



english  
edition

KIDS  
PLAY



Children love Kids Play.  
Parents will follow.  
How about you?



- Innovative play zone for kids that redefines fun, creation and science.
- Effectively stimulates attractiveness and footfall of any commercial property.



**Boost your business  
with Kids Play!**



# PURPOSE

Designed for commercial properties

Constant improvement, quality care and increasing the attractiveness of your property is a must in today's world. All that needs are met by Kids Play – innovative play zone for children that perfectly fits to commercial properties like shopping malls, retail shops, hotels, airports, office buildings, etc.

Thanks to its innovative features Kids Play becomes a hallmark of your property that attracts more and more customers and increases your revenue. Children just love Kids Play for its vivid colours, manual games and educational applications. Find out more about its clear potential to boost your business.



Shopping malls



Office centers  
Hotels and restaurants

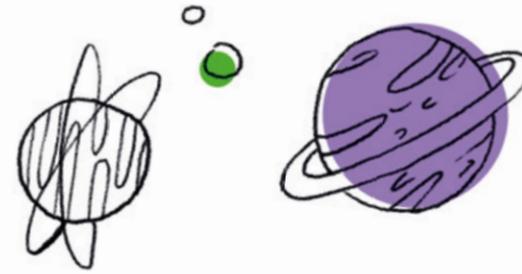


Airports and railway stations



Public institutions





## BENEFITS

### Pure profits for your property

Kids Play is a space dedicated to children. Commercial properties benefit from that product a lot, as it expands the property offer with an entertainment and educational function for children, adds a distinctive feature and builds competitive advantage.

The unique design of the Kids Play perfectly fits to modern shopping malls, creates friendly atmosphere of the center, increases footfall and tenants' revenues. Kids Play stands for an effective way to reinforce commercial property with a unique space of fun, education and creative children development.



### Footfall

Effectively increases footfall of commercial property



### Revenue

Generates profits for particular tenants and property owner



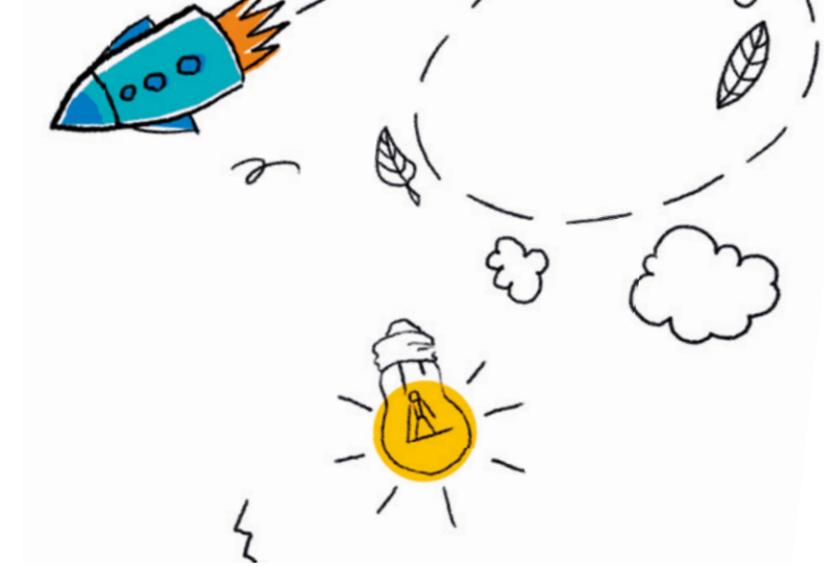
### Loyalty

Attaches your customers thanks to the statistics, loyalty program and prizes



### Image

Shapes positive and friendly image of your property



# POSSIBILITIES

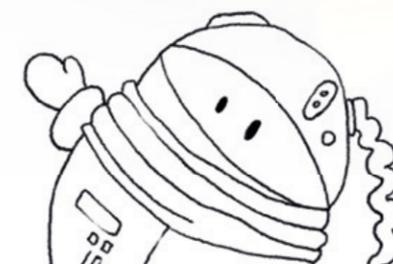
Shapes and sizes tailored to your needs

Kids Play offers the opportunity to create individual projects tailored to the needs of the client and the specificity of the interior. Individual modules can be configured in many ways, adapted to a larger or smaller area, arranged on a rectangular or circle plan of every size.

Each installation requires the optimal adaptation of Kids Play to the specificity of the area. While Kids Play was created for shopping centres, its potential also works perfectly in such spaces as restaurants, hotels, airports, railway stations, public facilities and all others commercial properties.

