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[June 1, 2006] **Toronto design studio launches online environment to stimulate creativity**

It's Children's Day in China and Hungary, and children everywhere have something new to play, create and share with! Thanks to YUVA Studio (www.yuvastudio.com), a Toronto based studio with a mandate to develop products that nurture creativity in young children.

YUVA Studio's Product Design team announced today that YUVA, their premier product is ready and available for purchase. YUVA, the root of all words meaning "young", is an online environment, a creative playground for children aged 4-10 years.

Shapes are at the core of YUVA. Co-founder Jayashri Deshmukh, refers to them as "the basic alphabet of a person's visual language". YUVA fosters PLAY with a palette of shapes. The rich environment challenges the imagination of young artists as they merge, rotate, enlarge or flip them to create a variety of drawings. "It's like playing with 2-D blocks. In the process of play and experimentation, a child makes a multitude of connections that unfold the principles of pattern, design and composition."

CREATE follows PLAY - it is a more deliberate act, one driven by intention. Using YUVA, children will be able use their original drawings to create e-cards, posters, greeting cards and even custom T-shirts.

A natural step to follow CREATE is SHARE - the act of confidently showing one's creations to others through e-cards, printouts, galleries and the YUVA Studio Merchandise store. YUVA not only makes sharing easy for children but also encourages them to solicit a response. E-card recipients can send messages to the artist. They go directly into the child's "Sketchbook" - much like signing an Artist's guestbook. The YUVA Studio Gallery is a public-facing online venue for these young artists to submit their drawings to. Soon, the Gallery will invite professional artists and designers to curate art shows and competitions.

Although YUVA's primary audience is children who have basic computer skills, the co-founder of YUVA Studio, Parth Upadhye says, "YUVA is actually for everyone, for all ages. There's a child in each of us that delights in creative play. In our product tests we found that while the children were drawing trucks and birds with YUVA, their parents were designing rugs and wallpaper! The possibilities truly are endless!"

At YUVA Studio, we can all be YUVA Artists.

About YUVA Studio:

YUVA Studio (www.yuvastudio.com) designs and develops products that: foster play (with shapes), stimulate creativity, and encourage sharing. We have a "single" focus - that of creating products that fit this "Play. Create. Share." model based on the iterative nature of a creative process.

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