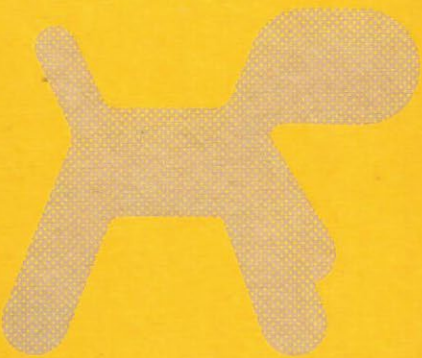


**Design  
for  
Children**



**Play  
Ride  
Learn  
Eat  
Create  
Sit  
Sleep**



**PHAIDON**

Kimberlie Birks





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Plüi Rain Cloud, 2014  
Alex Hochstrasser (1973–)  
Moluk

'I think I'm lucky to have retained a sense of wonder and a fascination for the "magic" objects I had as a child,' says Alex Hochstrasser. His award-winning bath toy, Plüi, demonstrates this, turning bath time into a fascinating science lesson about the water cycle. Named after the French word for rain, *pluie*, this little cloud fills with water when submerged. Children can then lift it out of the water, controlling the flow of the rain shower by covering a small hole at the top of the cloud with their finger. Phthalate-, latex- and BPA-free, the plastic toy has a hidden latching mechanism that enables easy cleaning. Hochstrasser launched the Zürich-based toy company Moluk with his sister Dora, a trained architect, in 2011. At a time when toys are becoming increasingly virtual, Moluk is committed to creating totally manual toys, which are sustainable, gender-neutral and encourage children to move and explore.