

ABOUT TREXII

Trexii is the first Singaporean designer canvas toy, born in Singapore and manufactured in 2004. Back in 2024, while commemorating Trexi turning 20 years old, we re-engineered the figure to a new shape, retaining the characteristic & neat “rotating head” function, to give it a fresh appearance and renamed it Trexii (double “i”). Trexii, the most recent name, represented its progress into a new generation.

A versatile canvas toy that can be customized in various styles by designers and artists using different mediums. Trexii is a stylish figure that embodies instant charm, individuality and is fun, contemporary, trendy, and inclusive.

Trexii speaks in multiple languages and rises above worldwide borders, coming to gatherings of people at all levels without any boundaries. This designer canvas toy could be a remarkable medium for different ideas and imaginations of the customers. It serves as an exceptional communication and branding platform—a energetic all-in-one bundle that meets all your needs.

Trexii is a Registered Design (Design Number: 30202400082P).



ABOUT TREXII

Since 2004, thousands of designs have found their way onto Trexii.

International Brands: Coca-Cola, Canon, Adidas, Nike, Adobe, Guinness, DHL, Mitsubishi Motors, Motorola, Kinokuniya, Bausch & Lomb, OMD, Capcom, Nestle, MSN, IBM, O.D.M.

Singapore Corporate Brands: Starhub, Fraser and Neave, ST Electronics, Creative Technology, Certis Cisco, MediaCorp Channel U, MediaCorp Publishing, MDIS

Singapore Government Bodies: Media Development Authority of Singapore, Singapore Tourism Board, Economic Development Board, Singapore Sports Council, Sentosa, Singapore Post, Singapore Discovery Centre, Singapore Turf Club, Singapore Polytechnic, Intellectual Property Office of Singapore

Licenses: Disney, DC Comics, Looney Tunes, SpongeBob SquarePants, Paul Frank, Care Bears, Old Master Q, Naruto, Garfield, Happy Tree Friends

Celebrities: Andy Lau (刘德华), Edison Chen (陈冠希), Kenny Bee (钟镇涛), The Wynners (温拿乐队), Huang Tzu-Chiao (黄子佼), Sodagreen (苏打绿), Vanness Wu (吴建豪)

Urban Artists / Designer: Tokidoki, Gary Baseman, Kenny Wong, Devilrobots, David Horvath, Joe Ledbetter, Mori Chack, Jon Burgerman, Jeremyville, TOUMA

I AM TREXII

June 2004, born in sunny Singapore;
Trexii is my name!

You can make me what you like, even play a game!

Draw me as an animal, design me as a man, paint me as an alien, be all of these I can!

Mix and match my upper head, rotate my head one way, I could have a different face, it could change every day!

If you have a story, if you want to share, I can tell it for you, and that's because I care!

I'm a trendy, cool collectible, I'm customisable, super incredible;
I am your creative miracle!

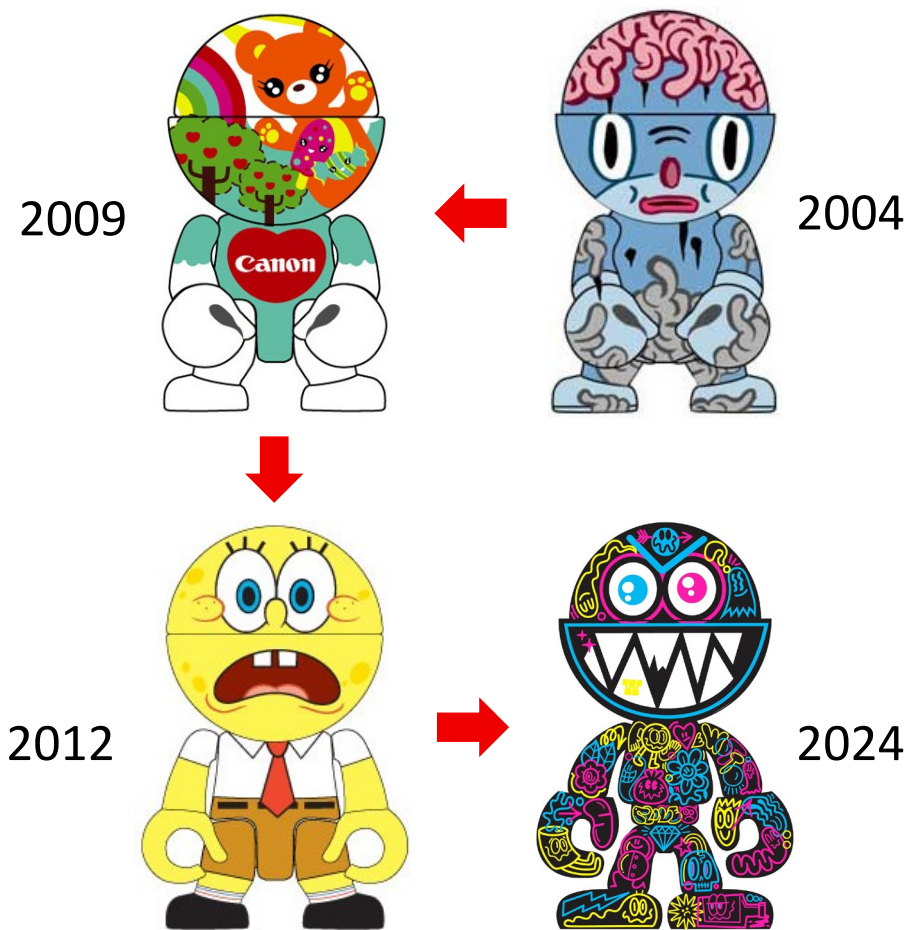
TREXII LOGO



THE EVOLUTION OF TREXII

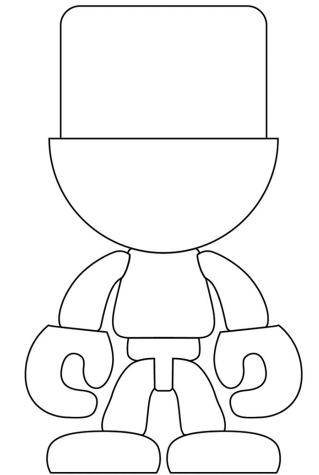
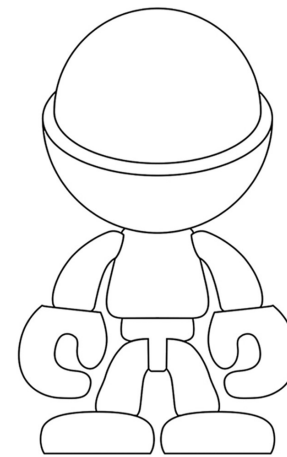
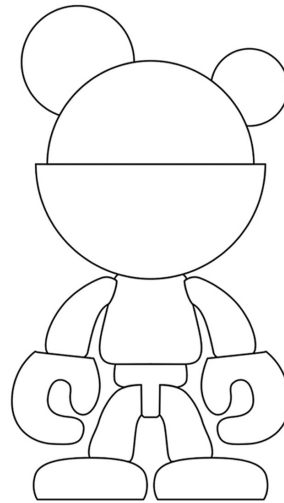
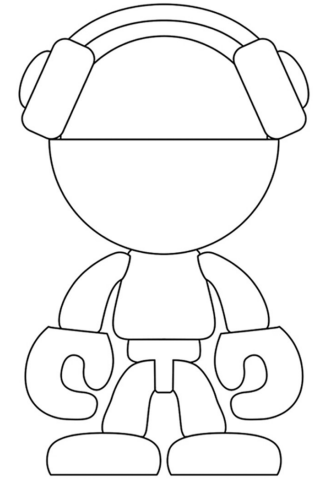
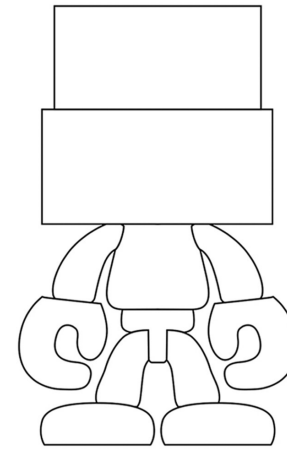
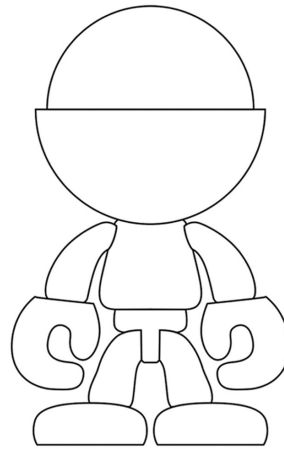
OUTLOOK

LOGO



TREXII – 6 STYLES

Trexii has 6 styles of different heads. The different heads allow artists and designers put on their creativity on Trexii, especially its unique rotating head feature that gives different expressions and designs. In 2004, only the round head is created. But along the way when we invite brands, celebrities, artists and designers to collaborate, they came back with suggestion of different heads. Hence, 5 more heads were added, making it 6 styles of different heads. Their names are: Classic Round Head, Square Head, Headphone Head, Ears Head, Slanted Round Head and Cylinder Head.



