



kidrobot™

ABOUT

Founded in 2002, Kidrobot is acknowledged worldwide as the premier creator and dealer of limited edition art toys, signature apparel and lifestyle accessories. An innovative cross between sculpture and conceptual art, Kidrobot offers not only a powerful medium for today's international fashion designers, illustrators and graffiti artists, but also the creative canvas for emerging street trends and pop art. Kidrobot showcases and sells its unique take on contemporary culture at specialty stores in San Francisco and Las Vegas. Kidrobot can also be found at numerous retailers around the world and online at kidrobot.com.





WHAT WE DO

Instigate creative conversation.

Create a space where art, design, and **surprise** meet.

Remind you what it's like to feel **amazed**.

We bring art to life.

Custom MUNNY by Mori Chack

kidrobotTM

House of Brands

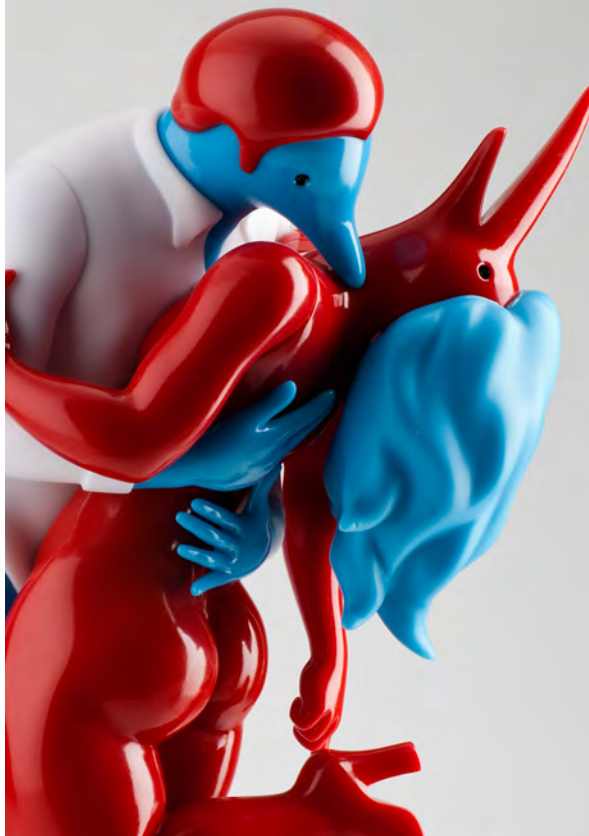
kidrobot™ black

With a restricted color palette, the exclusive collection of Kidrobot Black thrives on the untried, the unexpected and the unusual. Featuring darker themes and available in only limited quantities, Kidrobot Black distinctively unites higher and lower forms of expression as it draws production to the brink of unique.



kidrobot™ X

Exploring an extensive range of themes – from ironic twists on pop culture to commentary on sexuality – Kidrobot X represents the work of graphic designers, toy artists, graffiti writers, illustrators and beyond.



kidrobot™ CORE

Kidrobot's iconic Dunny and MUNNY platforms, and the signature 'Bot, round out the Core collection. These platforms are an innovative cross between sculpture and conceptual art, providing a powerful medium for today's international fashion designers, illustrators and graffiti artists, but also the creative canvas for emerging street trends and pop art.



MUNNYWORLD™

CREATE YOUR OWN ART TOY!

In MUNNYWORLD you can do anything you want! Each MUNNYWORLD figure is a blank canvas, ready for scribbling, piercing, painting, posing, piling, dressing up and sculpting into forms straight from one's imagination. Do amazing things and create more than ever before. Or simply keep them just as they are and enjoy the pure form. But most importantly, have fun with MUNNYWORLD!

18"

7"

4"



Smorkin **Labbit**

A smoking, unshaven rabbit character created by pop artist Frank Kozik was originally featured in Kozik's nineties rock poster art. Labbit and his signature buttock were adopted by Kidrobot in 2003. This beloved chain smoker is a born classic. But who cares, Labbit sure doesn't.



HAPPY **Labbit!**

Goofy, cute and pleasantly offbeat, Happy Labbit dons many fun accessories from dapper 'staches to bubble gum.



