

## **Qirtas**

Saudi Arabia

<b>Implementing Agency/organization</b>	Qirtas
<b>Implementation Period</b>	Feb/2016 – Present
<b>Location ( City and Country)</b>	Saudi Arabia - Riyadh
<b>Total Cost to implement the Project</b>	N/A
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### **The Challenge**

The Arabic culture went through golden era of breakthrough inventions; children worldwide are unaware that they are surrounded by inventions rooting to Arabic inventors.

In our high-speed digital era, parents struggle to maintain the value of physical toys. There is a growing need to engage in tangible toys to compete against the emerging digital platforms.

There is a global shift towards improving education; an arising solution is an educational entertainment, in which our toys serve.

### **The Innovation**

Providing children with fun engaging experiences while exposing them to insights of the Arabic inventions and their creators, in order to inspire them to create themselves. Making packages that contain educational information as well as a tangible experience in replicating the original inventions and learning basic mechanical engineering.

The first launch will focus on series of various inventions as full experience puzzles.

### **The Impact**

An emotional experience that educates users about great history, while entertaining them with powerful interaction. It has educational, cultural, fun, and aesthetic values that can remain as a collectible and an icon of one of the history's greatest treasures.