## Kids Play #1

Wall module  
8 sq m / 2 screens



## Personalisation

Projects tailored to the interior



## Form

Diverse forms of facilities



## Space

Various formats and sizes





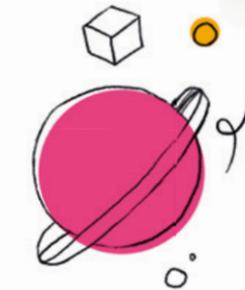
• **Kids Play #2**

Round module  
40 sq m / 4 screens / 2 VR



• **Kids Play #4**

Semi-round module  
30 sq m / 2 screens



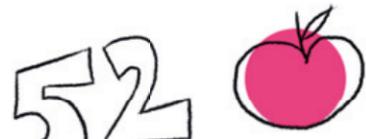
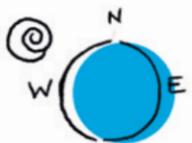
• **Kids Play #3**

Rectangular module  
20 sq m / 2 screens / 1 VR



• **Kids Play #5**

Round module  
40 sq m / 4 screens / 1 VR





## • Fun

Time flies when kids are having fun



## • Creation

Room for creative development



## • Science

Spontaneous discovery of the world

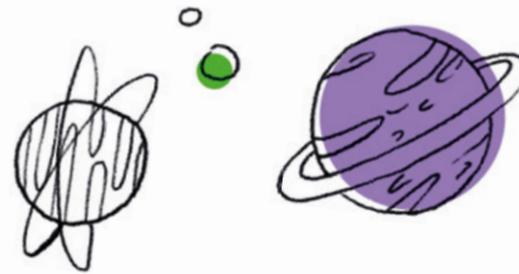
# CONCEPT

## Fun, creation and science reinvented

Our dream was to create a unique space that would redefine the relations between fun, creation and science. After careful R&D process, we designed a place ultimately tailored to the needs of children – a place full of vivid colours, appealing objects and state-of-the-art solutions.

Kids Play sparks child's imagination in an instant. This is how we transformed vision into reality. We created a product based on solid research, beautiful design and high-end materials. Welcome to Kids Play – a unique world of fun, creation and science!



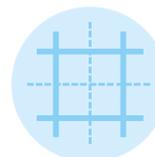


## SPACE

### Space beloved by kids and their parents

Kids Play is an area of carefully selected shapes, colours and materials creating a place tailored to the needs of children. Soft carpet, colourful poufs and friendly materials, such as wood and Krypton, are quick to win children's attention and hearts.

Every element for manual games and educational applications was designed to allow even the youngest users to have fun. Kids Play is a world based on one strong fundamental idea: 'the highest form of fun that children experience is the joy of discovering a secret and gaining knowledge'.



#### Space

- From 10 up to 200 sq m, individual projects



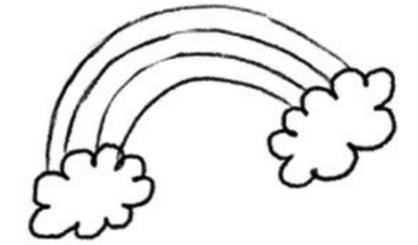
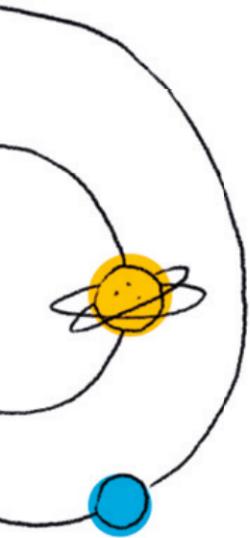
#### Materials

- Soft, durable and friendly textiles



#### Colours

- Colours appealing to children's imagination



## DESIGN

### High-end materials and multimedia

Kids Play is mostly comprised of wood and acrylic. The outer frame of the zone was made of light wood, creating an atmosphere of comfort and safety. Other elements, such as characteristic frames around the touchscreens and round tables, were made of Krion.

The zone is beautifully finished with soft carpet, colourful poufs and original lamps. All materials used in Kids Play are durable, eco-friendly and resistant to dirt. Children are such incredibly demanding users!