LABBIT LAND



kidrobot®

KOZIK

: Labbit Land





kidrobot™ LICENSE



A L I E N



GH^oSTBUSTERS™



kidrobot™



ADVENTURE
TIME
x
kidrobot™

ARTGIANTS

BIGGER IS BETTER

Ever stare at that big empty spot in the middle of the room and think, "I sure could use a giant fiberglass objet d'art right there." The very largest of Kidrobot's art toy sculptures, Art Giants, are first and foremost – BIG. Crafted to command attention and elicit response, our Art Giants fill the void in your world like nothing ever could or ever will. When you can handle the truth: Bigger really is Better.



kidrobotTM x

Since Kidrobot's inception collaboration has been an integral part of the creation process. Over the years Kidrobot has swapped ideas, design and brand sensibilities with a wide range of artists, brands, and licensors in an attempt to bring brand new art to life in a range of mediums.

kidrobot™ x Crayola®

Crayola x Kidrobot is proud to present a refreshing new take on Kidrobot's signature DIY platforms. Each Crayola x Kidrobot DIY figure comes with washable Crayola markers perfect for creating designs again and again. The only limit is your imagination! Each figure also comes with a Crayola mini-coloring book to try designs in a 2D setting. Add each figure to your collection today for maximum creative possibilities!



kidrobot™ x *Andy Warhol*

Kidrobot, purveyor of art, design and pop culture, and The Andy Warhol Foundation for the Visual Arts, the premier organization supporting the creation, presentation and documentation of contemporary visual arts, are proud to partner together to release a limited edition Andy Warhol collection in 2016.

The collection will include both vinyl and plush pieces, releasing in the summer and fall of 2016. The collection will feature Andy Warhol's most iconic art on Kidrobot's renowned vinyl and plush platforms. Kidrobot's premier artist platform, the Dunny, will be prominently featured in the collaboration. The collection will range from blind-box collectibles to high-end art pieces.



kidrobot™ x Samsung GALAXY

Samsung and Kidrobot have collaborated to design unique, custom figurines inspired by the power of Samsung Galaxy mobile devices. An increasingly important platform for self-expression, mobile technology connects with users through mobile accessories, creative applications, or digital design within the device itself. Capturing Kidrobot's inspired design on both the Galaxy accessories as well as in the devices themselves, creates multiple new touch points for artistic expression.



kidrobot™ for swatch®

Creative and collectible, the Kidrobot for Swatch collaboration fuses the signature product of two world-renowned brands. Offering the unique canvas of the classic Gent Original Swatch and Kidrobot's iconic vinyl Dunny, Kidrobot and Swatch invited 8 contemporary artists to each put their unique mark on one of these highly collectible pairs. Featuring the extraordinary talents of artists Gary Baseman, Jeremyville, Frank Kozik, Joe Ledbetter, MAD, Tara McPherson, SSUR, and Tilt, these one-of-a-kind combos should be both treasured and closely guarded.



kidrobot™ x (PRODUCT)RED™

The (KIDROBOT)RED collection is our addition to the range of powerful (RED) products. The collection includes three sizes of the Kidrobot Mascot Bot (1.5" keychain, 3" vinyl figure, 7" vinyl figure), as well as a specially designed adjustable snap-back cap and a knit beanie.



kidrobot™ x

SOUTH PARK™ THE STICK OF TRUTH™

Introducing the South Park: The Stick of Truth Grand Wizard Edition, a must-have for any self-respecting South Park fan worth his weight in cheezy poofs. This limited Grand Wizard Edition features a trove of mystical items from the deepest reaches of South Park to aid you in your quest to acquire the Stick of Truth and rid the realm of evil.

**SOUTH PARK:
THE STICK OF TRUTH**



SOUTH PARK™ THE STICK OF TRUTH™

**GRAND WIZARD
EDITION**

THE ULTIMATE FELLOWSHIP PACK

**NECROMANCER
SORCERER**



**BONUS
FIRE DAMAGE!**

**RANGER
ELF**



**BONUS
WEAPON DAMAGE!**

**ROGUE
ASSASSIN**



**BONUS
GOLD!**

**HOLY
DEFENDER**



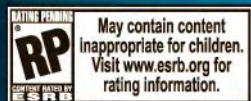
**BONUS
DEFENSES!**



**KIDROBOT® GRAND WIZARD
CARTMAN 6" FIGURE**



**CARTMAN'S HAND-DRAWN MAP
OF SOUTH PARK KINGDOM**



PS3



XBOX 360

**XBOX
LIVE**

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UBISOFT

kidrobot™ x MAJOR LAZER

Major Lazer is a musical project by DJ/producer extraordinaire Diplo. Kidrobot and Diplo joined forces to bring the fiction front man of group to life in 7" of glorious vinyl as well as roll out a custom line of Major Lazer apparel.



kidrobot™ x Snoop Dogg

Loc'd out with his porchfront braids and eased back with a fat roll of endo, the D-O double-G's been delivering his signature smooth G-funk flow since '93. Reppin the LBC from shades to his shelltoes, Snoop knows it ain't no fun if the homies can't get none.



kidrobot™ x GORILLAZ

Gorillaz is an animated super group created by Jamie Hewlett and Damon Albarn. The band is comprised of four fictional band members: 2D, Murdoc, Noodle and Russel. Kidrobot collaborated with Gorillaz to produce a line of Gorillaz toys in two color variations, limited to 2000 pieces each.



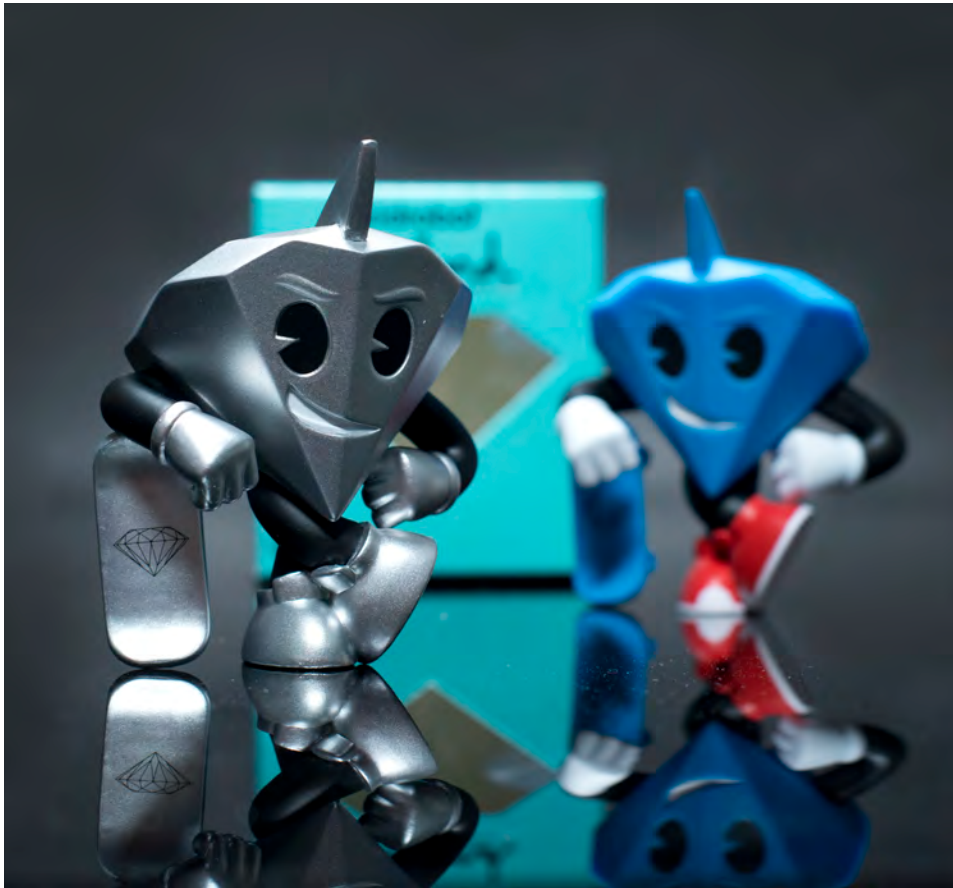
kidrobot™ x VISIONAIRE

Hitting the runway hard and fast in its collaboration with Visionaire Magazine, Kidrobot produced Visionaire 44, toys designed by Marc Jacobs for Louis Vuitton, Valentino, Donatella Versace, Hedi Slimane, Miuccia Prada, Karl Lagerfeld, Jean-Louis Dumas for Hermes, Alexander McQueen, Dolce & Gabbana, and Viktor & Rolf. Kidrobot and Visionaire collaborated again in producing Visionaire 45 with Comme des Garçons, Maison Martin Margiela, Gucci, Vivienne Westwood, Christian Lacroix for Pucci, Giorgio Armani, John Galiano, Stefano Pilati for Yves Saint Laurent, Helmut Lang, and Jean-Paul Gaultier.



kidrobot™ x Diamond SUPPLY CO.