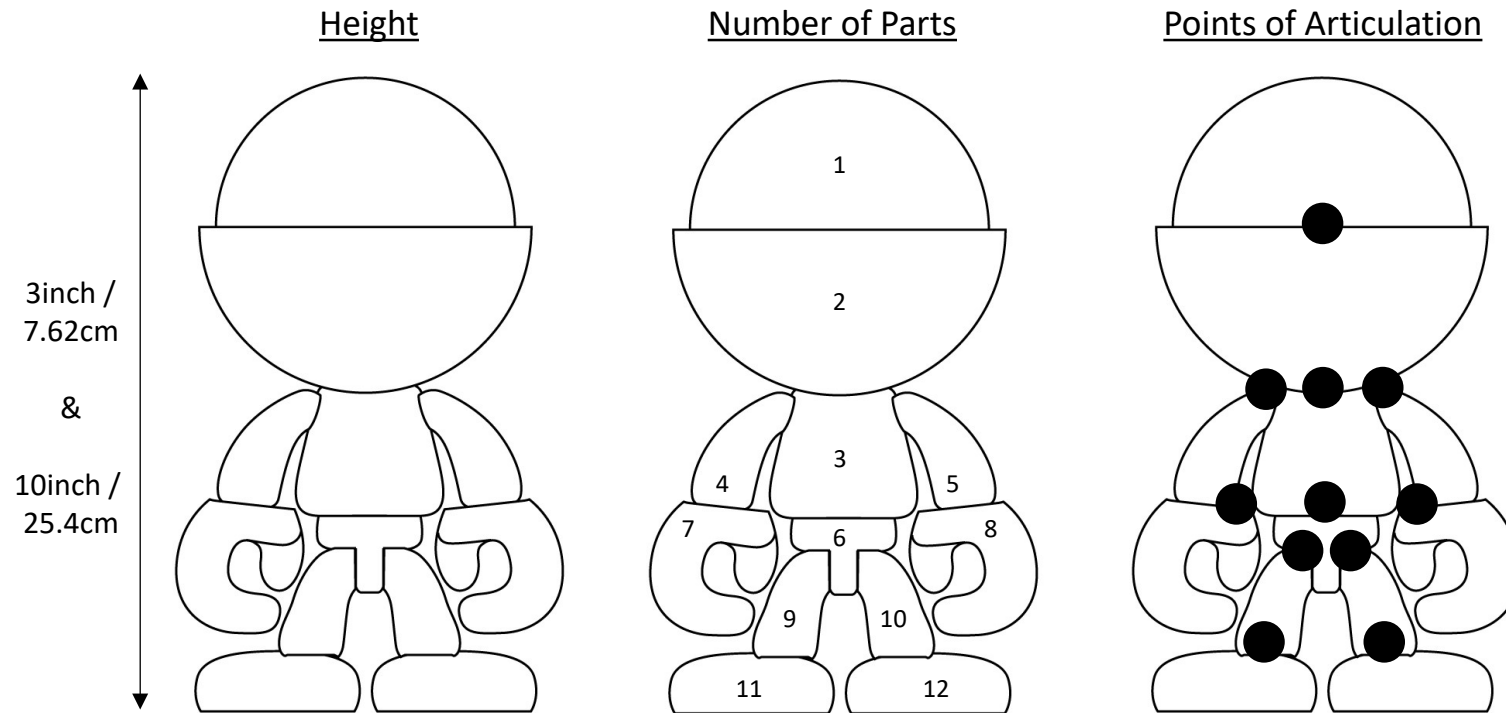
SPECIFICATIONS

Size: 3inch / 7.62cm & 10inch / 25.4cm (Height)

Material: High-quality ABS Plastic (for 3inch) / Vinyl + ABS Plastic (for 10inch)

Points of Articulation: 11

Number of Parts: 12 (upper head, lower head, torso, waist, arms, hands, legs and feet)



WHY COLLECT TREXII?

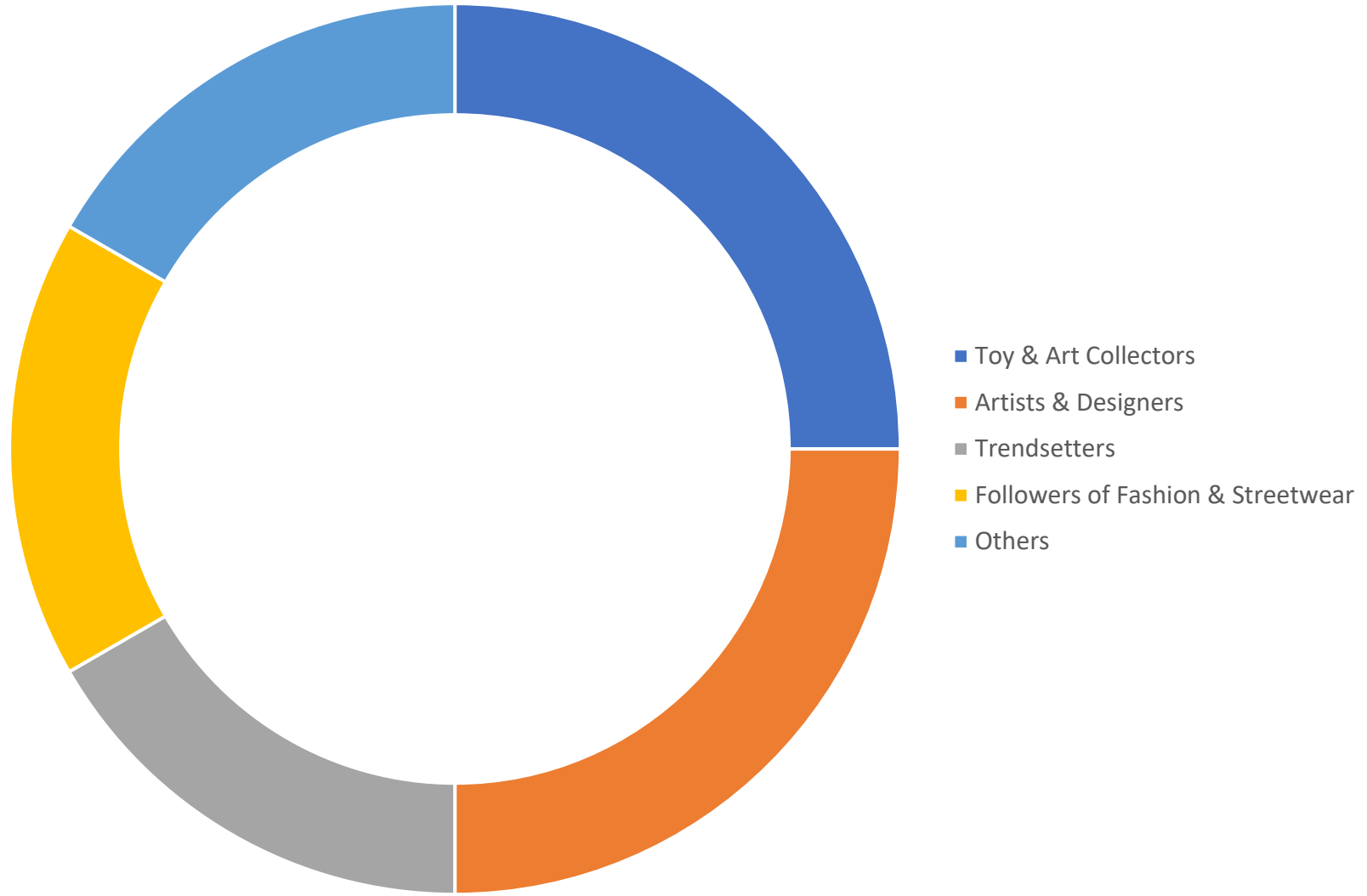
- Trexii is not just a toy, it is work of art - Collecting Trexii is like collecting pieces of art, each Trexii is a masterpiece in its own right.
- High quality and limited edition - Only one production run & 100% QC during production.
- Variety of styles & highly posable - Trexii is one of the most popular canvas art toys that has 6 styles with 11 points of articulation.
- Long history with large global fans and collectors - Trexii has a 20 years history, allowing you to share your collection, trade, exchange, and even find rare collection within the community, you are not alone and collecting Trexii is not just about owning figures; it's about becoming part of a global community that shares your enthusiasm. As of now, thousands of Trexii designs have been released.
- Aesthetic appeal and artistic variety - Every Trexii designs are cool & unique, and artistically designed by popular artists and designers. With diverse designs and themes of Trexii, each Trexii offers its own unique charm, ensuring there's a design for every taste and preference.

WHY COLLECT TREXII?

- Trexii is a cultural icon - Trexii has collaborated with a diverse range of brands, artists, celebrities and franchises. Each Trexii merges pop culture, high art, and street fashion. Owning a Trexii figure is like owning a piece of contemporary culture, a symbol of the intersection between art and design.
- Personal fulfillment and mental wellness - Collecting Trexii can be deeply fulfilling and even therapeutic. The process of finding, organizing, and displaying these figures is a relaxing escape from daily stress. The excitement of discovering a new piece, the satisfaction of adding a sought-after figure, and the pride in displaying your collection all contribute to a sense of personal fulfillment.
- Collectible value and investment - Trexii being a limited-edition art toy with limited releases and special editions, become highly sought after. Over time, certain Trexii increase in value, turning your collection into a potential investment. This adds an extra layer of excitement to collecting Trexii, combining personal enjoyment with financial potential.
- Collecting Trexii is about embracing art, joining a community, celebrating culture, and finding personal joy. Whether you're a seasoned collector or new to the scene, Trexii offer endless possibilities for creativity and connection.



CONSUMER TARGET AUDIENCE



TREXII AS A MARKETING & BRANDING TOOL

Personality: Trexii embodies instant charm and personality. Trexii is an affable character that is wholesome, fun and creative!

Customisable: Trexii is a 'blank canvas' that can be personalised in a variety of styles by different designers and artists.

