

# *Echoes of the East*

*Modular Wooden Blocks Inspired by Cultural Heritage*

by  
**Echowooda**





Echowooda creates high-quality wooden toys designed for children and families.

Using natural materials and timeless forms, we create open-ended toys that invite exploration, imagination, and connection. In quiet moments of play, children build not just with their hands—but with their thoughts, feelings, and growing sense of self.

Hello, we are

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Echoes of the East is a modular wooden block set inspired by traditional Chinese architecture and beloved Eastern stories. With every piece, children rediscover the beauty of structure, the rhythm of form, and the spirit of storytelling. It is rooted in heritage, designed for the present, and open to endless reinterpretation.





## A Market in Need of Change

In today's market, many toys speak loudly but say little.

Overstimulating lights, chaotic visuals, and poor materials fill the shelves—offering entertainment but rarely meaning.

Echoes of the East answers this need with a quieter voice—inviting children to slow down, build with care, and feel something deeper.

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### POOR AESTHETICS

In Chinese market, most toy products are visually cluttered, brightly colored, and aggressively stimulating.

### SENSORY OVERLOAD

Toys with flashing lights and loud sounds dominate, leaving little room for subtle beauty or quiet engagement.



### LOW-QUALITY MATERIALS

Many toys use low-grade plastic or rough wood with toxic coatings. These materials are unsafe to touch or chew, and often splinter, crack, or emit strong odors.





## Bringing Culture Back to Play

We reinterpret iconic elements from traditional Chinese architecture—rooflines, columns, and lattice windows—into modular forms for building.

These components are not just structural, but narrative—helping children recreate scenes from stories like The Legend of the White Snake.

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### TIMELESS TALES REIMAGINED

Inspired by stories like The Legend of the White Snake, the set lets children rebuild iconic scenes and connect with cultural heritage through play.



### TRADITIONAL CHINESE ARCHITECTURE

Echoes of the East transforms traditional Chinese rooflines, columns, and windows into simple forms—inviting children to explore Eastern design through hands-on play.



### ROOTED IN TRADITIONAL CRAFT

Combining modern precision with hand finishing, each block reflects the enduring spirit of Chinese craftsmanship—rooted in tradition, refined for today.



## Play that Embraces Aesthetics

Our design language is  
minimalist, poetic, and  
timeless—rooted in traditional  
forms, yet reimagined with  
modern clarity.

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## Play that Shapes with Care

Each block is precisely scaled  
and shaped for intuitive  
construction.

Every curve and proportion is  
intentional, offering a sense  
of calm, balance, and visual  
harmony in children's play.





# Play that Glows with Ancient Tones

Rooted in the philosophy of the Five Elements, our color palette draws from the traditional five tones—red, yellow, blue, white, and black—each carrying symbolic meaning passed down through centuries.

Together, they form a palette that is gentle, balanced, and deeply cultural—bringing ancient tones into the everyday world of children’s play.

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凝脂 C5 M5 Y5 K5 R25 G25 B25 #F0F0F0	五色 C10 M10 Y20 K0 R25 G25 B0 #F0E68C	黄润 C5 M15 Y30 K0 R30 G25 B15 #F5DEB3	绿柳 C20 M20 Y40 K0 R25 G35 B15 #D9EAD3
霜月 C20 M0 Y0 K10 R15 G15 B15 #D9D9D9	千山翠 C40 M40 Y50 K15 R10 G10 B10 #A9D0D9	松绿 C30 M30 Y30 K20 R10 G10 B10 #A9D0D9	绿云 C30 M30 Y30 K20 R10 G10 B10 #A9D0D9
暮秋秋半 C40 M40 Y40 K40 R10 G10 B10 #A9A9A9	苍烟清照 C40 M40 Y40 K40 R10 G10 B10 #A9A9A9	红藤杖 C10 M10 Y10 K10 R10 G10 B10 #D9D9D9	紫鼠 C40 M40 Y40 K40 R10 G10 B10 #A9A9A9
黄泥 C10 M10 Y10 K10 R10 G10 B10 #D9D9D9	燕巢 C40 M40 Y40 K40 R10 G10 B10 #A9A9A9	晓干 C10 M10 Y10 K10 R10 G10 B10 #D9D9D9	油葫芦 C40 M40 Y40 K40 R10 G10 B10 #A9A9A9





## Play that Bridges Form and Meaning

We simplify key elements of traditional Chinese architecture into modular forms that children can build and understand.

Children begin to see structure, story, and history not as separate—but as part of how the culture is built.

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杭州楼外楼  
Hangzhou Louwailou Inn





## Play that Connects

More than building, *Echoes of the East* invites families to connect through storytelling—retelling tales, imagining scenes, and passing down cultural memory through play.

This particular scene is inspired by *The Legend of the White Snake*, a cherished Chinese folktale, allowing children and parents to reimagine legendary moments—together.

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## Play that Sparks Creativity

The set promotes open-ended play that builds spatial awareness, fine motor skills, and storytelling abilities. Children create their own narratives and structures—again and again.

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## Play that Nurtures Thought

From ages 2 to 7, our blocks grow with the child. Each stage of play—perceive, construct, interpret, create—supports key developmental milestones through meaningful, age-appropriate exploration.

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### 1 Perceive

#### Age 2–3 years

Aesthetic sensitivity, attention focus, sensory awareness

### 2 Construct

#### Age 3–4 years

Fine motor control, hand-eye coordination, spatial reasoning, problem solving

### 3 Interpret

#### Age 4–5 years

Narrative thinking, cultural understanding, empathy, language expression

### 4 Create

#### Age 5–7 years

Creative imagination, self-expression, identity building, autonomous thinking





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## Conclusion & Vision

Echoes Series is more than a toy—it's a bridge between generations, a vessel of culture, and a quiet invitation to create, remember, and imagine.

Echoes of the East is just the first chapter. Future sets will explore new cultural themes—from the Great Wall to the Silk Road—always rooted in tradition, reimagined for modern play. Our goal is to create toys that are not only beautiful and educational, but lasting vessels of memory, imagination, and heritage.





# Thank you.

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