

From the outset we saw this exercise as an opportunity to not only create a Dream House for America's favorite toy, but to "build a better dollhouse" and create an educational tool to teach young girls about the meaning of sustainability, familiarize them with green materials and technologies, and encourage them to consider a career in architecture.

With Barbie's Malibu Dream House, the packaging is as important as the interactive fun inside. The "architect's portfolio" shaped carrying case unfolds to become the base of the dollhouse. The graphics on the outside of the portfolio could provide the necessary splash on the store shelves. All materials used for this product are envisioned to be of 100% recycled content, and the inks to be 100% non-toxic.

The model of Barbie's Dream House is simple, yet fun to build. The kit consists of two folding walls, a second floor plane, a folding "butterfly" roof, a "green wall", two "B" frames (rigid frames custom-designed by Barbie to resist earthquakes), a spiral stair, a chimney flue, and built-in components including the Office and Kitchen cabinets, appliances and the closet storage systems.

The model goes together quickly and easily. Once the contents are removed from the box, the "portfolio" is hinged open to form the base. The first floor wall snaps directly into base and the second floor is set on top. The "B" frames are then attached, connecting the second floor to the base, rigidifying the structure. The spiral stair is dropped through the hole in the second floor and attached to the base. After the second floor wall is snapped into place (the center portion and the point of the "V" align with the first floor wall), the roof is set into the cradle created by the folded wall. Finally, the green wall and the chimney are installed to hold the entire assembly together, and the built-ins are set in place.

The symmetry and shape of the design allow the walls to be reconfigured to create several different room layouts.

As well as being fun and interactive, Barbie's Malibu Dream House is designed to make reorganizing the furniture as easy as pie. In a modern house, especially one with spectacular views, direct connection to the outdoors is essential. Because the exterior of Barbie's house is all glass (the green wall provides privacy in the bathrooms) all of the rooms are open to the natural surroundings, making them easily accessible for rearranging furniture or hanging *Velcro*-backed art on the "fuzzy" pink walls.

The up-turned "butterfly roof", designed to harvest rainwater and support south-facing solar panels, makes playing house even easier on the second floor.

Egg-crate cubbies and built-in hanging rods are easy to reach and encourage organization skills and collecting accessories.

The simple forms make Barbie's Dream House easy to produce at a miniature scale to be included as an accessory with Architect Barbie. Barbie has her own line of stylish "green" furnishings in the works!





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vicinity map

# Barbie

## Malibu Dream House

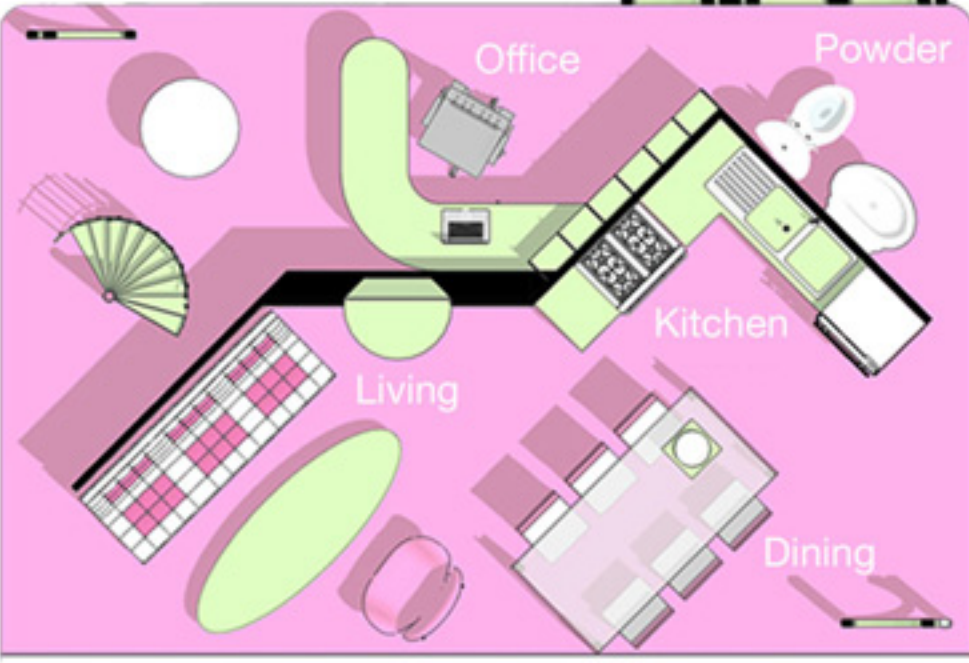
Folds Into Its Own Carry Case!



-  Water Collecting Roof
-  Solar Power
-  Green Wall
-  Natural Ventilation
-  Non-Toxic Sustainable Materials
-  Perfect Views of Malibu Beach
-  Closets for Dozens of Outfits



Second Floor Plan



First Floor Plan