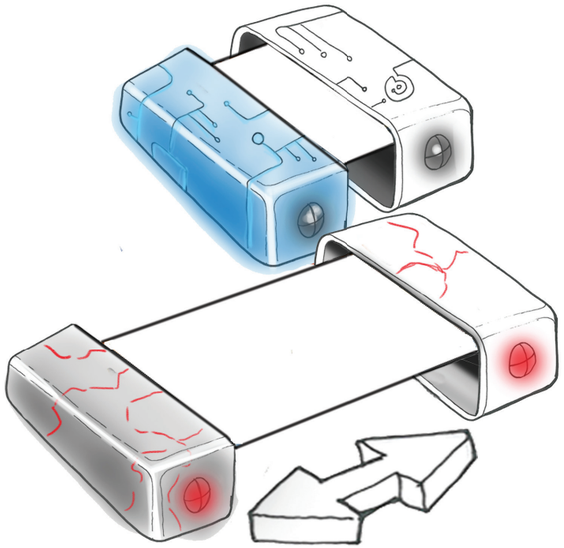
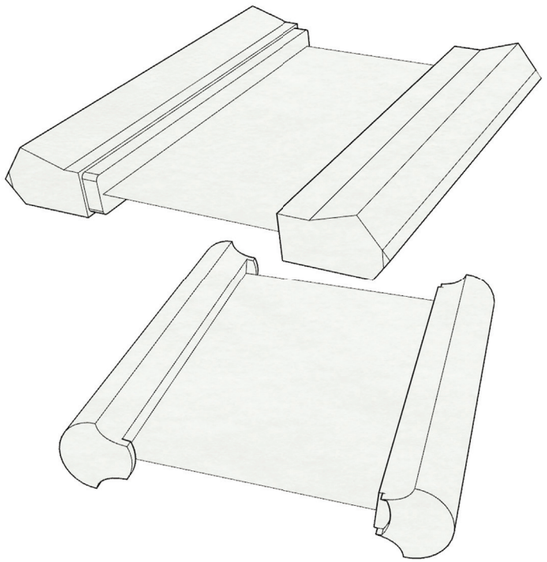
Play-Mat

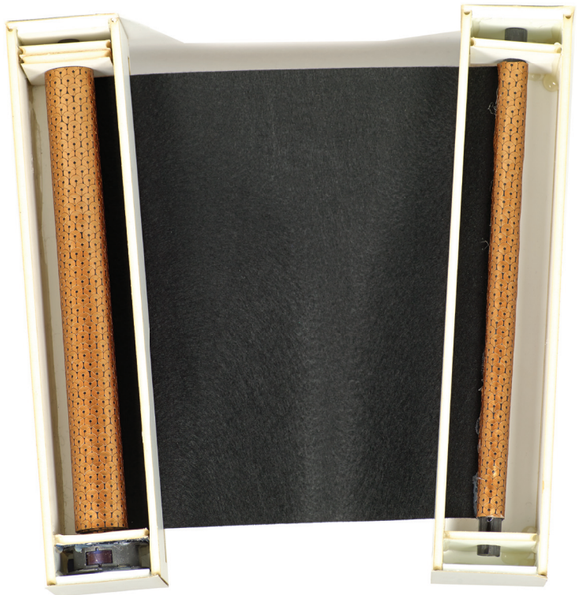
Make it Function



I wanted a themed tablet that housed the play mat when not in use. This would help it survive in a child's backpack. I was concerned that a chipboard body with a litho wrapped skin wouldn't be strong enough to support a winding mechanism.

I deconstructed several simple inexpensive tape measures and selected the smallest one for the prototype.



The final result was a full sized functional transformer. While the aesthetic of the object has yet to be tailored to the desired customer or brand, the overall feel of a self retracting play-mat is undeniably cool when it's in your hands even with out it.

I was very proud of this prototype and I look forward to continuing to iterate on this concept in the future.