

# URBAN TOYS LAZZYBOYS DIY FULL CUSTOM *DESIGN*

Written Project Report

Study Programs Product Design

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## ABSTRACT

Urban toys has become a new trend in Indonesia especially to toys collector. It can be seen at a creative event of urban culture/pop culture theme like comic con. Urban toys is very unique because urban toys were created from wild imagination which depicts a message made by toy designers or the artist themselves. For the design, I take into consideration to choose the many shape of urban toys from iat and toys in which recently become a trend. Lazy boyz is the first urban toy which have joint ball on it's socket, so it can do flexible move, and change the body gesture form without the need to mess with the head's settings.

Toys had other supportive material in order for it to be well known and marketly sold to society, especially to urban toys enthusiast. Its purpose is to make urban toys to become more interesting and unique when society see it. the material or other additional object like packaging, name card, logo, website, etc, urban toys can also do custom order according to the interest and desire from the urban toys customer and enthusiast.

*keywords : Lazyboyz, urban toy, urban art, art toy, blank character, DIY toy, Do it Yourself, Clay, Packaging, Name card, Logo.*

# PERANCANGAN URBAN TOYS LAZZYBOYZ DIY FULL CUSTOM

Pertanggungjawaban Tertulis

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## ABSTRAK

Urban toys telah menjadi trend baru dikalangan masyarakat Indonesia khususnya pengkoleksi mainan. Ini terlihat pada event kreatif bertemakan urban culture/pop culture termaksud COMIC CON. Urban toys sangat unik karena terlahir dari liarnya imajinasi dan terdapat pesan didalamnya yang dibuat oleh desainer toy atau si artisnya sendiri. Dalam perancangan ini, saya mempertimbangkan pemilihan bentuk urban toy, macam – macam karya urban toys IAT dan trend urban toys yang ada pada saat ini. Lazyboyz adalah salah satu urban toys pertama memiliki joint ball pada sendinya, yang dapat dimainkan secara fleksible, sehingga dapat mengubah bentuk gestur hanya dengan memainkan arah kepalanya.

Toys memiliki material pendukung lainnya agar dapat dikenal serta di pasarkan kepada khalayak umum, khususnya peminat urban toys, agar urban toys menjadi lebih menarik dan unik ketika dilihat oleh masyarakat. Material atau benda pendukungnya berupa packaging, kartu nama, logo, website, dsb. Serta urban toys dapat di custom sesuai minat dan keinginan dari setiap peminat urban toys.

Kata kunci : Lazyboyz, Mainan urban, Seni Urban, Mainan seni, Karakter polos, Mainan *DIY, Do it Yourself, Clay*, Kemasan, Kartu nama, Logo.