Top-Of-Mind Recall: Trexii occupies desktop 'real-estate' - a constant reminder of your products and services, creating maximum branding recall!

Distinctive: Trexii is a unique 'lowbrow art' marketing and branding tool for corporate companies / brands which can be used as a constant visual reminder to send a thoughtful message to the target audience.

Multi-faceted: Trexii has the ability to show several tongue-in-cheek variations because of its unique rotating head that allows different 'faces'. One added originality that differentiates Trexii from the rest!

Cool Pop-art Collectible: Ultimately, Trexii is a trendy designer figure that everybody would like to have as a pop-art piece!



TREXII AS MARKETING TOOL & BRANDING TOOL

For Singapore Corporate Customers

Homegrown brand: Established here & well known locally since 2004.

Established Overseas: In over 30 countries & a few thousands retail locations with a strong collector base.

Proven Track Record: Collaborations with international brands such as Coca-Cola, Canon, Adidas, Adobe, Guinness, DHL, Mitsubishi Motors, Nestle, etc and also Singapore government bodies such as Media Development Authority of Singapore, Singapore Tourism Board, Economic Development Board, Singapore Sports Council, Sentosa, Singapore Polytechnic, Intellectual Property Office of Singapore, etc.

Unique: Trexii is a marketing medium which can be customised to your needs.

Positive Media Following: Trexii has been covered by Straits Times, Business Times, Lianhe Zaobao, The New Paper, TODAY, CNA (Channel NewsAsia), MediaCorp Channel 5, 8 and U, UWeekly, 8 Days - all major dailies, TV channels, and also lifestyle publications locally & overseas.



HOW CAN TREXII HELP IN TERMS OF MARKETING & BRANDING

Exclusive Giveaways: Trexii as an exclusive door gift at your event.

Product Bundle with Trexii: Complementing the main product as a unique visual reminder.

Redeemable Exclusives: Trexii as a highly sought-after collectible.

Purchase / Gift with Purchase: Trexii as a limited edition product.

Fund Raiser: Trexii as a purchasable premium for social causes.

Brand Mascot: Trexii as a unique and collectible brand mascot.

And more!

Contact us for more Trexii marketing ideas!





Singapore: TV Channel U



Singapore: TV Channel 8

The Business Times, Friday, April 15, 2005

S'pore designer toys hit the big time

Creations catch the attention of even drinks giant Coca-Cola

By JEAN CHUA (SINGAPORE) He's got a big head, two flat feet and a butt that looks cute from any angle. And even though he stands just 6.5 cm, he aims to take the world by storm — like a true Singaporean.

Meet Trexi — the toy conceived by some enterprising locals in a shop-house at the back of Boat Quay.

Everyone loves him, it seems. And especially Coca-Cola, which has asked Trexi's creators to produce a special version to market soft-drinks worldwide.

He may just look like a figurine with 360 degree joints and eyes in the back of his head — depending which way you rotate the top half of it.

But Trexi means much more than that to the folks at locally-based Play Imaginative. In fact, he's at the heart of their plan to make Singapore the toy-design centre of South-east Asia.

The company hopes Trexi's success will inspire others to come forward with ideas. "We want to be the platform for local aspiring artists to be able to show their works overseas," says Adrian Chew, 30, director of marketing and operations at Play Imaginative.

"We want to show that it can be done. A lot of people, especially students, have a lot of ideas but they don't know who to bring them to, they don't know how to get their work out. It takes a lot to go from design to 3D."

It was a lack of Singapore-based designer toys that prompted Mr. Chew and his Play Imaginative partners, business development director Jacky Teo, 34, and creative director Darren Gan, 26, to set up the company and conceptualise Trexi in July last year.

The team wanted him to be a canvas that could be custom-made in a range of styles by different artists and designers.

But somewhere along the way, Trexi's frame turned plastic. Which is just as well because it makes him more durable — and more marketable.

Coca-Cola, the Singapore Tourism Board (STB) and local street-wear fashion label Fire Water Bunnies are the official partners of the launch here today.

For the first series of Trexi — there will be four a year, according to the sea-

sons — Play Imaginative has roped in international designer Gary Baseman, the man behind the toys and Disney film *Teacher's Pet*.

Coca-Cola spokeswoman Jun Kong said yesterday "it's great to see the ideals of Coca-Cola translated into this medium... The fun element, passion and creativity of Trexi are qualities that Coca-Cola can identify with".

But Trexi won't let success go to his head and end up forgetting his Singapore origins. STB has ordered two styles of "Uniquely Singapore" Trexi, which it will use to promote the island as a tourism destination.

Play Imaginative also hopes to use Trexi as the basis for an international toy event in Singapore. "Organisers use Singapore as a venue but no shows in Singapore are put together by a Singapore toy firm," says Play Imaginative's Mr. Teo. "We find that weird."

For now, however, the company is concentrating on getting Trexi's name known. He's already being sold in 100 outlets in more than 20 countries — and may soon go on an international roadshow.

Which will surely make heads turn — just like Trexi's.

TOP STORIES 3

Toy story: From left, Mr. Teo, Mr. Chew and Mr. Gan. Their creation, named Trexi, is at the heart of their plan to make Singapore the region's top-design centre



CNN.COM

Singapore: Newspaper – The Business Times

现在 zb NOW

新加坡 2005年4月17日 星期一

玩具 让美国玩具大师，为城市大小孩童设计的玩具，这些设计师在一种高度自由的氛围中，创造出许多具有高度文化价值的玩具，它们不仅满足了孩子们的想象力，也激发了他们的创造力。

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Singapore: Newspaper – Lianhe Zaobao

TREXII – MEDIA



Singapore Newspaper – The Business Times



Singapore Newspaper – The Straits Times



Singapore Newspaper – The New Paper



Singapore: Newspaper – Lianhe Zaobao



Singapore Newspaper – The New Paper

TREXII



Singapore: Newspaper –
Berita Harian



Singapore Newspaper –
The New Paper



The Netherlands Publication



Taiwan: Newspaper – Apple Daily



Hong Kong: Newspaper – The Sing Tao Daily



Hong Kong: Newspaper – Oriental Daily News



The Netherlands Publication



Spanish Publication



Singapore: Magazine - AdAsia



Singapore: Magazine – UWeekly



Hong Kong: U Magazine



Hong Kong: Newspaper – Oriental Daily News



Hong Kong: Magazine – MILK



Hong Kong Publication



Singapore: Magazine – iWeekly



Hong Kong: Magazine – MILK



Hong Kong: Magazine – Friday Weekly



Singapore: Magazine – LIME

TREXII – MEDIA



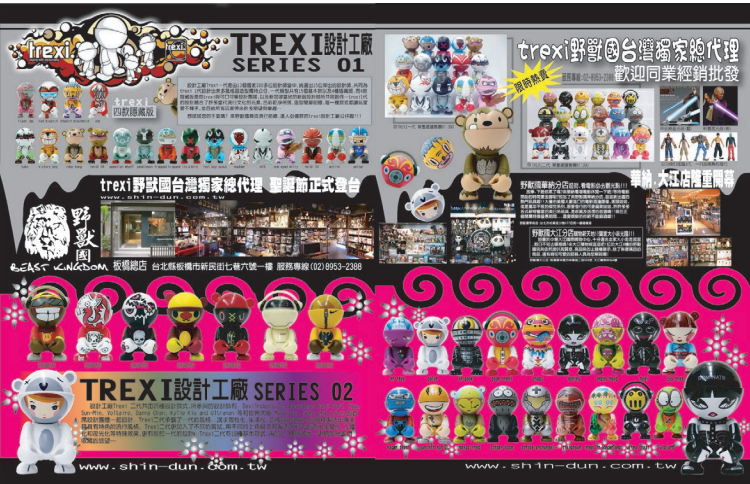
Taiwan: Newspaper – The Liberty Times



Hong Kong: Magazine – Easy Finder



Hong Kong: Magazine – East Touch



Taiwan: Magazine – Cool Toys



Singapore: Magazine – Catalog



Hong Kong: Magazine – YES



Hong Kong: Magazine – MILK



Taiwan: Newspaper – Apple Daily

TREXII



China: Magazine – Computer Arts



Hong Kong: Magazine – MILK



Singapore: Magazine – iSH



Taiwan Publication



Hong Kong: Magazine – Monday



Singapore: Publication – Kool Kidz



Taiwan: Magazine – Cool Toys



Taiwan Publication



Hong Kong: Magazine – MILK



Hong Kong: Magazine – MILK



Singapore: Magazine – UWeekly



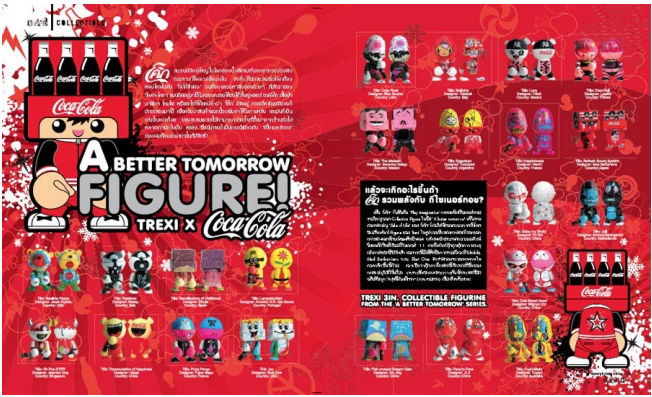
Hong Kong: Magazine – Friday Weekly



Hong Kong: Magazine – East Touch



Hong Kong: Magazine – YES



Indian Publication



Hong Kong: Magazine – East Touch



Hong Kong: Newspaper – Apple Daily



Singapore: Magazine – LIME



Singapore Publication



Singapore: Magazine – iSH



Hong Kong: Magazine – East Touch

TREXII DESIGN CONTEST (WITH COCA-COLA)



TREXII DESIGN CONTEST (BY SINGAPORE POLYTECHNIC)

From year 2008 to 2011

089

Trexii Design Competition

An annual competition organized by the Singapore Polytechnic's School of Mechanical and Aeronautical Engineering, the Trexi Design Competition sees Secondary School students coming up with their very own rendition of Trexi. The competition proved to be hugely popular among the students, garnering an average of about 2,500 entries every year, since it first started in 2008.