#### Wood

Frame made of wood fabrics

#### Acrylic

Colourful Krion finish

#### Fabrics

Soft, durable and stain resistant textiles



1

• **Touch Wall**  
Stimulates senses

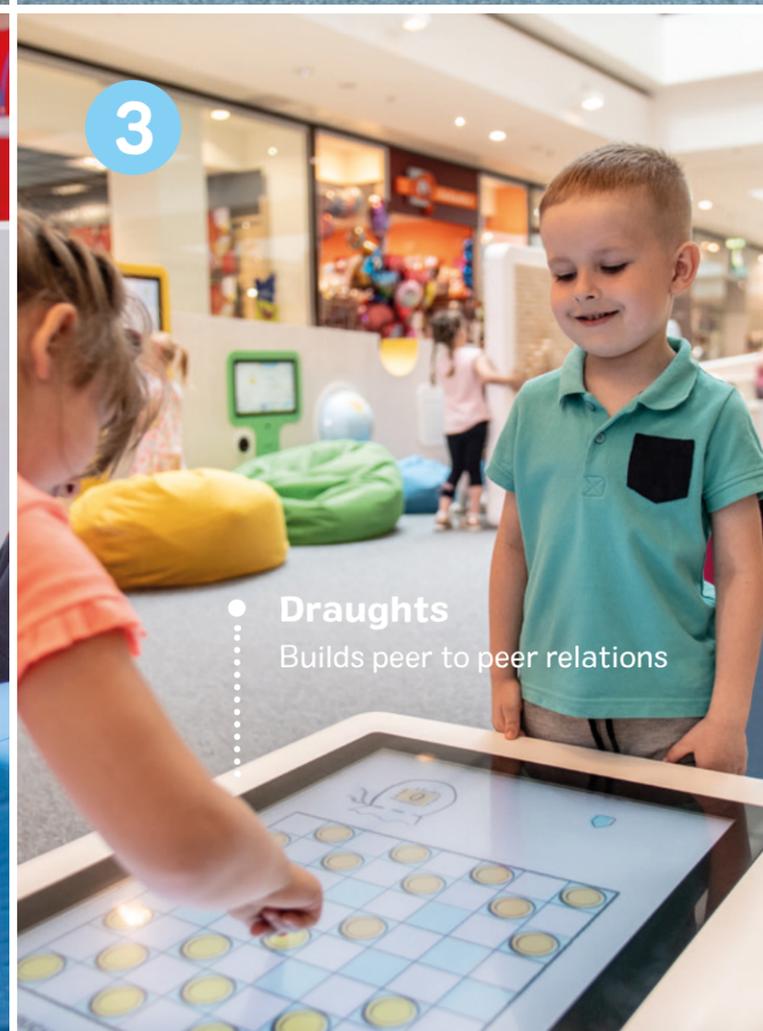


• **Liquid Floor**  
Broadens imagination



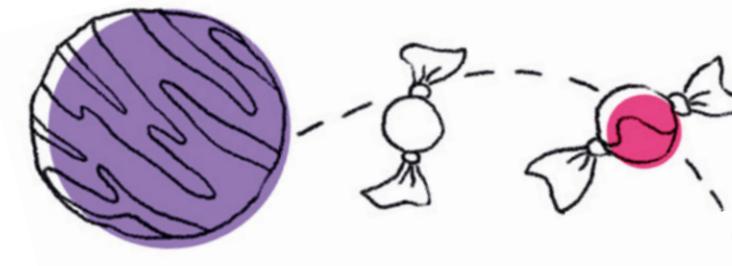
2

• **Touch screen**  
Excites child's curiosity



3

• **Draughts**  
Builds peer to peer relations



## DIVERSITY

### Various forms of interaction

The Kids Play area proudly presents an innovative combination of two appealing forms of interaction – manual games and educational applications. Elements for manual play, such as ‘touch wall’ or ‘liquid floor’, surprise children the way they work, stimulate the senses and broaden the imagination.

Educational applications teach logical reasoning in a variety of ways, develop the memory, expand the knowledge about the world, and even allow you to practice foreign language skills. Kids Play is a world that combines the best qualities of manual games and educational applications.

- 1 **Manual games**  
Stimulation of senses and imagination
- 2 **Educational applications**  
30 interactive games inspiring child development
- 3 **Healthy competition**  
Building social relations and competing with peers



