



INSIGHT:

ADULTHOOD COMES WITH CONSTANT PRESSURE.

What adults quietly crave isn't more stimulation, but small moments of relief: something familiar, tactile, and safe to decompress with.

IDEA:

THE POP & BUILD RITUAL

Bubble wrap stops being just protective packaging and becomes part of the product experience. Adults can pop before building, release before thinking.

LEGO transforms from a creative toy into a pressure-relief ritual — where building and decompressing happen at the same time, turning play into a moment of safety and calm.

INSIGHT:

CHILDREN WANT TO GET THEIR PARENTS' ATTENTION.

Sometimes children are willing to reshape themselves, or their toys, just to earn their parents' attention.

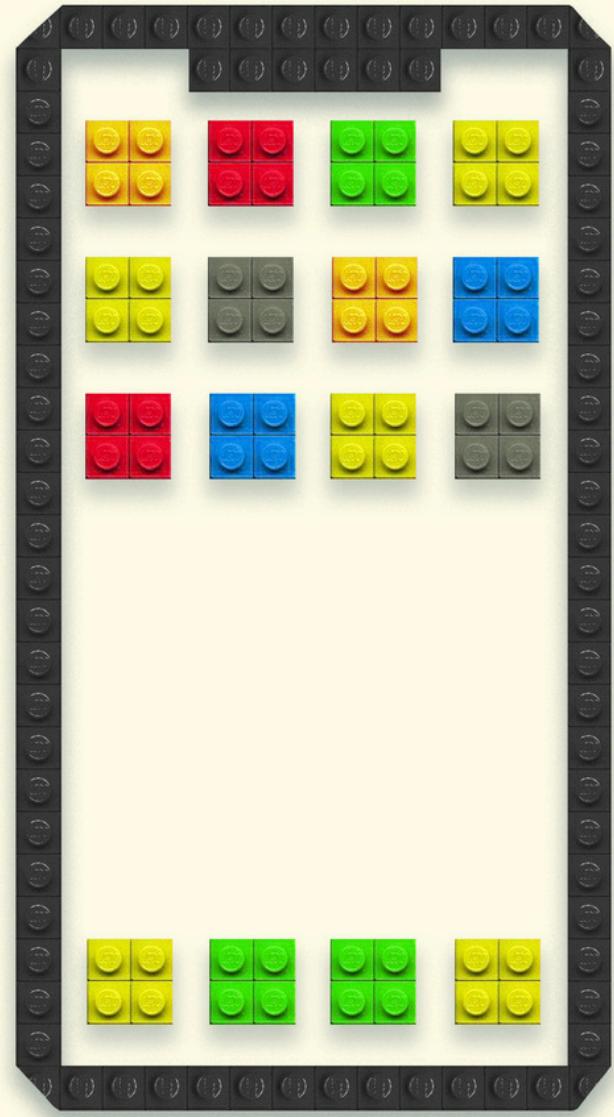
IDEA:

“MAYBE NOW MOM AND DAD WILL PLAY WITH ME!”

In this poster, a child rebuilds LEGO bricks to resemble something Dad loves—his smartphone. The child's logic is simple and innocent:

“If I make LEGO like what they love, maybe they'll play with me!”

Through this earnest, slightly heart-wrenching attempt to please, the project reveals children's longing for shared moments. It invites parents to empathize, encouraging them to spend more time playing and connecting with their kids.



Dad loves his phone...

So maybe he'll wanna build this with me!