Continuing to seek out crossover collaborations, Kidrobot worked with popular street wear brand Diamond Supply Co. on a mascot mini-fig. Sporting a laid back pose with a skate deck, the Lil' Cutty figure had the iconic diamond head with the reverse pac-man eyes (a nod to the KR mascot). This was a perfect crossover piece for Diamond Supply Co. fans, sneakerheads, toy folk, and streetwear enthusiasts! It was released over a two week period, in two sizes 3.5" and 12", with exclusive color ways for Diamond Supply, PacSun, BAIT and Kidrobot.



kidrobot™ x SANTA CRUZ SKATEBOARDS

Celebrating the 30th Anniversary of Jim Phillips's famous "Screaming Hand" design, Santa Cruz Skateboards invited some of the world's most influential artists and brands to pay homage to this iconic image... and Kidrobot's contribution was a beautiful vinyl sculpture standing 11" tall. Released as a limited edition piece, it was also produced in blanks which were customized by a select number of artists and displayed in a mobile art gallery. The gallery is scheduled to visit several countries in 2016 and 2017.



kidrobot™ x BARNEYS NEW YORK

Skullheads Skullheads are 12-inch figures produced exclusively by Kidrobot for fashion retailer Barneys New York. Toy designer Huck Gee's signature Skullhead was immaculately dressed in the Spring collections of five of the world's most famous fashion designers: Marc Jacobs, Jil Sander, Dries Van Noten, Rick Owens, and Duckie Brown. Each designer supplied the actual fabric used in their collection to ensure authenticity.



kidrobot™ x TARINA TARANTINO™

Kidrobot collaborated with jewelry designer extraordinaire Tarina Tarantino to create a collection of limited edition jewelry and accessories. Each collaborative piece featured one or more of Kidrobot's iconic characters—MUNNY, Dunny and Kidrobot—and was punctuated by a rich selection of brilliant Swarovski crystals, vivid lucite beads, pearls, cast metal pendants and silk ribbons handpicked by Tarina Tarantino. Highlights included pink, blue and white multi-strand pearl and crystal necklaces with 4-inch MUNNY charms and beaded bracelets with vintage-style cast metal pieces.



kidrobot™ x CİRCA

New York City nightclub legend Peter Gatien set up shop in Toronto and launched CİRCA, a one-of-a-kind nightclub and entertainment venue. Kidrobot designed an exclusive room on the third floor of the space. A world's first, the bar and lounge area featured the colorful world of Kidrobot, including signature creations such as Dunny, MUNNY, and Frank Kozik's Smorkin' Labbit character.



