

Echoes of the East

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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Echo of the East

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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靛青 C5 M5 Y18 K8 P345 C293 B193 #5D7C9D	玉色 C18 M10 Y22 K2 B214 C178 B209 #E6D8C1	黄润 C15 M15 Y30 K8 B173 C214 B184 #F9E68B	黛蓝 C20 M25 Y40 K10 B215 C220 B142 #4C78A3
蕉月 C30 M25 Y20 K10 B134 C144 B136 #96A98A	千山翠 C20 M40 Y20 K15 B187 C152 B155 #667777	结绿 C16 M35 Y10 K20 B185 C195 B77 #557744	绿云 C25 M15 Y25 K30 B169 C173 B61 #254444
霜降秋平 C30 M22 Y20 K10 B131 C123 B171 #E1D8C1	苍烟落照 C25 M20 Y20 K10 B186 C151 B179 #C1B1B1	红藤枝 C16 M48 Y10 K8 B146 C128 B133 #D1B1B1	紫岚 C45 M45 Y10 K30 B189 C170 B67 #804C57
黄粱 C25 M22 Y40 K5 B195 C183 B152 #C1B18A	蒸梨 C18 M40 Y20 K10 B165 C158 B155 #D1C1B1	卧干 C35 M54 Y10 K15 B124 C108 B63 #7C5C37	油葫芦 C10 M15 Y30 K20 B100 C77 B49 #944031



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 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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民居
Residence



牌坊
Archway



钟楼
Bell Tower



茶楼
Teahouse



廊亭
Pavilion



长桥
Long Bridge



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 Nurtures Thought

From ages 2 to 7, our blocks grow with the child.

2-3
Years

1 Perceive

Aesthetic sensitivity, attention focus, sensory awareness



2 Construct

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

2-4
Years



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5-7
Years



4 Re-Create

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



4-5
Years

3 Interpret

Narrative thinking, cultural understanding, empathy, language expression

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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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