MAGICUBE: LET THE MAGIC IN!

Geomagworld presents a brand-new cube which uses the power of magnetism to inspire children's imagination and creativity.
Developed for a wide age range (1 ½ - 3+), the new Junior Construction product line is ideal for even the youngest of children to have fun, be inspired and develop manual skills.

*Novazzano (Switzerland) April 2017 - **Geomagworld SA**, the company whose goal is to develop creativity and learning through play with its innovative and Swiss Made quality products, is proud to launch the magical **Magicube** range!*

Magicube is the new range of products that is about to revolutionize the Junior Construction category. This innovative toy is a construction system made of magnetic cubes which attach to each other on every side. By using the invisible and magical properties of magnetism, children will be able to let their imagination fly as they create different shapes and colour combinations and explore 3D building.

Children are at the heart of Magicube, bringing the cubes to life with their creativity. Even the youngest children can develop early manual skills by playing with the cubes. This new product "revolutionizes" the pre-school construction category as it is in fact an open game system with total freedom to improvise and think.

Children can build endless shapes with no limits to their creativity.

The new toy system has a wide range to stimulate, enchant and allow children to experience the most important subjects of pre-school development: animals, fruit, princesses and robots as well as castles and buildings. All price ranges are covered. The youngest children (1 ½ +) can have fun with magnetic cubes of different colours and with different illustrations on their 6 sides which, when attached correctly, create various fruits and animals, whether real-life or fantastical.



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For children aged 3 and up, the magic continues and Magicube is enhanced with new themes and accessories such as the "Magic Clips": these clips depict characters, objects and animals that can be magically attached to the cubes to help children express their creativity freely.



Geomagworld confirms its innovative approach and thanks to its collaboration with Giuseppe Ferrario, a well-known Italian illustrator and Art Director, has put children's imagination first, as they are the true play experts. The Swiss company has a wide range of products, from Magicube for younger children, the Classic, Mechanics and KOR lines, and finally the Geomag Pro L line for older and more experience builders. The Geomag lines grow side by side with children.

Geomagworld SA

Geomagworld SA is a company based in Switzerland, where creativity and learning have been working side by side since 2008. Geomag products allow children of all ages to develop and train their minds, their imagination and their curiosity through the science of magnetic construction. Every year the company introduces new and innovative product ranges and is famous all over the world. This success is driven not only by the quality of its toys, but also by the goal of its founders: to create the best play experience for everyone.
Over the years, Geomag has received a number of international awards that confirm the quality and value of its toys, such as: Dr. Toy "Best Classic Toys" and "Best Children's Products" Award, Toy Retailer Association "Construction Toy of the year", Parents' Choice Award, Nappa "Gold Winner", Top Toy of the year award, Oppenheim Toy Portfolio "Gold Seal", Creative Child Magazine "Preferred Choice Award" "Top Toy of the year" "Creative Play of the year", Purdue University official recognition and "Mejor Juegete 2017".

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