kidrobot™ x BURTON

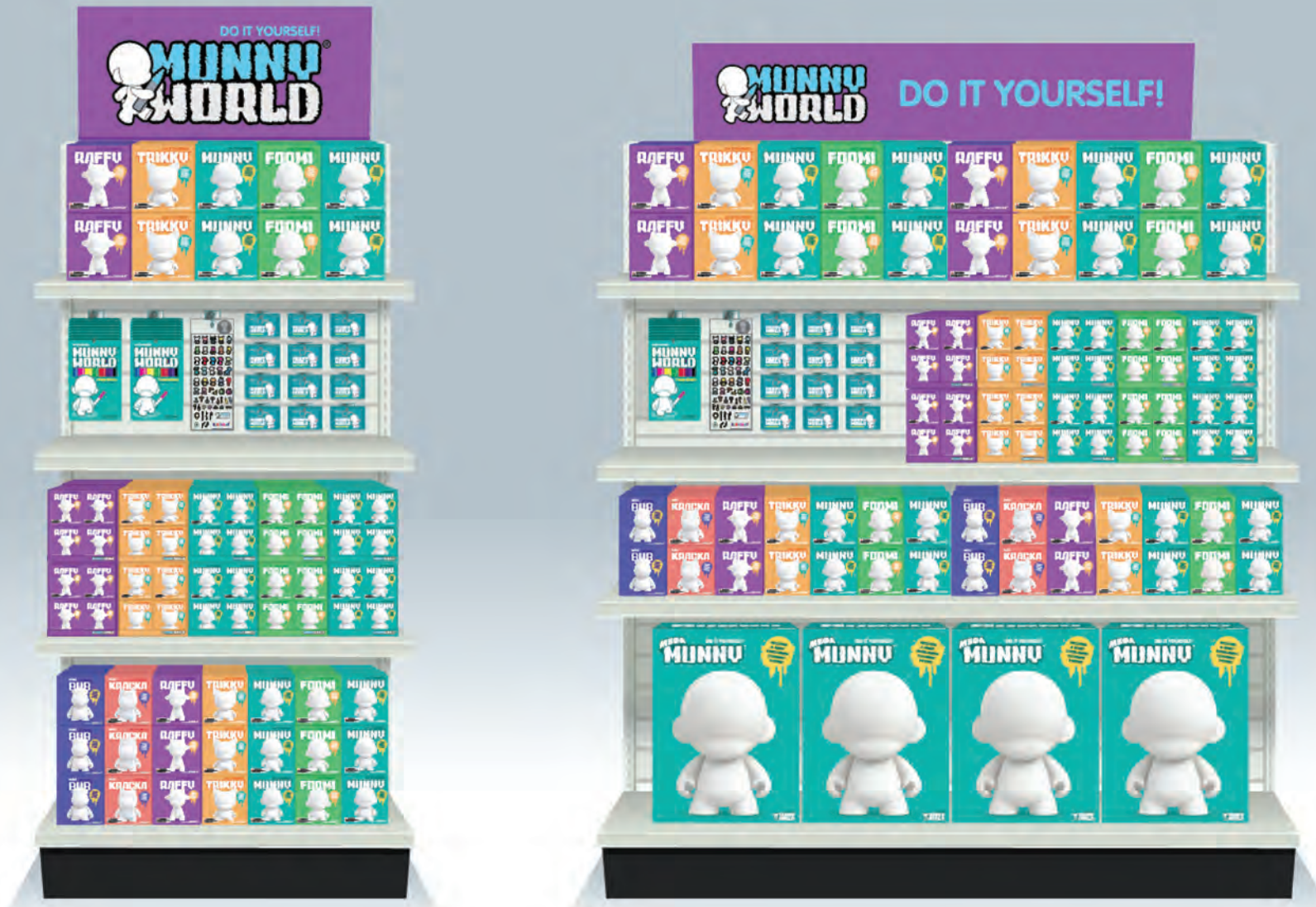
Kidrobot and Burton Snowboards went full-on slopestyle to unveil their limited edition collaborative snowboard, the Burton Kidrobot 158 cm Custom Plus, and a series of limited edition outerwear for men and women. The result was a whimsical and colorful snowboard, with a top sheet graphic that featured a repeating pattern of Kidrobot's icon, Robot Head, and a base graphic photo collage of well-known Kidrobot figures. These patterns, "Toy Pile" and "Robot Head Jacquard," are also featured on the outerwear collection. Special components of the Burton x Kidrobot outerwear collection included printed satin linings, Riri multicolored zippers and custom Robot Head zipper pulls on all exposed zips. The collection was available in Burton stores around the world, Kidrobot stores in North America, select specialty retailers, and on kidrobot.com.



kidrobotTM

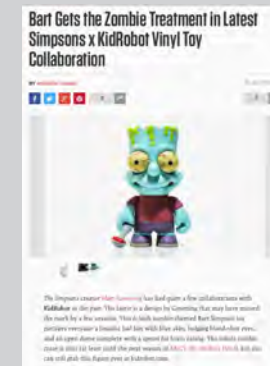
Community

kidrobot® // POP & In-Store Merchandising



The Scene

With its diverse fan base and wide range of products, Kidrobot can pop up in random places - from high-end art and trend blogs, to home décor magazines to celebrity baby cribs.



Tastemaker Blogs

Kidrobot x Marvel

Kidrobot x Simpsons

Diamond Supply Co. x Kid Robot Lil' Cutty \$12



Diamond Supply Co. teams up with Kid Robot and together they present a vinyl figure going by the name Lil' Cutty. Of course the toy is in the form of a diamond and of course it is holding a skateboard deck. [Buy yours here.](#)

Highsnobiety, Kidrobot x Diamond Supply CO



People, Super Mini Keychain Series 4



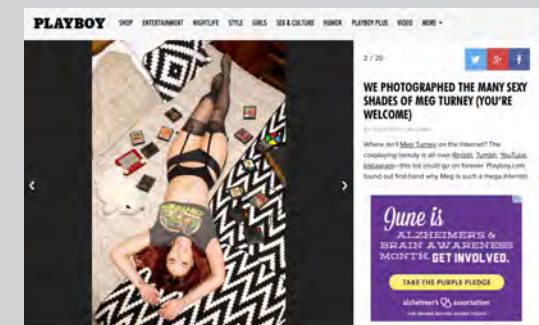
US Weekly, YUMMY Ice Cream Sandwich as photographed in Mariah Carey & Nick Cannon's twins' nursery



The Source, Kidrobot x Snoop Dog.