With the youth participants showing an increasing level of concept originality and rendering skill with every year of the competition, Play Imaginative sponsored 10 inch Blank Trexis to each of the finalists from the 2011 Trexi Design Competition, to translate their winning 2-dimensional design onto a physical 3D platform.

PlayTimes takes a look back at the top 10 finalist entries of each year.

2008

1st

Inside Out



2nd

Viking girl



3rd

Skeleton I



Merit

Electrocuted



Merit

Purple, Pink, Yellow



Merit

The Candyman



Merit

Caveman



Merit

Pridely Square



Merit

Skull



Merit

Trexii Warrior



1st

Bei Jing Opera



2nd

Sakura



3rd

King Titus



Merit

Strawberry Lollie



Merit

Caveman



Merit

Strawberry Vintage (I)



2010

1st

A Cat Astropher



2nd

Sweet



3rd

EL-Tauro



Merit

Punk



Merit

Fairytale



Merit

Cyborg Grizzly



Merit

Anatomy of Me



Merit

Egyptian



Merit

Maneki Neko



Merit

Save the pandas



2011

1st

Zomnom



2nd

Graffiti Boy



3rd

"D" - Brainborg 6263



Merit

Lollipop



Merit

Savior of Earth



Merit

Wavelength



Merit

Atlantian Fish



Merit

Synergy



Merit

Mummy



Merit

Mini-Robo Spartan



Merit

Pirate Bear

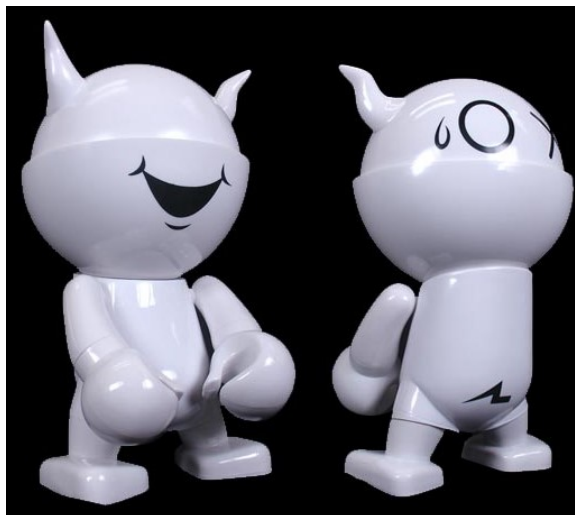


Merit

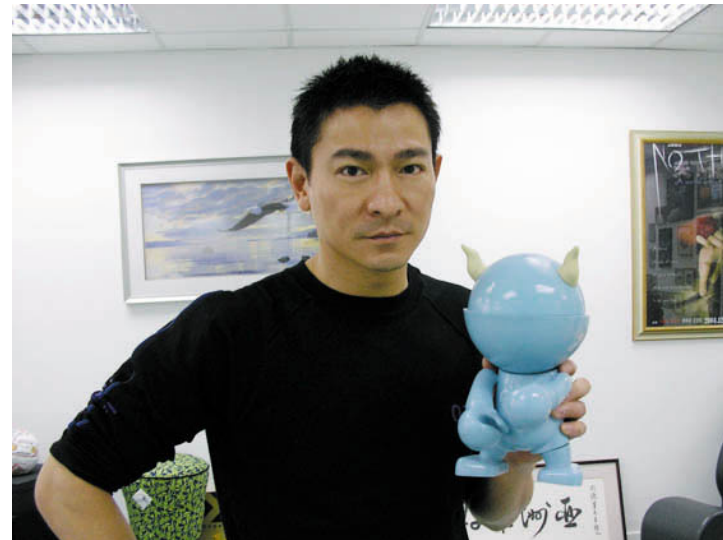
Headster Kid



TREX®

[illegible]

Specially made as a birthday
gift for Mr. Andy Lau



COLLABORATION WITH CELEBRITIES



Edison Che (陈冠希)



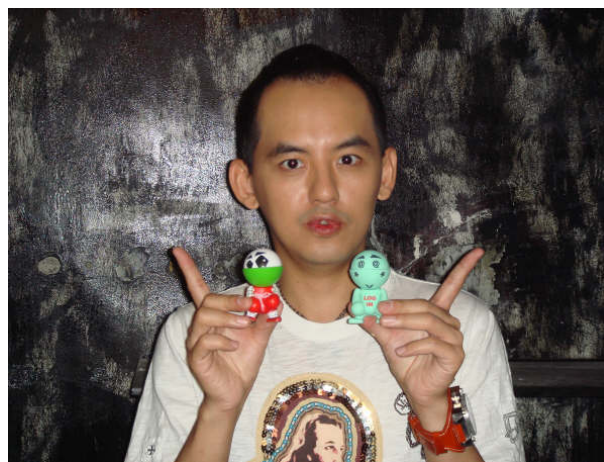
Kenny Bee (钟镇涛)



Vanness Wu (吴建豪)



Huang Tzu-Chiao (黄子佼)



COLLABORATION WITH CELEBRITIES



Kenny Bee (钟镇涛)



Huang Tzu-Chiao (黄子佼)



Soda Green (蘇打綠)



The Wynners (温拿乐队)



Vanness Wu (吴建豪)

CORPORATE COLLABORATIONS

International Brands

Coca-Cola



CORPORATE COLLABORATIONS

International Brands



PIXMA
Printers & All-in-Ones

Canon
Delighting You Always

Trexki is back!

FREE!

8 collectable new designs

Enjoy incredible savings and so much more with the Canon Value Ink Pack. Scientifically engineered for your PIXMA printer, Canon Original Inks ensure brilliant, lifelong image quality. And from 14th May to 31st July 2010, you'll receive a 1.5-inch Trexki keychain toy FREE each time you purchase a Value Ink Pack at a Canon Original Ink Centre. The latest collection in the limited edition PIXMA Series, these Trexki toys spell out a special message when you collect all eight! So don't wait... get to your favorite Canon Original Ink Centre today!

COLLECT ALL 8 LIMITED-EDITION KEYCHAINS!



Toaster **Drunk Guy** **Apple Juice** **Moon** **Diaper** **Takoyaki** **Button** **Kai**



Value Ink Pack
With Photo Glossy Paper!

*Selected ink pack for the promotion
• PG-40 / CL-41 Value Ink Pack; or
• PG-40 Twin Pack; or
• CL-8 Value Ink Pack

While stocks last! Actual items may be slightly different from those pictured here.

Original Ink Centre
Please visit www.canon.com.sg/ocic for a complete listing of authorized Canon dealers.

CANON SINGAPORE PTE LTD
Canon Link @ VivoCity: #02-32/33 VivoCity Singapore 098585 (Daily: 11am-9pm)
For Product Inquiries: 68552 886 or 6-10-CANON (Mon-Fri: 8.30am-5.30pm)



For Canon EOS & PIXMA products.



CORPORATE COLLABORATIONS

International Brands



DHL



Nike



Motorola



OMD



10-inch Bausch & Lomb



Mitsubishi Motors Ralliart



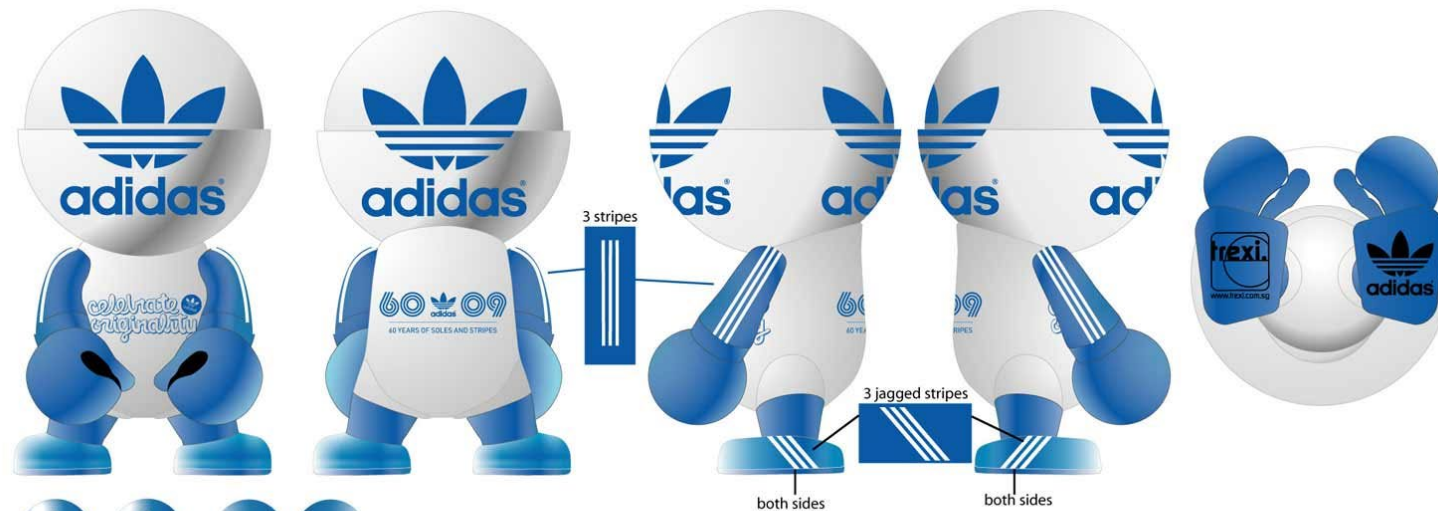
Guinness



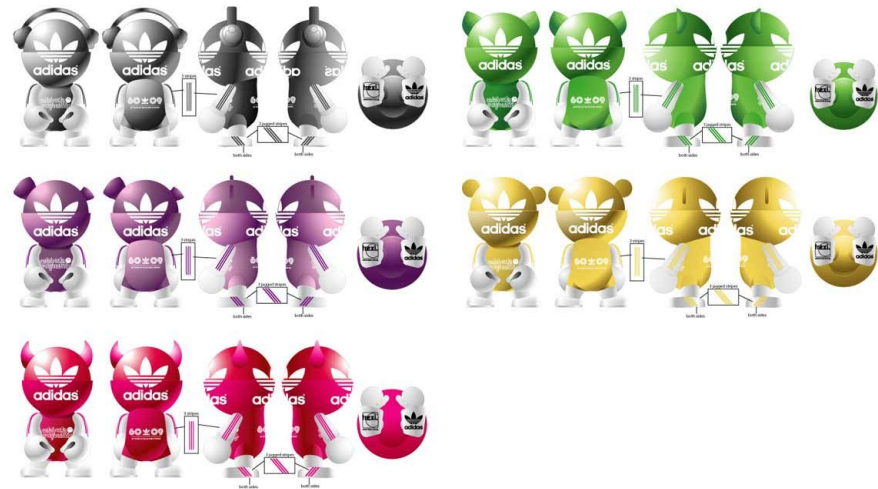
Animax

CORPORATE COLLABORATIONS

International Brands



Adidas celebrated their 60th anniversary with specially made Adidas 3-inch Trexis that were produced in 6 colours, with each colourway going to a different country (Thailand, Indonesia, Philippines, Malaysia and Singapore) to be given out at their respective local house parties. The blue version was also produced as an exclusive 10-inch Trexi, with a matching 3° Trexi sitting inside the removable head.



CORPORATE COLLABORATIONS

International Brands



Exclusively at

MILO® Proudly presents an Exclusive Promotion!

TREXI X MILO®

Only available from 10 Oct to 4 Dec 2012 in 7-11 outlets!



1960s Mr MILO
10 Oct to 23 Oct



1980s Mr MILO
24 Oct to 06 Nov



2000s Mr MILO
07 Nov to 20 Nov



2020s Mr MILO
21 Nov to 04 Dec

Nestle MILO

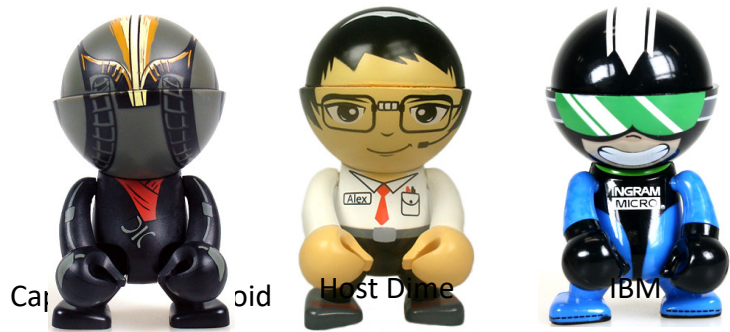


Kinokuniya



Adobe

MSN



Cal

oid

Host Dime

IBM



O.D.M.

CORPORATE COLLABORATIONS

Singapore Brands



CORPORATE COLLABORATIONS

Singapore Brands



10-inch F&N



LIME Magazine



MDIS



MediaCorp
Channel U



Singapore Turf Club



Tiger Airways



Cathay E2MAX



Certis Cisco



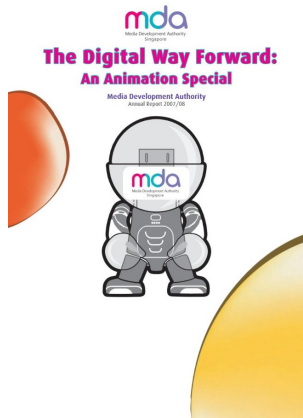
ST Electronics

CORPORATE COLLABORATIONS

Singapore Government Agencies



Media Development Authority of Singapore – Commissioned memory drive Tress for their 2007/2008 Annual Report. Bundled inside the memory drive, this Annual Report was not only unique, but environmentally friendly as well.



Press **Esc** to exit full screen

MISSION AND VISION

We see, we achieve.

Media 21 encapsulates MDA's mission of transforming Singapore into a Global Media City. We have a vision of Singapore becoming a media exchange, where media services, content and projects are created, financed, developed and distributed to the international market.

First of all, we seek to foster a conducive business environment for the growth of both global and local media companies. We encourage industry to innovate, develop and deploy cutting-edge digital media services and products. At the same time, we nurture local media talent and help our enterprises internationalise. With the pieces of a thriving ecosystem in place, we catalyse the export of Made-by-Singapore content and services to the global marketplace. The goal: To generate \$510 billion in Value-Added and create 10,000 new jobs by 2015 for Singapore.


There will be exciting times ahead as we leverage new digital and market opportunities in implementing Singapore Media Fusion 2015.

2 3

Press **Esc** to exit

MDA ADVISORY COMMITTEES

MDA appreciates the significant contributions and support it receives from its host of advisory committees. They provided valuable guidance to ensure that quality content is available, while raising the media literacy rates of Singaporeans.



Press **Esc** to exit

ON THE STORYBOARDS

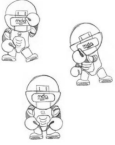
FROM GOOD TO GREAT
Mapping the Next Big Thing
Amidst the accelerating pace of change in the global media landscape, MDA convened a meeting of its International Advisory Panel (IAP) in June to advise on strategies to grow Singapore's media industry. Following its two-day meeting, the 10-member panel, consisting of media professionals, academics and experts such as filmmaker Shekhar Kapur, Greg Gede, Chairman of Disney Entertainment, and Paul Sully, a professor from Stanford University, recommended that Singapore actively foster an environment that offers opportunities for individuals, especially the young, to innovate and test-bed their ideas.

Moving Up The Global Rankings
Singapore is making a name for itself as a premier location for doing media business.

Risk broker and insurance company Anywhere is ranked Singapore as 2107 as one of the countries with the least risk for film making. In fact, the republic was listed in the 2007 Risk in Global Filmmaking Map as the only Asian country with such a ranking, making it the least risky country in Asia for filmmaking.

Likewise, Hong Kong based Political and Economic Risk Consultancy (PERC) ranked Singapore in 2006 as the least risky country in Asia to do business, attributing its attraction to its proven commitment to protect intellectual property.

THE LION THING
The maturing of the financing scene and the building of a critical mass of media talents, alongside the growth of the industry to provide production, post-production and media services, have enhanced Singapore's appeal as a choice filming location.



Press **Esc** to exit

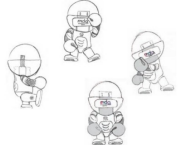
DRESSING THE SETS

In the Spotlight
Several PSB programmes were singled out for international recognition.

Youth Decade II, an after-educational programme about the aspirations of Asian youths won a Golden Eagle Award (Fall 2007). It was also a shortlisted finalist of the New York Festival Award 2008. Three other PSB programmes made it to the Awards on the same count - *Expedition Thailand*, *No Problem and Saving Sulu*.

PSB's youth debating programme *The Arena* was nominated for an Emmy Award in the Children and Young People category by the International Academy of Television, Arts and Sciences.

Here other PSB series such as *Frontline: The Lonely Ah Kim* and *Parental Guidance* were nominated for various categories such as Asia's Best Current Affairs Programme and Best Information Programme in the 2007 Asia Television Awards.





CORPORATE COLLABORATIONS

Singapore Government Agencies



Singapore Tourism Board



Economic Development Board



Singapore Tourism Board (Thailand)



Sentosa



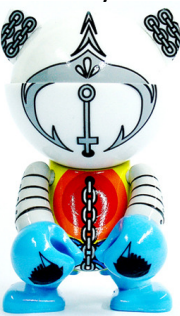
Singapore Sports Council



Singapore
Discovery Centre



Singapore Polytechnic



CORPORATE COLLABORATIONS

Singapore Government Agencies

TREXI

MYSTAMP COLLECTION

Release date:
13 AUG 2009

Trex is a trendy designer figure with a distinctive character that is wholesome, fun, modern, hip and trendy. In conjunction with the Singapore Toy Games & Comic Convention 2009, SingPost is launching a Trexi Hippy Kong MyStamp set consist of four \$1.10 stamps and a Hippy Kong 3 inch figurine. To kick in greater fun, complete your collection with TREXI ROBONER MyStamp Set with a ROBONER 2GB Flash Drive!

