

company background

Gonge is a Danish company that designs and manufactures furniture and creative learning toys for pre-school institutions in around 40 countries worldwide.

The company's focus on quality and design allows them to produce timeless toys that continue to offer the same benefits to children year after year.

Gonge's visual style varies from product to product, due to different designers working on parts, but there is a consistency in using bright and friendly colours throughout their line.



user benefits

research

Generally, a spinning thing gains its stability from gyroscopic effects and centripetal forces acting on it. In the case of a hoop, there is not enough mass, nor high enough RPM to enjoy the stabilizing gyroscopic effects. A hoop therefore is only truly affected by the centripetal force and its moment of inertia, which means it stays rolling upright because it started rolling upright, and the larger its diameter, the more it will resist to falling over. These two properties are connected by Newton's Law of Inertia which states:

"A body stays at rest or moving straight forward except if it is compelled to change its state by outside forces"

In this context the inertia refers to resistance to change. An example of this is clearly shown as a man crossing a tight rope uses a long pole to stabilize himself as the longer the pole, the more force it will take to move it and the slower it will move as well.

experience

meaning

User ergonomics and limited motor skills puts limitations on the design

context

- There is a large difference in ability between 4 - 7 year olds.
- Children are short
- Children cannot run very fast
- Younger children cannot control fine muscle movements

These all affect the design of this product.