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BIG CHIEF PAPER TOY X SANRIO Collaboration.

Sanrio is proud to announce it's first collaboration with a design blog. Hello Kitty and Keroppi, two of the most well known Sanrio characters, meet Big Chief Paper Toy, the creation of the designer Luca Gentile. Big Chief Paper Toy will dress the characters and the "DIY" paper toy will be available at the website: <http://think.bigchief.it/toys/>

The launch of the Paper Toy comes in the occasion of terrible environmental disaster in Japan. Sanrio and Luca Gentile, with this collaboration, want to show their support to Japanese people and spread the word of sympathy – Pray For Japan.

ABOUT SANRIO

Sanrio was founded in 1960 and in 2010 Sanrio was celebrating 50th anniversary. Sanrio is a social communication business based on the concept, which is also company's motto: Small Gift Big Smile. Mr. Shintaro Tsuji, the founder, created a line of character merchandise designed around gift-giving occasions. Since Sanrio's original character release in 1962 there has been over 400 new character introductions. Apart from Hello Kitty other popular properties include: My Melody, Keroppi, Badtz Maru, Kuromi and many more. Sanrio designs, develops, distributes and licenses a vast collection of branded gifts, stationery and fashion accessory items.

ABOUT LUCA GENTILE

Luca Gentile is 30 years old, graduated from Politecnico di Milano in Industrial Design. He's the dude behind the blog Think.Bigchief and the fabulous BigChief Paper Toys. He currently live in Milan where he work as a freelance designer of things pertaining to graphics and websites.



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