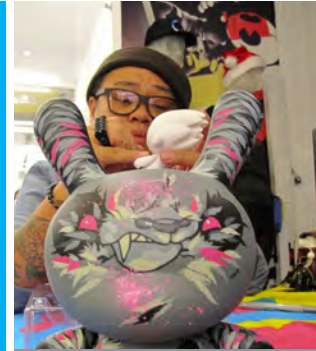
Elle, Samantha Ronson with her Dunny collection



Playboy.com, Meg Turney with her Labbit.

Our Community

The Kidrobot fan base is a tight-knit and highly engaged community that thrives on being up-to-date and in the know, and is always curious about what comes next. Kidrobot embraces this energy by creating a space where the fans, the artists and the art can come together.



Aaron Martin at signing event



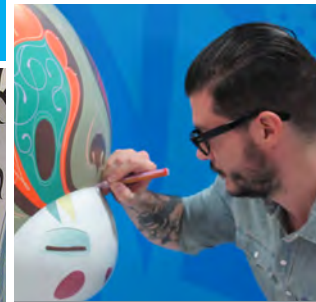
Katie White of the 'Ting Tings' with MUNNYWORLD hat



Fans waiting for Dunny series release event



Ron English at signing event



Supakitch making custom



Heidi Klum & YUMMY



Justin Bieber with MUNNY tee



Fans at Dunny series release event



Boulder grand opening party



Fan & Jermaine Rogers MUNNY



Ludacris with Labbit tee



Joe Jonas



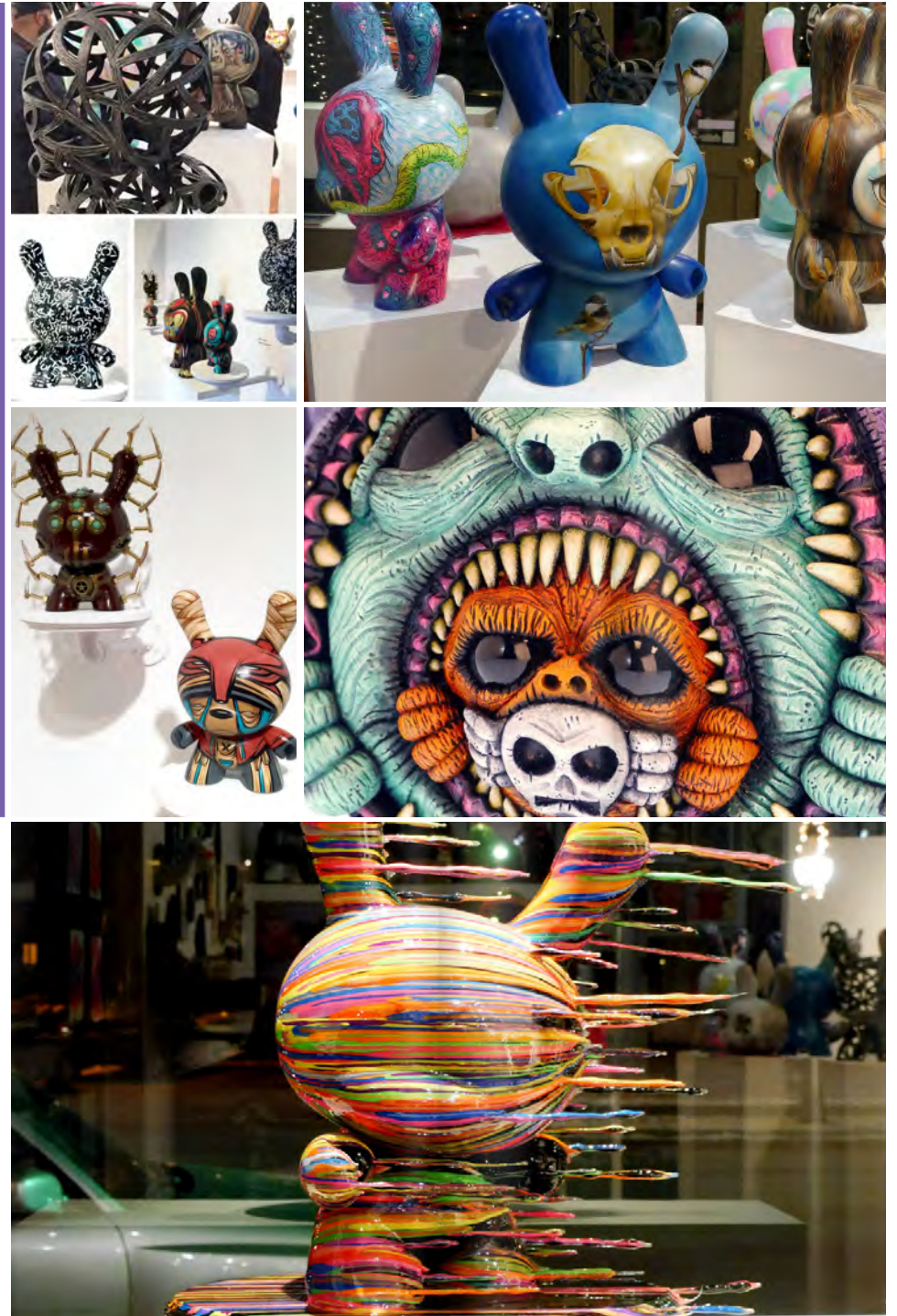
Jon Burgerman at signing event



Lindsay Lohan at LA store

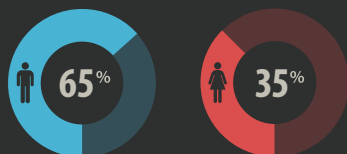
DTA DUNNY SHOW

What began as a simple idea to allow artists to work live on stage at the 2014 New York Comic Con, grew into something so much greater. On January 10th, 2015 The Clutter Gallery opened its doors to an incredible month long exhibit of