

## Pockoshko Dolls

# POCKO

### Case Study

As part of the London Design Festival in September 2009, Pocko in collaboration with Magma, the leading visual arts & design retailer in the UK, initiated the Pockoshko Doll project involving twenty award winning Pocko artists. Wooden Matryoshka dolls were customised using a variety of techniques, from oils painting, ink and watercolour to collage and soldering. Following a tradition dating back to the 1890's, Pockoshko is a reinterpretation of this classic Russian design object with a contemporary edge. Originally an homage to Grandmothers, Pockoshko dedicates our mini-monuments to all Grandfathers!

The exhibition got the attention of leading art and graphic magazines and was displayed in the three London branches of Magma bookshops.



# POCKOSHKO



# Pockoshko Dolls

The window at Magma Books, Clerkenwell



**Pockoshko Dolls** top: Ben Newman, bottom: Kinpro



**Pockoshko Dolls** top: Jorge Alderete, bottom: McFaul



**Pockoshko Dolls** top: Staffan Larsson, bottom: James Braithwaite



# Pockoshko Dolls top: Joey Hi-Fi, bottom: Paul Bower



**Pockoshko Dolls** top: James Dawe, bottom: Postics



**Pockoshko Dolls** top: Adam Hayes, bottom: Hennie Haworth

