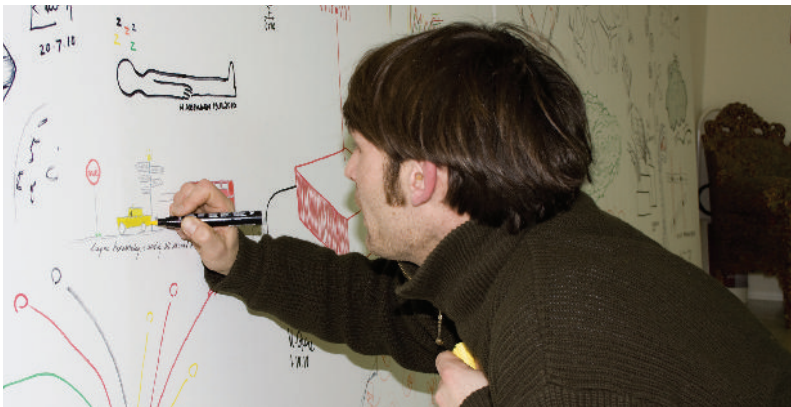




A collection of toys for children and adults, or a design project exploring our collective memory, in search of timeless archetypes? ArcheToys ticks both boxes: the idea is the brainchild of Floris Hovers, a Dutch designer who uses the simplicity of shapes, colours and materials to seek a balance between work and play, analysis and intuition, craftsmanship and mass-production. ArcheToys model vehicles bring together a range of different aspects: the study of toys of the past, personal memories, graphics and

industrial design, the discovery or rediscovery of sensations that are concrete and not simply virtual, the pleasures of playing and of collecting. Two new series were also added to the many types, shapes and colours already available: the building site, with a silo surrounded by cranes, diggers and other construction vehicles, all in a classic orange colour, and the farm, complete with tractors and trailers. Two further worlds to create a universe where playing becomes part of everyday life for all ages.



Designer in Magis



**ArcheToys** — design Floris Hovers, 2013  
Technical Sheet

Car models, plant and farm

Materials: steel profiles, painted in epoxy resin. Magis logo is stamped on each product of our collection vouching for their originality.



CAR 1 Green 5037  
15 x 4,5 x H 4,2



CAR 2 Light Green 5092 + CARAVAN  
White 5105  
23,5 x 4,5 x H 6,2



SPORT CAR Blue 5052  
15 x 4,5 x H 3



AMERICAN CAR Pink 5086  
16,5 x 5 x H 2,7



NEW YORK TAXI Yellow 5034  
14 x 4,5 x H 4,2



LONDON TAXI Black 5130  
12 x 4,5 x H 5



POLICE CAR Brilliant Blue 5051  
13 x 4,5 x H 4,2



POST VAN Red 5081  
13 x 4,5 x H 4,7



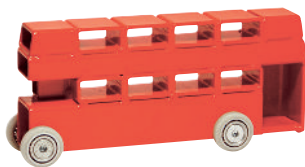
AMBULANCE White 5105  
18 x 4,5 x H 4,7



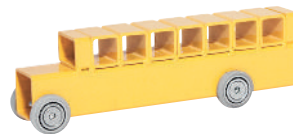
HEARSE Black 5130  
18 x 4,5 x H 4,7



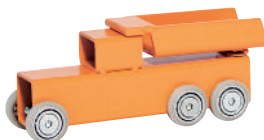
ICE CREAM VAN White 5105  
13 x 4,5 x H 5,7



LONDON BUS Red 5081  
18 x 4,5 x H 8,2



SCHOOL BUS Melon Yellow 5077  
19 x 4,5 x H 5,7



DUMP TRUCK Orange 5079  
15,5 x 5,5 x H 6,1



TOW TRUCK Yellow 5034  
14 x 4,5 x H 6,5



US TRUCK Grey 5124 White 5105  
26,5 x 4,5 x H 6,6

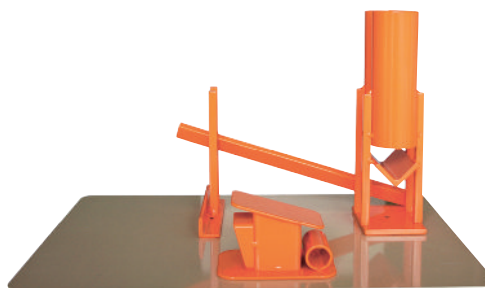


magisdesign.com

**ArcheToys** — design Floris Hovers, 2013  
 Technical Sheet



FARM Red 5088  
 40 x 30 x H 22



PLANT Orange 5079  
 40 x 30 x H 18



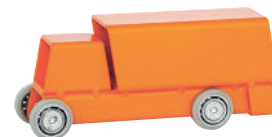
BULLDOZER Orange 5079  
 11,5 x 5 x H 7,5



CRANE Orange 5079  
 24 x 6 x H 17



ROADROLLER Orange 5079  
 11 x 6 x H 5



GARBAGE TRUCK Orange 5079  
 15,5 x 4,5 x H 6,6



ARMY JEEP + CANNON Olive Green 5036  
 23 x 4,5 x H 2,5



ARMY TANK Olive Green 5036  
 14,5 x 5,5 x H 5



ARMOURED VEHICLE Olive Green 5036  
 13,8 x 4,5 x H 3,7



TRACTOR 1 Red 5081 + WAGON Pastel Blue 5053  
 25,5 x 5,5 x H 7



TRACTOR 2 Green 5091 + WAGON Pastel Blue 5053  
 25,5 x 5,5 x H 6,5



SMALL TRUCK Orange 5078  
 11,5 x 4,5 x H 6,6



FIRE TRUCK Red 5081  
 19 x 4,5 x H 7



MILK TRUCK White 5105  
 15 x 4,5 x H 3,8





**Floris Hovers**

A basic and simple approach to techniques and materials is essential for Hovers to communicate his vision and working method. Simple and easy industrial forms and structures often appeal to him, and he finds small, naive toys and handmade things moving.

Captivated both by the idyllic workshop and by the factory where pieces are mass-produced, he is driven to waver between these two.

These extremes are a constant throughout his work, which he describes as industrial crafts.