**Memory**  
Stimulating memory



**Knowledge**  
Curious facts about the world



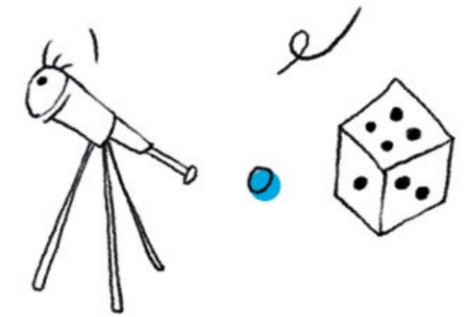
**Reflex**  
Reflex exercises



**Foreign languages**  
Training language skills



**Logic**  
Learning logical reasoning

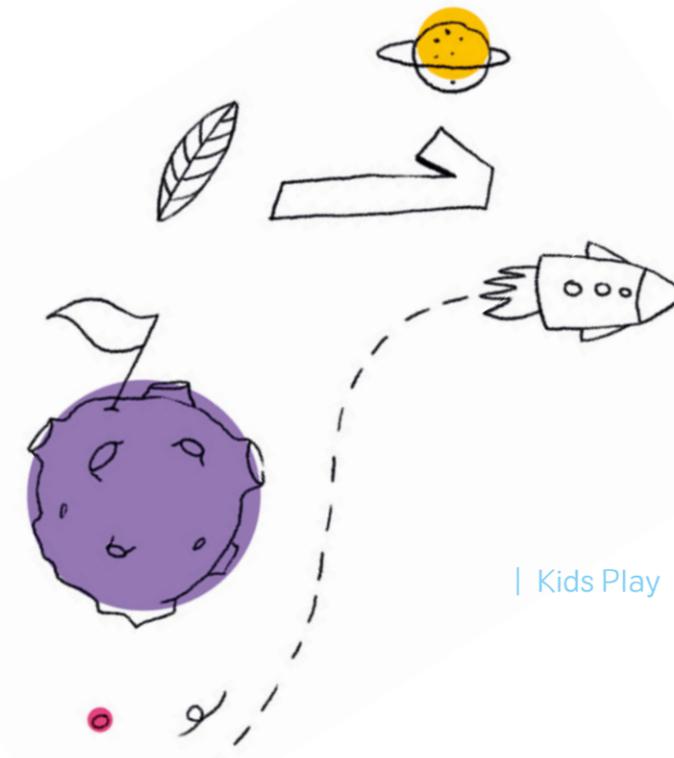


## APPLICATIONS

### Educational applications for children

Kids Play is a set of over 30 educational applications. High-end touchscreens integrated in the frame of the area enable children to make the most of interactive games. Each application was designed to develop a specific skill.

Thanks to Kids Play children practice memory, train reflexes, learn logical thinking, interesting facts about the world and foreign languages. All this thanks to an innovative formula of original games, such as 'Magellan's Voyage', 'Newton's Apple' and 'Edison's Lightbulbs'. Fun and science rediscovered!



**30**  
educational applications





• **Newton's apple**  
Logical reasoning exercises



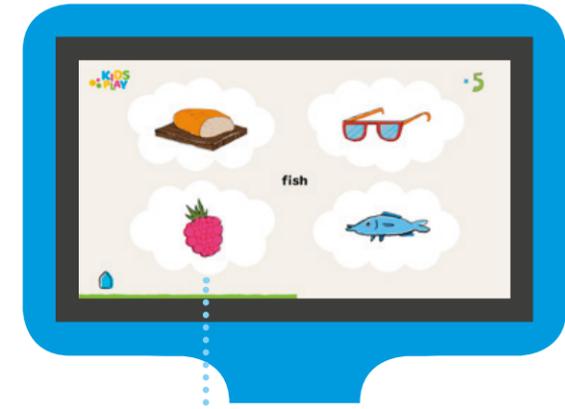
• **Memory**  
Memory exercises



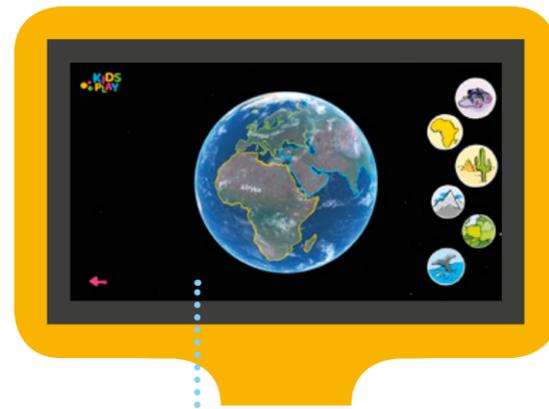
• **Edison's lightbulbs**  
Reflex exercises



• **Ten is the best**  
Learning how to add



• **Practice English**  
Learning foreign languages



• **Globe**  
Curious facts about the world





# LOYALTY PROGRAMME

Collect points and claim prizes

Kids Play is not only about fun and science but also points, contests, prizes and loyalty programme. Every child that uses the educational applications can create an account, collect points and claim appealing prizes. Applications register the number and time of game playing, they add the correct answers and save the points in user account.

All you need is to visit Kids Play regularly, collect points and then claim prizes, take a printed voucher and exchange it for crayons, football, skateboard or other attractive gift.





## IMPLEMENTATIONS

Become a pioneer and win the market

The first implementation of Kids Play was developed in April 2018 in Echo Shopping Centre, belonging to the portfolio of EPP company – the #1 retail GLA in Poland. Echo is the largest shopping centre in the City of Kielce, covering 70 000 sq m and offering ca. 300 sale and service points.

The opening of the Kids Play area has proved a great success. Every day crowds of children are happy to play educational games. The gallery gained a distinctive feature, took on a cosy family atmosphere, and children found a unique space for fun and development.



8  
months

since the official  
product launch



9 500  
users

have set up accounts  
for educational games



70 000  
games

have been played  
all together  
by children



**CITY**

[kidsplay.com.pl/en](http://kidsplay.com.pl/en)  
[city.com.pl/en](http://city.com.pl/en)

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