

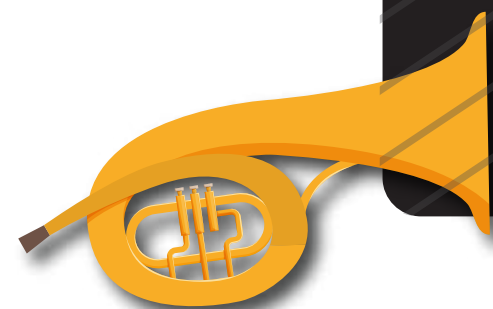


WELCOME  
**FUN**  
**2.0**

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AN IDEA,  
WHOSE TIME  
HAS COME...





# INTRODUCING THE ARTY SMARTY PROJECT

It all started during these dreary last few months; we were wondering what was needed to bring back some fun, spirit, basically some 'joie de vivre' to life.

And then it struck us...

We are a design agency. We innovate every day of our lives and are used to leveraging technologies like UI/UX, AR/VR (and other such fancy jargon) to offer stand-out solutions.

We are print production experts. We have over two decades of knowledge of materials and techniques that can bring designs to life.

Thus, was born The Arty Smarty Project - where we design toys and games using innovative design thinking, technology and cutting-edge print & production techniques.

Each of our products is thought through to offer something different, something unique. And empower the user with some knowledge, skill, or just some good old-fashioned fun!

# DIY MODELS

Build yourself a sleek, stylish masterpiece!

Our models, composed of black acrylic precision cut pieces, form a perfect showpiece for a desk or side table.

A step-by-step instruction video ensures that putting the model together is easy, unlike most DIY kits with printed instruction sheets (which are difficult to comprehend because they show three dimensional parts on a two dimensional page).



## F-18 HORNET

The F-18 Hornet is probably one of the most recognizable, iconic aircrafts of all time.



## ALLIGATOR HELICOPTER

The Alligator is an all-weather attack helicopter operated by the Russian Air Force.



## AERONCA L3

Aeronca L3 planes were first used by the US Air Force for observation & liaison during World War II.



# INTELLI-FUN GAMES

Discover a range of games which help you pick up skills, learn something new and, of course, have tons of fun!



## SHOCK!

This simple Stock Market game is addictive for all age groups, making it the ideal family pastime!

While the rules are easy, you can craft complex strategies, making it a multi-dimensional game. It also helps improve memory.



## MEGA LEARN MEMORY

POWERED BY **AUGEMENTED REALITY**

Our Mega Learn Memory packs are based on different themes like arts, sports, physics, music, etc.

The game is supported by an Augmented Reality app (free with the game), which enables multimedia content about each card and subject.



## SUPER SMART SNAKES & LADDERS

We gave a new dimension to the classic game by adding a quick-fire quiz to it.

Different themes of maths, science, art, etc. are available (soon to be launched as Apps).

# MY SPACE MY ART

Perfect DIY projects for those with an artistic streak. Our My Space My Art kits allow you to express your creativity, and then use your handiwork to personalize your space.

Use of online libraries and personalized printing allows you to choose from hundreds of designs, or to send us your own.

What's more we use social media to allow you to showcase your art and win kudos from other enthusiasts, and a chance to win cool goodies!



## ART O'CLOCK

Design your own personalized clock, while having tons of fun. Choose from hundreds of different outlines. Or upload your own.



## LAMP ART

Choose from our online design library or send us your own. We'll send you your selection printed on clear acrylic to create a cool, personalized night lamp.

# GROWN UP FUN



## Glug!

Here's the perfect party game pack!

Arty Smarty Glug consists of three games guaranteed to make any party come alive. The games have been specifically thought out to be simple so even the shyest of people participate while being interactive and fun!

Ice Soda Whiskey | Brain Freeze |  
Meet Your Match



# SOCIAL PUZZLES

We've taken usually solitary pastimes like puzzles and turned them into social fiestas!

Discover how one puzzle can help you express your feelings towards a loved one, while another lets you share your success with like-minded souls across the world.



## SAY IT WITH A PUZZLE

Here's an exciting new way to surprise a loved one and tell them how you feel!

Our two-sided, personalized Jigsaw Puzzle is ideal for special occasions like birthdays, anniversaries, career milestones, romantic moments, or just about any occasion on which you want to delight a relative, friend or a loved one.



THE SOCIAL PUZZLE WITH  
NEW SHAPE CHALLENGES  
AVAILABLE ONLINE EVERY WEEK!

## THE SOCIAL TANGRAM

It's a puzzle with a new challenge every week!

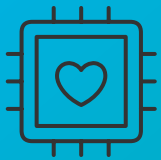
Normally, Tangram puzzles come with a set number of shapes, given along with the kit. We, at Arty Smarty, have infused a little tech into the equation. Every week, we post five new shapes online for you to try. If you can solve them, you can also post these on social media and get a chance to win cool goodies!



## INTELLIGENT

Imagine a child looking forward to a game which speeds up his maths skills. Or a family hooked on to an activity which enhances knowledge of the Stock Market. Think of a couple enjoying an art project together.

We try to infuse every product of ours with an 'enjoy... while you enhance' attitude.



## CONNECTED

We leverage the power of technology to ensure our games brings people closer.

Whether it is harnessing Social Media so people can interact with like-minded enthusiasts or devising games which allow people to form closed groups, we believe having fun can be a great uniter!



## FOR EVERYONE

Normally, the word 'toy' or 'game' is always immediately associated with children.

While some of our games are definitely meant for kids, others have been designed to have a more universal appeal. There are also specific products aimed at different target groups - the elderly, party groups, etc.

# SMARTER TOYS

## WHO'S COOKING UP THIS STUFF?

### **Nataliya Saxena**

She's a digital marketing and corporate communications whiz-kid turned dreamer... and designer. Apart from handling our entire promotion program, she's integrally involved in each and every aspect of the project.

### **Abhishek Saraf**

The material man! He's an encyclopaedia of production processes and materials. And in charge of our financials. He ensures that every product is of the highest quality while still being affordable for you... profitable for us!

### **Abhimanyu Saraf**

He's a disastrous engineer turned moderately successful advertising pundit turned to middle-aged-man searching-for-a-second-childhood. He dreams up crazy products, some of which actually see the light of day.



Aspiration Advertising powers The Arty Smarty Project.

A creative and print powerhouse based in Bangalore, Aspiration services global leaders like ITC Hotels, Infosys, Pernod Ricard and more.

Having continually expanded its range of services over the years, it harnesses its experience of over two decades to innovate, experiment and deliver.



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Also find our products on:

