

YOYO bench at the Athens Olympic Museum

A new YOYO bench arrived at the Athens Olympic Museum to inspire and co-create Christmas wishes with children of all ages through an interactive workshop at the Museum's educational center.

YOYO eco bench arrived at the Athens Olympic Museum in an event that was held from 22.12.21 to 09.01.22.

YOYO bench is designed by Rodanthi Senduka, creator of the Emblem of Olympic Games Athens 2004 and YOYO concept and creative director & partner of Red Design Consultants. On the occasion of the event, a new YOYO bench was created as a permanent piece in the Museum.

The Red Design Consultants team, in full action, drew and painted Christmas wishes together with the children having as a canvas the paper template shape of YOYO.

Rodanthi Senduka said: "I am really happy for the beautiful, creative hospitality, since the YOYO concept as well as the creation of the emblem of Athens 2004 share a common value : the value of creativity through play that gives us the opportunity to express ourselves and to connect with the most innate value, the uniqueness in each of us.

It is the basis through which we become better, we evolve and we align with the fundamental values of life ".

Maria Papaioannou, General Manager of the Museum, added: "Since the Athens Olympic Museum transmits Olympic education and the values it stands for, we are always looking out for special events to promote the philosophy of Olympism and its benefits to people. This is why we decided to include YOYO in the Museum along with a series of festive activities around it, as the idea it represents fits perfectly with the joy of effort and the meaning of becoming better and better which are the basic values of this philosophy. We are very happy with the response we received from visitors and we will continue with other similar actions in 2022."

Thank you YOYO friends

A big thank you to all the friends who in time have embraced the YOYO concept.

Organisations :

MICHAEL CACOYANNIS FOUNDATION, ATHENS OLYMPIC MUSEUM, K44 ORGANIZATION EARTH, FRESH HOTEL, BETAHOUSE in Berlin, TATOÏ Club, MINISTRY OF ENERGY & ENVIRONMENT, CHINESE EMBASSY in Athens, INTERNATIONAL THESSALONIKI FAIR, INTERNATIONAL HELLENIC UNIVERSITY in Thessaloniki and PLATFORMS PROJECT at the School of Fine Arts in Athens under the scope of ATHENS STREET ART FESTIVAL.

Artists :

E: info@reddesignconsultants.com

A: Syngrou 5 Kifissia GR 14562

T: +30 210 801 0003

reddesignconsultants.com

HARRY LAMBERT, Christine Grek, Jaime Carbo, UNEG, Κ.Γκίκας & Alex Chien, K.Gkikas & Alex Chien, Giorgos Sirigas, Artemis Katsampani, Elli Vizantiou, Aphrodite Koromvoki, Andreas Tsourapas.

Artists from different disciplines :

George Panoussopoulos, George Tsivolas, Bill Sarellas, Costas Spathis Complex Shadow, Odydoze.

Collaborators :

Xenia Kaldara, Ada Ifanti, Ariadni Perraki, Panos Davias, Telis Tseperkas, Vassilis Bellos, Aris Aggelou.

Notes for the editors

A few words about YOYO

Inspiration & Design

YOYO bench is an everyday object inspired by the contemporary life of the world citizen, with global distinctions. The design is based on letters that form the word YoYo.

It is a creative abbreviation of the word You, which is at the same time a youthful greeting (YO). In ancient Chinese YOYO means to be yourself.

The making

YOYO bench is made of compressed wood pulp. YOYO is a multi awarded bench with ecological awareness, it is fun, with a creative spirit.

YOYO Concept

YOYO is a concept that invites different partners from the creative, business communities as well as organisations to collaborate, create & celebrate life.

YOYO suggests to live consciously with joy & respect to life, to this planet & our natural need for play and expression.

Distinctions

YOYO bench began its journey through the *etsi platform for the environment in 2010. Since then it has won 5 international and Greek awards for its design.

Winner at 2010 China's Most Successful Design Awards

Finalist at New York Festivals 2011

EVGE 2011

Nominee at German Design Awards, 2012

E: info@reddesignconsultants.com

A: Syngrou 5 Kifissia GR 14562

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Silver Award at A' Design Award, 2013-14

E: info@reddesignconsultants.com

A: Syngrou 5 Kifissia GR 14562

T: +30 210 801 0003

reddesignconsultants.com