

For 25 years, adults have been asking:  
**WHAT DOES IT DO?**

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Twenty-five years ago, an object appeared that refused to explain itself.  
No buttons. No function. No right or wrong.  
Just a shell with two eyes and a big smile.

## **Bilibo.**

While adults still ask, “What does it do?”,  
children do what they always do when given the chance: they play.  
They sit, spin, balance, hide, collect treasures, and build entire worlds.  
Bilibo becomes a helmet, a boat, a drum, a turtle, or a throne – often all in one afternoon.

In 2026, Bilibo celebrates its 25th anniversary.  
In a toy landscape crowded with electronics, features, and short-lived trends,  
Bilibo has stood for a quarter of a century as a radically simple idea:  
**good toys don’t tell children what to do.**  
**They trust them to figure it out on their own.**

Bilibo is not a product with a fixed purpose. It is an invitation – a canvas for movement,  
imagination, and self-directed play.

### **The Bilibo Family Grows**

To mark the anniversary, MOLUK introduces two new members to the Bilibo family:

#### **Bilibo Midi**

A compact, lightweight shell designed for younger children and life on the go. Easy to carry, quick to pack, and especially suited for sensory play with water, sand, snow, or natural materials – indoors and outdoors.

#### **Bilibo Dots**

Thirty-six colorful play counters with eyes – the “currency” of Bilibo Land.  
Made for counting, sorting, flicking, threading, collecting, and inventing new games.  
Dots connect movement, fine-motor skills, and thinking – without ever feeling like learning.

Both new products have received the spiel gut® seal for exceptional play value.

From the beginning, MOLUK has designed toys without batteries, screens, or instructions – not out of nostalgia, but conviction. Neuroscience confirms what children intuitively know: learning begins in the body, through movement, balance, touch, and hands-on experience.

Bilibo is not a reaction against modern life.  
It is a reminder of what children truly need – and what adults often forget:  
curiosity, courage, and trust in their own play.

### **WHAT DOES IT DO?**

The answer has been the same for 25 years:  
Whatever children make of it.



### **MOLUK – Less, On Purpose**

At a time when the toy industry continues to pile on electronics, features, and functions, the Zurich-based company MOLUK has chosen a radically different path: reduction to the essential, complete openness, no prescribed outcomes. Bilibo, developed by designer Alex Hochstrasser as part of his diploma project at the Zurich University of the Arts, embodies this approach: a shell-like object without a defined function, which only comes to life in the hands of children. Launched in 2001, Bilibo quickly became an international success, defying the prevailing trend toward electronic toys and earning numerous design awards.

In 2011, Alex Hochstrasser and his sister Doris, an architect, founded MOLUK as a creative laboratory for open-ended, sensory play. Since then, a cohesive family of play objects has taken shape – from the Plui Rain Cloud to the silicone figure Oogi and the elastic building blocks Hix, Mox, and Oibo. To date, nineteen MOLUK toys have received the spiel gut® seal. Bilibo and MOLUK have been featured in major exhibitions, including “Century of the Child” at the Museum of Modern Art in New York. Today, the products are embraced equally by families, educators, and therapists – as a counterpoint to sensory overload, as an invitation to move, and as a vote of confidence in the power of a child’s imagination.

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