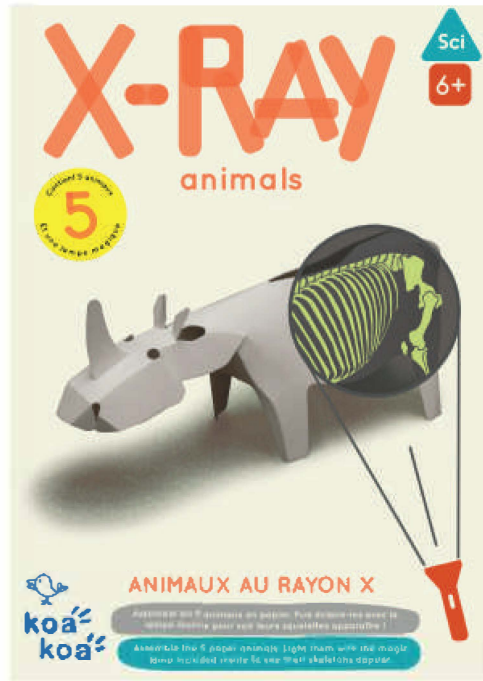
transmission.

RECYCLE

To build the shavings reservoir, you will have to find an empty jar. **Learn about recycling** and how to give a second life to the objects around you !



Build the a hand crank pencil sharpener and learn how bevel gears work. Upcycle ! Give a new life to an empty glass container !



X-Ray animals

BUILD

Punch the cards, fold and assemble the 5 animals :

- giraffe
- rhinoceros
- zebra
- elephant
- tiger

PLAY

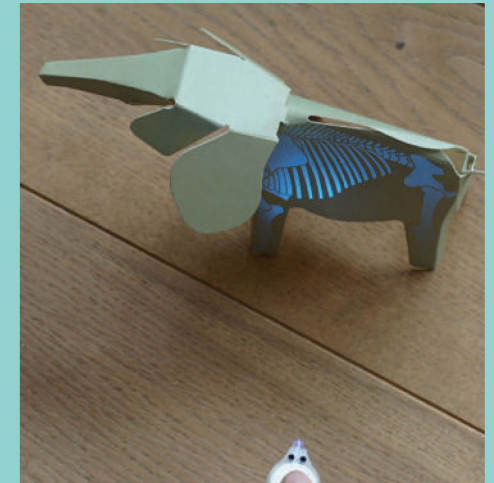
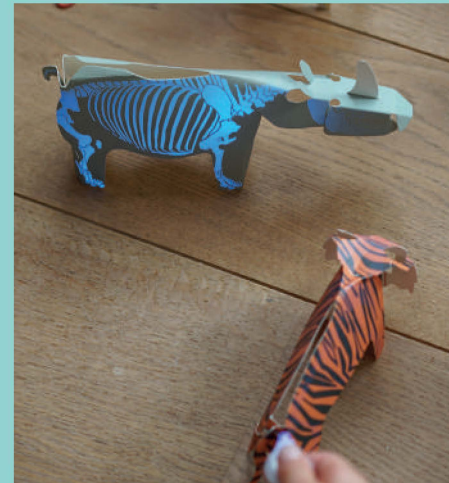
Light up the animals with the mini black light included in the kit.

YOU WILL SEE THEIR SKELETONS - INVISIBLE WITH THE NAKED EYE - GLOW UNDER THE BLACK LIGHT !

LEARN

Discover fun facts about wild animals.

*



Light up the 5 animals with the magic lamp included in the kit. You will see the animal's skeletons appear and glow under the blue ray of the flashlight.





Make a money box

BUILD

Build a money box using wooden parts : everything is included in the kit.