TREXI HIPPIY KONG MYSTAMP SET \$29.90



TREXI HIPPIY KONG MYSTAMP

3 INCH TREXI HIPPIY KONG

TREXI ROBONER MYSTAMP SET \$39.90



TREXI ROBONER MYSTAMP

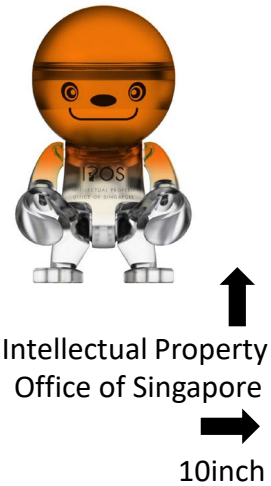
3 INCH TREXI ROBONER WITH 2GB FLASH DRIVE

Visuals are for illustration purpose, details subject to change.



MyStamp
by Singapore Post

Singapore Post bundled their Trexi with matching collectible stamps.



Speedpost



Project Happy Feet



Creative Technology

LICENSE COLLABORATIONS



LICENSE COLLABORATIONS



LICENSE COLLABORATIONS



LICENSE COLLABORATIONS



LICENSE COLLABORATIONS

HAPPY
TREE
FRIENDS



LICENSE COLLABORATIONS



ARTIST/DESIGNER COLLABORATIONS



Italy



ARTIST/DESIGNER COLLABORATIONS



Gary Baseman
(USA)



Mori Chack –
Gloomy (Japan)



Jeremyville
(Australia)



Jon Burgerman (UK)



Kenny Wong (Hong Kong)



Jeremy "MAD" Madl (USA)



Brothersfree (Hong Kong)



TOUMA (Japan)



David Horvath (USA)

ARTIST/DESIGNER COLLABORATIONS



Shin Tanaka
(Japan)



Mad Barbarians
(Japan)



Alice Chan
(Hong Kong)



Sket One (USA)



Pulco Mayo
(France)



DGPH
(Argentina)



Jacques (Christophe)
(Belgium)



Devilrobots (Japan)

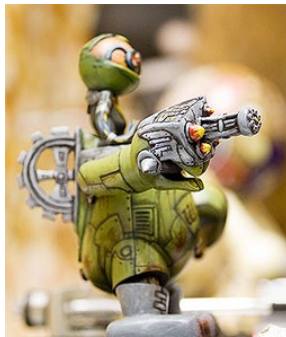


TOFU OYAKO



Joe Ledbetter (USA)





MADGIC
TREXII



TREXII CUSTOM



2024/2025 COLLABORATIONS

Singapore Brands

National Kidney Foundation (Singapore)



2024/2025 COLLABORATIONS

International & Singapore Brands



DryBox
(Singapore)



RedGuardian
(USA)



Add Fuel
(Portugal)



Trampt
(USA)



Singapore Cancer Society
(Singapore)



Tokollectibles
(USA)

2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

The initial idea for this design was to have a black and white all over look with a stark contrast with the head. I wanted the brain in the top half of the head to stand out. The symbols and art all over the figure is part of my signature illustration style. The pink is the heavy contrast. I like that the box matches the figure too. For my first Trexii figure I wanted to test the company's printing ability and did something very detailed. Trexii made the figure and executed the design extremely well.

TREXII

Artist/Designer Name

Wotto (USA)



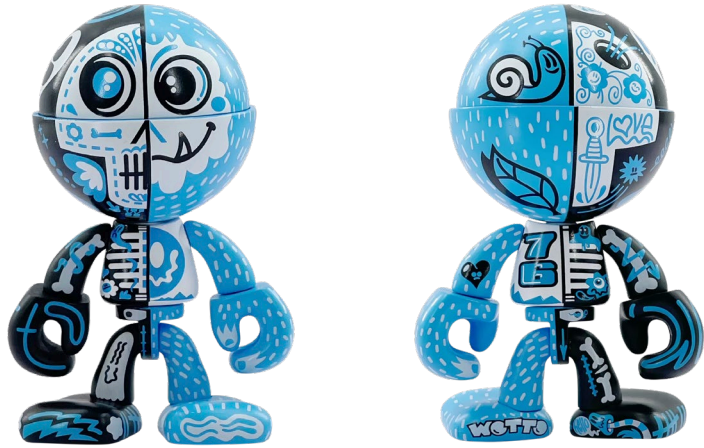
Bio:

Wotto is an illustrator and character designer based in California, USA. Wotto grew up in England where he was inspired by street art, comic books and skateboard graphics. From these early influences he developed a distinctive illustrative style. Wotto's work has rich color palettes, unique characters with funny, sometimes ridiculous narratives. He has mastered the art of composition and can compose complex and detailed designs that keep his style recognizable and fresh.



2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

The Beast Vs The Skeleton was the theme I chose for this piece. I wanted a figure that could embody two concepts in one. The skeleton was an obvious choice because I draw them in a lot of my artwork. I opted for a Day Of the Dead style skeleton because I love Mexican Art. The Beast was a more cute traditional yeti sort of design. I liked the contrast of cute and creepy captured in one figure. Just like my first figure with Trexii, the team did a great job of capturing every detail.

TREXII

Artist/Designer Name

Wotto (USA)



Bio:

Wotto is an illustrator and character designer based in California, USA. Wotto grew up in England where he was inspired by street art, comic books and skateboard graphics. From these early influences he developed a distinctive illustrative style. Wotto's work has rich color palettes, unique characters with funny, sometimes ridiculous narratives. He has mastered the art of composition and can compose complex and detailed designs that keep his style recognizable and fresh.



2024/2025 COLLABORATIONS

With Artist/Designer



Trexii Design Concept:

I've always loved neon signs and the stark contrast they create. For this Trexii toy I wanted to encompass that contrast using hot pink, blue and yellow against black as the color palette. I also wanted this character to use the spinning head feature of the Trexii figure. I did two types of eyes and two very different mouths. When the head is rotated it will make some fun facial expressions.



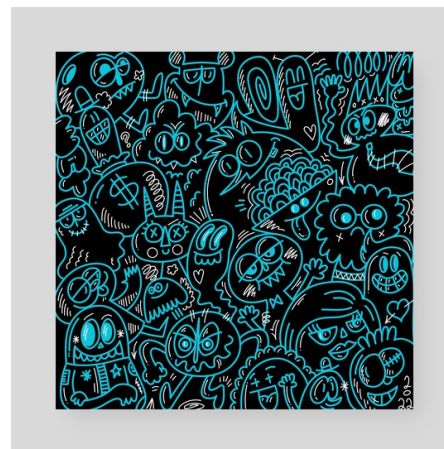
Artist/Designer Name

Wotto (USA)



Bio:

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2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

The iconic graffiti-style motifs and patterns with bright colors bring happiness and peace to people. The design can express different impressions depending on the angle of view and pose.



Artist/Designer Name

Shin Tanaka (Japan)



Bio:

Shin Tanaka is a graffiti designer and creator of art paper toys. His street art style has been picked up by many other artists and he has collaborated with both street and high fashion brands.



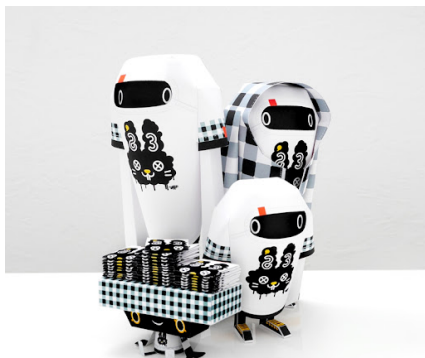
2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

Designed to be an archive of design excellence. New art toy is created through a chain reaction of inspiration, original ideas and reconstructed in optimal balance.



Artist/Designer Name

Shin Tanaka (Japan)



Bio:

Shin Tanaka is a graffiti designer and creator of art paper toys. His street art style has been picked up by many other artists and he has collaborated with both street and high fashion brands.



2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

AIRWALKER by ADD FUEL is a piece that blends modern design inspired by the timeless elegance of craftsmanship; intricate patterns and fluid shapes of traditional ceramic ornaments. AIRWALKER captures the ethereal beauty of art in motion. AIRWALKER bridges the gap between the traditional and the contemporary, a walking dream that pays homage to the past while striding boldly into the future.

TREX



Artist/Designer Name

Add Fuel (Portugal)



Bio:

Add Fuel is Portuguese visual artist Diogo Machado (b. 1980). A former graphic designer, his artistic practice has been focused on reinterpreting and playing with the language of traditional tile design, and that of the Portuguese tin-glazed ceramic azulejo in particular. Blending traditional and contemporary elements, his original vector-based designs and stencil-based street art reveal an impressive complexity and a masterful attention to detail. Based on a combination of tessellations that create balance from symmetrical repetitions and visual illusion techniques such as trompe-l'oeil, his multi-layered patterned compositions create a poetic rhythm that plays with the viewer's perception and the possibilities of interpretation. He has been showcasing his work in both solo and group exhibitions since 2006, as well as participating in some of the world's leading urban art events.

2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

Adam's concept is all about juxtapositions and the opposing forces that are inherent in all of us and make us whole - happy vs sad, positive vs negative, simple vs complex, hot vs cold, light vs dark, machined vs organic, left brain vs right brain.



TREXII

Artist/Designer Name

Adam G (USA)



Bio:

Adam G calls his minimalist style of visual design “messymod,” short for Messy Modernism. It’s born from his love of geometry, patterns, negative space, Bauhaus, Miró and a little too much caffeine. He explores the spaces between art and design, complexity and simplicity, organic and machined, static and kinetic, familiar and surreal. Adam is the Co-Founder & Creative Director at TRÜF, a Los Angeles design studio specializing in visual identity and illustration. His design work spans from Adidas to Adobe and countless other companies and institutions in the arts, media, tech and finance, to culture and education. Currently, he’s pushing his studio into new and strange directions with the addition of his illustrations and continues his unhealthy obsession with all things design. When he’s not designing and illustrating, he’s designing and illustrating. He needs to get out more.