customized 20" and 8" Dunnys, titled The DTA Dunny Show with pieces crafted by some of the industry's most established and emerging artists. Clutter and the Designer Toy Awards have always been about garnering recognition for the art toy community as well as expanding the audience our scene reaches. This exhibition partnership with Kidrobot was a natural evolution of those things, as something that does nothing, but help everyone making indie toys, and will now be an annual event supporting artists and the Designer Toy Awards.





Fans

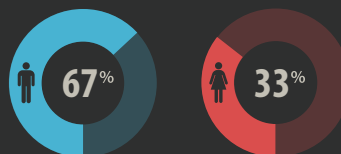


Majority of fans are 25-34 years old

Likes



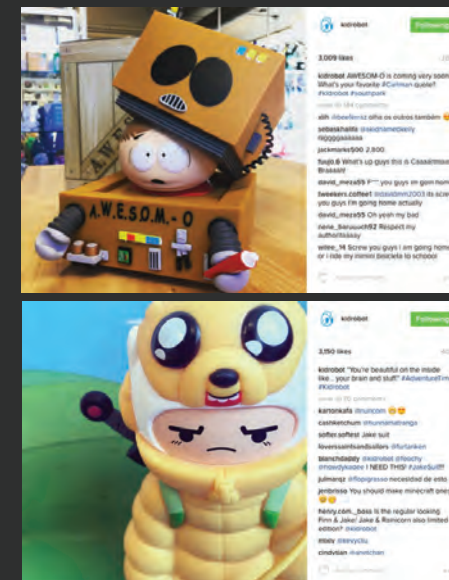
Fans



Followers



Followers



Distribution

Kidrobot showcases and sells its unique take on contemporary culture at Kidrobot stores in San Francisco and Las Vegas with pop-up stores appearing in cities worldwide. Our products can also be found online at Kidrobot.com and in select retailers worldwide.



Where to find us

kidrobot.com

blog.kidrobot.com



facebook.com/kidrobot



[@Kidrobot](https://twitter.com/Kidrobot)



[@Kidrobot](https://www.instagram.com/Kidrobot)



[KidrobotCast](https://www.youtube.com/KidrobotCast)



pinterest.com/yummybykidrobot/