PAINT

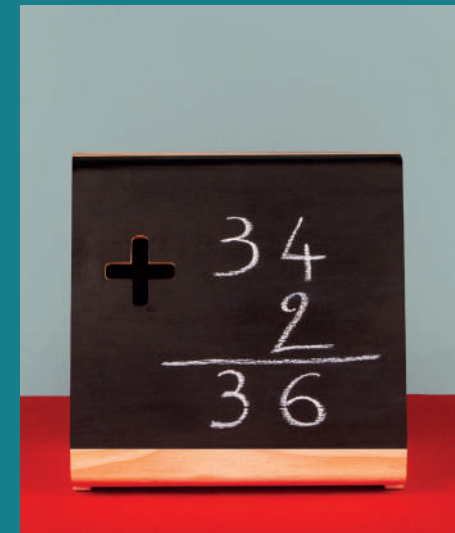
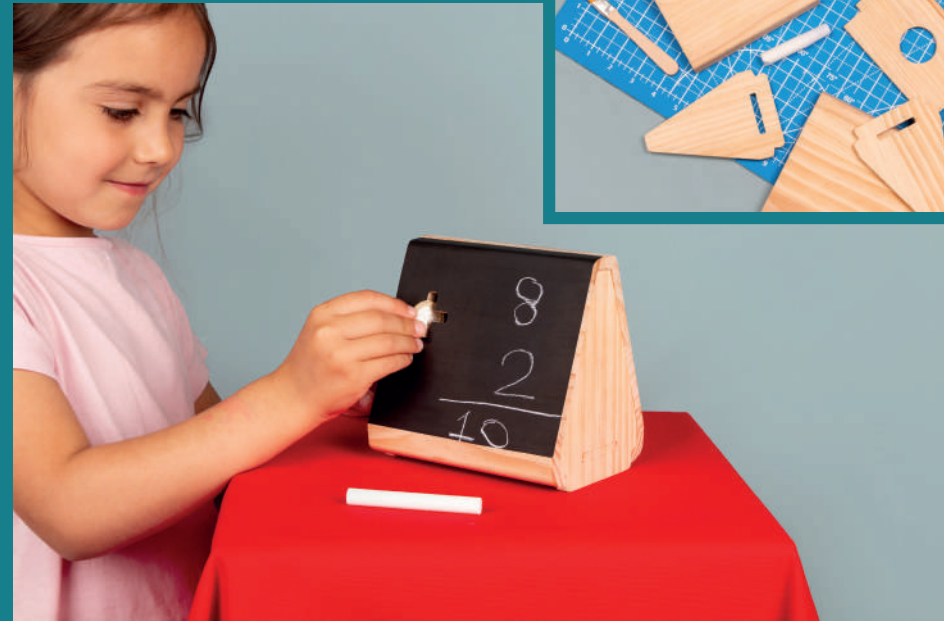
Use the included **chalkboard paint, brush** and **tape** to make the front side of your money box a blackboard.

The tape will help you make nice and clean edges.

COUNT AND LEARN !

Add your savings in the hole in the shape of a **PLUS** sign. And **make additions** directly on your money box.

AVAILABLE 11.2021



Build a money box... and become a math champion !



THE BOOKLETS

All the instructions are in 5 languages:
English, French, Spanish, German, Dutch.

All the kits come with a booklet in two parts that contains:

- 1- step-by-step illustrated instructions
- 2- educational content



Why do we have two eyes?
What is a gear ratio?
What's inside a battery?

STEP-BY-STEP ILLUSTRATED INSTRUCTIONS

EDUCATIONAL CONTENT

What is a gear ?

A gear is a mechanical part that transfers motion and force. It is a simple machine that can be used to change the direction of motion, to speed it up or slow it down, or to change the force applied to it.

Spur gears are the most common type of gear. They are used in many applications, from clocks to cars.

Bevel gears are used to transfer motion between two shafts that are not parallel to each other.

Planetary gears are used in many applications, from cars to space exploration.

The crank is a part of a machine that converts rotational motion into linear motion. It is used in many applications, from bicycles to engines.

The different types of gears

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The crank is a part of a machine that converts rotational motion into linear motion. It is used in many applications, from bicycles to engines.

The chain drive is a type of gear drive that uses a chain to transfer motion between two shafts. It is used in many applications, from bicycles to industrial machinery.

Planetary gears are used in many applications, from cars to space exploration.

Disponible en 5 langues sur www.keakea.fr

#keakea

THE KITS

* RETAIL PRICE, 20% VAT INCLUDED

koa
koa
activité
N°1



Make a crank
operated doorbell
£29

koa
koa
activité
N°6



Glow in the dark
constellation poster
£19

koa
koa
activité
N°2



Color a T-shirt, and
discover your anatomy
£19

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koa
activités
N°7



Make your own
pencil sharpener
£29

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koa
activité
N°3



Animal vision
glasses
£29

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X-Ray animals
£17

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Make a flashlight
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activités
N°9



Make your own
money box
£29

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