2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

FLYING FÖRTRESS' Trexii design is based on the classic first "red-blue-grey" Teddy Trooper release design. On this release he is bridging both series for both his existing collectors and also all new fans to be an appropriate part of his vinyl toy art universe. Combining the classic color-scheme with additional new and special "nose art" elements was to master the challenge of the remarkabel Trexii figure sculpt. Even with the bruises and bullet holes from battles the figure still stands tall and strong - made to survive!

TREXII

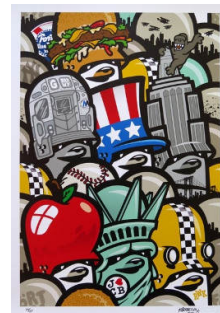
Artist/Designer Name

FLYING FÖRTRESS (Germany)



Bio:

FLYING FÖRTRESS is an active graffiti and street artist, painting colorful art since the early 90s. Born in Munich/Germany, living in Hamburg now but traveling the world for exhibitions, mural-paintings and art events in places like New York, Barcelona, Paris, Melbourne, Tokyo, Los Angeles and many more. His work is most famous for his iconic Teddy Troops street characters. These Teddy Troops are conquering the streets and public space worldwide since 2000. Soon, from graffiti, poster and sticker all over the place, the Teddy Troops also became 3D with their urban vinyl toys series in 2004. Marching stronger ever since!



2024/2025 COLLABORATIONS

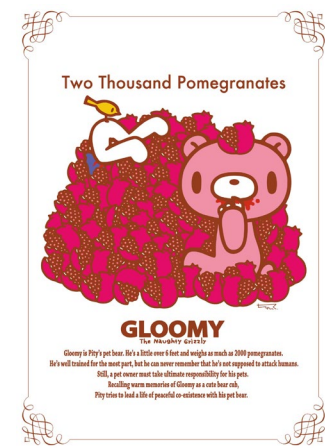
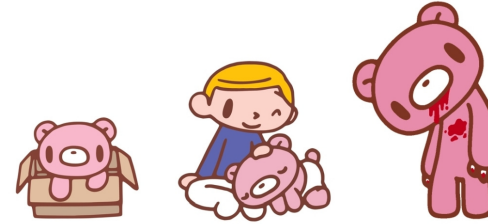
Artist/Designer



TREX

Artist/Designer Name

Gloomy (Japan)



What's Gloomy?

Gloomy is Pity's pet bear. He's a little over 6 feet and weighs as much as 2000 pomegranates.

He's well trained for the most part, but he can never remember that he's not supposed to attack humans.

Still, a pet owner must take ultimate responsibility for his pets.

Recalling warm memories of Gloomy as a cute bear cub,

Pity tries to lead a life of peaceful co-existence with his pet bear.

2024/2025 COLLABORATIONS

Artist/Designer



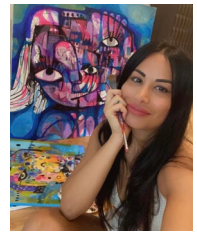
Trexii Design Concept:

I created this Trexi toy as a heartfelt expression of my emotions, channeling my personal experiences into its design. Through this creation, I aim to translate the language of colors into a visual narrative that resonates with the world. Each element reflects my inner thoughts and feelings, transforming them into a meaningful piece of art meant to inspire connection and understanding.

TREXII

Artist/Designer Name

Shirin Moarefi (Sweden)



Bio:

Since I was a child, I was always fascinated about art and the story behind it. Growing up, I found my own inner voice to express myself with colors and shapes. My biggest inspiration is my feelings and my inner child. Art truly brings joy into my life and makes me very happy.. When I paint, I feel free and limitless. That is the biggest reason behind me creating. I feel alive letting go of all my emotions. I hope you will join me on my journey to create and make the world more colourful.



2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

这款Trexii讲述了寻爱之旅的故事。Ray是一名来自于外星的王子，他的鼻子是一根小树枝，象征了新生的力量，Ray在地球的每个角落寻找被遗落的爱心，他会把这些爱心存放在彩虹里，他的朋友眼眼仔会帮他找到爱心的主人，随后Ray会以光波的形式将爱心发射给这些遗失爱心的人。

TREXII

Artist/Designer Name

Mori Wang (China)



Bio:

插画师

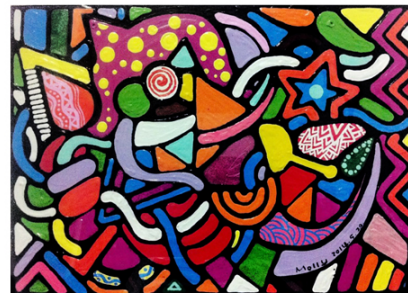
作品灵感基本来自于梦境

2018年 上海虹桥天地个展“梦之回廊”

2019年 上海香港广场个展“寻爱之旅”

2020年及2021年 山西省博文创中心个展“石佛系列”

2023年 上海香港广场个展“寻爱之旅2”



2024/2025 COLLABORATIONS

Artist/Designer

Trexii Design Concept:

Is Sonnie Stickers a bunny, or a girl? Who knows! But one thing is for sure...she LOVES stickers!! Sonnie collects all kinds of stationery and uses them all to decorate her TV helmet. Her creativity doesn't stop there, as she also sews all of her clothes and loves bringing around a tote bag of supplies. Sonnie Stickers can make anything cute!

While her fashion sense is loud and colorful, Sonnie is surprisingly introverted. She might seem shy at first, but will warm up to you if you start talking about arts & crafts. Sonnie Stickers spends most of her time looking at stickers, watching magical girl anime, and listening to her CD player.

Sonnie Stickers' favorite catch phrase:
"Creating is cute!"

TREXII



Artist/Designer Name

Super Cooper (USA)



Bio:

Super Cooper is an illustrator and graphic designer living in Los Angeles, California. His work focuses on bringing life into objects, specifically toys and retro technology. If you find something at a thrift store, Cooper has definitely seen it and drawn it. Inspired by animated films, video games, and vintage electronics, he brings these influences together to create his TV Head series of characters. Super Cooper is working on making toys, posters, stickers, and all kinds of art for people to enjoy.

Cooper is the lead Art Director for Kouhigh Toys and has designed pins, stamps, t-shirts, and tote bags. His work has been shown internationally, including galleries such as Munky King, Gallery1988, Copro Nason, Corey Helford, and Toy Art Gallery.

2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

This artwork depicts a chimeric creature with monstrous features, a vibrant tapestry of colors and shapes that defies easy categorization. Its multiple eyes, each a unique jewel of form and hue, grant it an otherworldly and expressive gaze. Simple geometric shapes clash with a riot of vibrant colors, creating a playful yet unsettling atmosphere. Viewed from different angles, the character seems to emerge from a dreamlike realm where the rules of reality are suspended. This mesmerizing and unsettling artwork invites viewers to explore the depths of their imagination and ignite a sense of wonder.

TREXII

Artist/Designer Name

Niark1 (France)



Bio:

Niark1 is a French artist and illustrator. His immediately recognizable graphic universe is populated by chimeric creatures with geometric shapes and totem-like appearances. Oscillating between street art, digital illustration, and surrealism, his work invites us on a dreamlike journey where tribal and pop culture influences blend. Niark1 creates complex and dynamic compositions that testify to his great creative freedom.



2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

I paid close attention to the shapes of the Trexii platform, and what comparisons I could make with things I'm inspired by. I started to think of the geometric head like an old piece of technology from a space-faring civilization. I have always loved classic space-age monitors, and pulling from my a ceaseless ability to find anything at least a little cute, translating one into a character was really fun. A computer's expected panel lines and details were a logical choice to turn into little faces, and Cyber-Brain was born!

TREXII

Artist/Designer Name

Nekosatsu Toys (USA)



Bio:

Hailing from the messiest basement cesspool in the galaxy: Nekosatsu is the creative project of designer and artist Henny Zack. Specializing in robots, giant monsters, and intergalactic fiends, her two and three dimensional work is heavily inspired by imagined and established fictional universes, ironic subcultures, history, literature, and her twin brother.



2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

The Playful Gorilla has reimagined the Trexii blank into one of the Apes of the R177A Squad, a team of resistance fighters from the PrimeAPE Chronicles story. Meet Joey Da Kid, a neighborhood ape who has heeded the call to arms as evil forces have infiltrated TUFF forces and turned on innocent civilians. He has donned the colors and is ready to take TUFF head-on!

TREXII

Artist/Designer Name

Alex Rivera (USA)



Bio:

Alex Rivera, also known as The Playful Gorilla, is a Puerto Rican creator and multimedia specialist from Philadelphia. Alex is a true working artist, a Super Dad by day and an Art Hustler by night. His career has spanned well over two decades where he started as a 3D animator and 3D sculptor. Today he flexes his skills as a Toy Designer all the while being knee-deep in telling his story, The PrimeAPE Chronicles. Make sure to stop by his webpage www.playfulgorilla.com and check out his ever-evolving art!



Artist/Designer



In ancient times, when the world was wild and untamed, there lived a legendary bear known as Gravyus. Unlike any other creature, Gravyus possessed four eyes, each with a unique purpose: one eye saw the origin of creation, another beheld the beauty of craft, the third revealed the value hidden in rarity, and the fourth sought the future, ever-curious for treasures yet to be discovered... Just kidding, the fourth eye looked for boobs.

