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# I Am Plastic, Too: The Next Generation Of Designer Toys



## Synopsis

The designer toy explosion continues in Kidrobot's™ second book, *I Am Plastic, Too*, which features a worldwide survey of the newest, rarest, and most sought-after toys. By offering designers, comic book artists, illustrators, and graffiti artists a new outlet for their creative energies, these toys become miniature works of art, collected and coveted by fans everywhere. Showcasing examples from more than 140 artists and companies from six continents, this book includes images of scarce, limited-edition toys and extensive interviews with 13 of the hottest designers working today. Many of the most popular creators from the first book are back, along with new faces such as Amanda Visell, Brandt Peters, eBoy, Jon Burgerman, Kathie Olivas, and Tara McPherson. Praise for *I Am Plastic, Too*: "The scope of these plastic critters, which range from the abstract to the downright lewd . . . is wonderfully surveyed." --The New York Times

## Book Information

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## Customer Reviews

With *I Am Plastic, Too: The Next Generation in Designer Toys* the exploration of the designer toy phenomenon by Kidrobot's Paul Budnitz picks up from where his first book left off. And much like the first *I Am Plastic, Too* is a highly personalised overview of some of the best art toys created in the past few years; ranging from vinyl and resin figures to those made from wood, and even a small selection of plush toys. The book also focuses on one of the latest and most exciting developments in designer toys, the production of one of a kind custom figures. These custom figures are unique signature objects and often run into the many thousands of dollars in cost, and as a result are

greatly desired. This has required the regional production of these one off toys also undergo a shift of focus from East Asia to the West (primarily America) where the vast majority of artists now live and work, and that too is reflected in this book. Making a selection of art toys for inclusion in this book was always going to be a difficult task, for compared to even three years ago there's a plethora of new artists working in the medium so inevitably some were going to be included and others excluded. Of course this choice was made easier by the fact that Paul Budnitz has a highly idiosyncratic, particular and eclectic taste that is unmistakably his. But for me the great beauty of the designer toy phenomenon is that not every artist is going to appeal to every collector, some will have favourites whose output they follow avidly and others they aren't especially interested in.

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