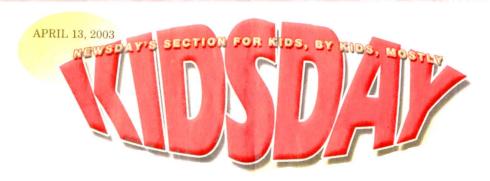
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LET'S TAKE A TRIP

## The Art of Making Toys

By Lauren Muscarella KIDSDAY REPORTER

had the privilege recently of learning how toys were produced at Yottoy in Manhattan. I also saw background on the toys during a tour I took with three of my friends. We were shown around by Peter Doodeheefver, vice president and creative director of Yottoy.

First, members of the design team pick an idea from a book or television show or are asked by representatives of movie studios or TV shows to make a toy from a show or book. They work hard to make sure everything is precise. Next, they make models of what the toy may look like. After that, a person sews the stuffed animal together. Sometimes they change what the toy will look like. Then, they make the face.

They make prototypes,

which run the gamut from backpacks to purses to puppets and wind-up toys, for companies such as Disney and Nickelodeon, or movies such as "Star Wars" and "Toy Story." They make sure everything from freckles to eye color and amount of hair are exactly like the characters in the book or television show.

Yottoy, which specializes in stuffed animals, makes sure all their toys are safe and fun to play with and conducts stringent testing for quality and safety. Toys are sold at bookstores and specialty toy and department stores such as Nordstrom, Neiman Marcus, Kidding Around and Books of Wonder.

I think Yottoy does a great job of making toys. The employees work hard and it shows. I was lucky to experience the magic of toy making. You can visit the Web site www yottoy com



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