

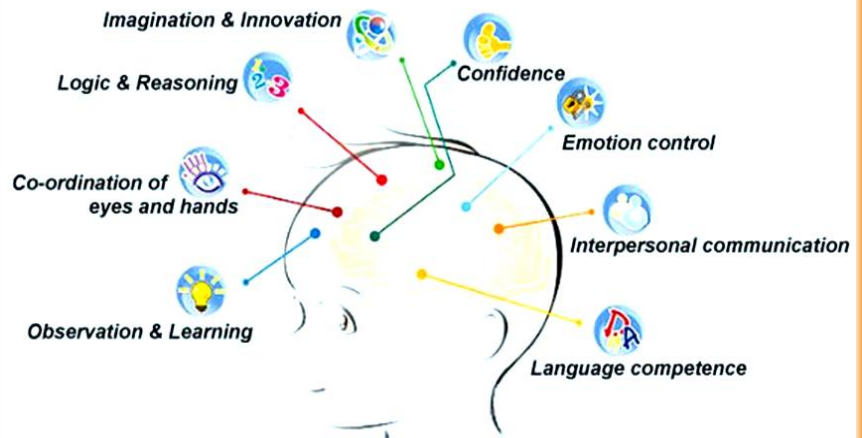
INVENTED IN GERMANY, DEVELOPED IN TAIWAN
Children from all parts of the world play with it everyday,
in New York, London, Paris, Sydney, Vienna, Cape Town, Berlin,
Toronto, Switzerland, Japan, Bangkok, Jakarta

**Now
 FIRST TIME
 In Singapore**



Education-Oriented Building Block System

**Growing Your Child's Brain Power
 in a Fun and Creative Way.**



The activities of LASy system are designed to develop a wide range of cognitive abilities

What is LASy Building Blocks?

This building blocks system has been successful for more than 20 years and are used in the early childhood learning centres, kindergartens, primary schools, special-needs centre and etc.. More than 50 countries have already adopted this creative training system.

LASy innovative building blocks system was invented by the German Engineer, Peter Laws, in 1977. The system was designed to cultivate a Balanced Left-Right Brain Development of a child. This System was awarded the iF Product Design Award in 1982.

These blocks are designed to offer maximum creativity and each building block set allows a child to create many magnificent models thus encourages creativity, problem-solving abilities and stimulate left-right brain development during play. The components are made from high quality and environmentally friendly plastics.



Multiple Intelligence (MI)

The activities of the LASy System are further designed and developed based on the famous Multiple Intelligence (MI) Theory, proposed by the renowned educational psychologist from Harvard University, Dr Howard Gardner in 1983.

The MI theory outlines 8 kinds of intelligence in which a child may excel. Dr Howard believes that people who are helped to develop these intelligences, will be more engaged and competent and therefore more inclined to serve society in a constructive way. Many educationalists support the practical value of the approaches suggested by the theory. We aim to achieve this through our unique building block activities.

"Intelligence is the ability to respond successfully to new situation and the capacity to learn from one's past experiences." Dr Howard Gardner

The activities in LASy Building Blocks can help your children to achieve that.

PROBLEM-SOLVING & ANALYTICAL SKILLS

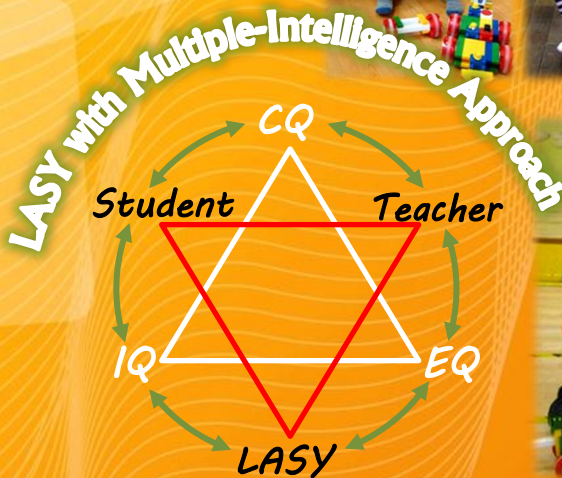


Children Are Born Creators!

FAMILY FUN & BONDING



TEAM-WORK



LASY with MI approach is designed to stimulate and develop a child's divergent thinking, 3D-spatial reasoning, mathematical logic, motor skills and up his 3Q quotient. The 3Q are IQ: Intelligence Quotient, EQ: Emotional Quotient, CQ: Creativity Quotient

Benefits of Learning using LASY Building Block System

(*Benefits gained from the program depends on the module the child participated.)

- ✓ Stimulate balanced left-right brain development
- ✓ Develop exploration, creativity, problem solving and analytical skills
- ✓ Learn to relate to, share and take turns with others
- ✓ Learn to listen and speak with understanding
- ✓ Develop language competency through play
- ✓ Build self-confidence (expression & presentation skills)
- ✓ Develop physical co-ordination skills (motor skills)
- ✓ Enhance family, peers, teacher-students bonding
- ✓ Most importantly, it is FUN!



LASY received Spiel Gut Award which is highest distinction given to toys in Germany

Brought to you by