TREX[®]

Artist/Designer Name

Trampt (USA)



Bio:

Trampt is a curated collectibles marketplace that supports, educates, and connects artists and collectors. As the head artist at Trampt, Miri Rooney creates a wide variety of visual assets for the app, marketing, and merch - most notably their four-eyed mascot Gravy. Miri is a freelance illustrator based in Portland, Oregon. She creates corporate illustration systems, picture books, editorial art, food-inspired risograph prints, and infinite versions of one bear.



2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

The inspiration for my design simply comes from my love of noodle soup. From eating instant ramen for breakfast as a kid to witnessing the ubiquity of ramen shops in every major city, it's always been a staple in my life. And having tried many bowls across the world, there's still nothing quite like a bowl of Shin Ramyun cooked at home.

TREXII

Artist/Designer Name

Kim Hui (USA)



Bio:

Kim is a 2D animator and designer with a love for collectible toys. Originally born in Hong Kong, she now lives and works in the Boston area and is naturally a Celtics fan.



Artist/Designer



"If it fits, I sits" is the mantra of all feline friends but this kitty is taking it to the next level, using their evil genius to create a cardboard box mech suit.



Alex Gwynne (USA)



A paper engineer and toy designer from the UK. Alex designs and released papertoys on their website folduotoys.com.



2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

My Rainbow Boy Trexii is a colorful and upbeat guy who wears a rainbow, a heart, and blue skies to help brighten your day and put a smile on your face. To encounter Rainbow Boy is a positive experience in everyone's day.



Artist/Designer Name

Howie Green (USA)



Bio:

Based in Boston, Massachusetts, Howie Green came to international attention with the publication of "Jazz Fish Zen: Adventures in Mamboland" (Charles Tuttle Publishing). His artwork has appeared in over 50 solo and group shows and on over 100 murals and public art projects for clients including Harvard Museum of Natural History, Punto Museum of Urban Art, PGA Senior Tour, Cow Parade Boston, Street Pianos, Elephant Parade Bangkok, Thailand, Trail of the Painted Ponies as well as numerous utility boxes and a holiday mural on the front of Boston City Hall.



TREXII

2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

Aki Smile / Aki之微笑

Aki 的小角色让幸福充满了各处。

以他那似乎没有开始或结束的標誌性语言而闻名。

最出名的是他的偶像他的微笑语言，在世界任何地方都可以涂鸦，并发展到各种媒体和表达方式，带来更多的可能性。从简单的插图到丰富的想象力。

TREXii



Artist/Designer Name

Akinori Oishi (Japan)

/ 大石晓規 (日本)



Bio:

国际多媒体艺术家，毕业于京都市立艺术大学，并于日本IAMAS发展多媒体相关艺术。

2001年获得法国MILIA新锐艺术家奖，其后三年在法国TEAM Chman工作室担任设计师。于巴黎、纽约、柏林等多国展出。作品曾在巴黎东京宫法国当代艺术博物馆开幕展上展出。之后担任瑞士ECAL (Ecole Cantonale d'Art de Lausanne / University of Art and Design Lausanne) 客座讲师。

2004年回到日本、在东京多摩美术大学任教、并与三菱电机、Uniqlo、可口可乐、富邦金控集团、阿联酋航空公司等企业合作。2014年开始的「Window Drawings」系列，以溫馨的繪畫點綴著城市街角，於世界各地、歐洲、法國、德國、塞爾維亞、斯洛維尼亞、亞洲、韓國、新加坡、馬來西亞、臺灣、中國等地展出。

2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

Aki Smile 4 Characters

Aki Smile & Happiness is no beginning and end. Black color makes you can find more details and affects of senses. These 4 shape characters have small different emotions and enjoy the slightly differences of feelings. And there are behind many tiny Aki Smile Characters on cheering up.

TREXII

大石曉規
AKINORI OISHI

Artist/Designer Name

Akinori Oishi (Japan)

/ 大石曉規 (日本)



Bio:

国际多媒体艺术家，毕业于京都市立艺术大学，并于日本IAMAS发展多媒体相关艺术。

2001年获得法国MILIA新锐艺术家奖，其后三年在法国TEAM Chman工作室担任设计师。于巴黎、纽约、柏林等多国展出。作品曾在巴黎东京宫法国当代艺术博物馆开幕展上展出。之后担任瑞士ECAL (Ecole Cantonale d'Art de Lausanne / University of Art and Design Lausanne) 客座讲师。

2004年回到日本、在东京多摩美术大学任教、并与三菱电机、Uniqlo、可口可乐、富邦金控集团、阿联酋航空公司等企业合作。2014年开始的「Window Drawings」系列，以温馨的繪畫點綴著城市街角，於世界各地、歐洲、法國、德國、塞爾維亞、斯洛維尼亞、亞洲、韓國、新加坡、馬來西亞、臺灣、中國等地展出。

2024/2025 COLLABORATIONS

Artist/Designer



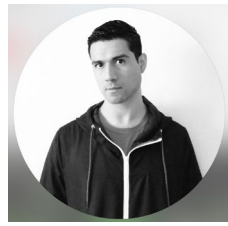
Trexii Design Concept:

Sea Monkey Trexii is a design rooted in symbolism, celebrating themes of family, life, and self-growth while reflecting the experience of growing up in a border town. Originally conceived in 2010, the character was intended for production but was shelved when the project was canceled at the last minute. Recently rediscovered in JEC's toy design archives, the concept was reimagined to reflect an evolved vision while staying true to its original intent. The updated design weaves fresh perspectives with deeply personal elements, celebrating resilience and transformation. It also features a few cleverly placed easter eggs, inviting collectors to uncover hidden details that enrich the story and enhance its connection to the artist's journey. Sea Monkey Trexii is a heartfelt creation that embodies JEC's personal growth and creative evolution. Through its symbolism and design, it invites us to reflect on our own journeys, blending nostalgia, creativity, and the celebration of life into one meaningful piece.

TREXII

Artist/Designer Name

Julio E. Carrillo (Mexico)



Bio:

Julio E. Carrillo, also known as JEC, is a multidisciplinary designer and graphic artist with nearly 25 years of experience in the entertainment and collectible industries. He is currently the Design Director at Kidrobot, a leading producer of limited-edition art toys, apparel, and lifestyle accessories. In this role, JEC oversees product development, branding, graphic design, and packaging, contributing to the creation of some of the brand's most iconic products. Originally from Tijuana, Mexico, JEC's career spans advertising, branding, and product design. His passion for urban vinyl and art toys has led to collaborations with prominent global brands and artists, where he combines his creativity with craftsmanship to produce memorable and impactful designs.

In addition to his work at Kidrobot, JEC operates an independent studio, where he continues to collaborate on diverse creative projects, pushing the boundaries of design and storytelling. JEC's work reflects a deep commitment to blending cultural influences with functionality, creating designs that inspire and resonate with audiences worldwide.

2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

The idea of the design is to create a visually striking character due to its variety and contrast of colors, transmitting a cheerful and colorful style that represents my graphic style. It is an imaginary monster invented to help little ones, and also why not adults, have fun in the most boring moments!



Artist/Designer Name

Ariel Tagliaferro (Argentina)



Bio:

I am Ariel Tagliaferro, Graphic Designer and Illustrator graduated from the University of Buenos Aires (UBA) With a solid background and years of experience in the field of design, I specialize in illustrations full of life, where vibrant and happy colors are the hallmark of my work.

Through each project, I seek to not only create visually attractive compositions, but also generate an emotional connection with the viewer, transporting them to colorful and dynamic universes.

My creative process always begins with the search for new forms of expression. I enjoy experimenting with various techniques and styles, fusing digital with analog, to maintain freshness in each illustration.

My goal is for each piece to not only tell a story, but also be a reflection of my constant evolution as an artist.

All illustrations and designs are a small part of me, represented visually.

2024/2025 COLLABORATIONS

Artist/Designer



Trexii Design Concept:

Catso is a character which is usually seen in Lunar's works worldwide, on walls, canvases, designs and illustrations. Catso applied on Trexii shows hand-drawn shapes which define his face and decorates the parts of his body. Both arrows and the asterisks are common elements in graffiti aesthetics as they usually accompany tags or signatures of graffiti artists such as the author himself. A simple thunder icon drawn on Trexii forehead shows a simplified thunder icon, depicting an ongoing internal processes :) The cat icon on his chest is Lunar's logo, also found on one of the soles of his feet. Together with the Trexii logo on the other sole, he is leaving those two marks behind as he walks.

TREXII

Artist/Designer Name

Slaven Lunar Kosanovic (Croatia)



Bio:

Slaven Lunar Kosanovic is a Zagreb-based artist widely recognised as one of the founding members of Croatia's graffiti scene.

He has painted and exhibited across six continents, leaving his mark in numerous cities across the globe including Amsterdam, Athens, Auckland, Berlin, Bogota, Hanoi, Havana, Kigali, Lisbon, London, Melbourne, New York, Oslo, Paris, and Tokyo.

In 2019, he released his first book, From Zagreb with Love, which documents his work across three decades.

In 2021, the Creative Europe Desk of the Croatian Ministry of Culture appointed Lunar as Croatia's Creative Ambassador of Culture. The role signifies a landmark shift with a spotlight now firmly on the country's graffiti scene and its rightful place within the wider arts movement.

Today, Lunar also hosts a weekly radio show on Yammat FM. He also cites Adidas, Forbes, Nissan and Hope Box among his clients.

TREX

THANK YOU!

