



# Onni & Ilona: Happy Shapes

## Sensory puzzles for toddlers

### Onni & Ilona sets sights on visual object recognition in follow-up app

*Happy Shapes is the second in a series of kids apps about visual development*

**Helsinki, Finland, August 6th 2020:** Today, childrens brand Onni & Ilona, focused on goods for the visual stimulation of infants, announced the release of their second mobile app in a series of educational kids apps. *Onni & Ilona: Happy Shapes* will be released on the Apple App Store on Thursday August 13th 2020. Aimed at kids aged 1-5, the app challenges children to construct characters from shapes and parts. Successful tries are rewarded with a variety of animations, sure to delight kids and parents alike. Much like its predecessor, *Onni & Ilona: Happy Animals* (2017), the new app brings to life familiar Onni & Ilona characters in fun ways.

Of the upcoming app release, Onni & Ilona founder and illustrator Leena Junnila said, "Seeing the success of our first app, and especially the incredibly positive and encouraging feedback we have received from around the world, we wanted to create something new for families. We chose to keep our focus on infant visual development and further direct it to shape and object recognition. In addition, we wanted to increase interactivity, serving a slightly older audience than the first app did. I think we succeeded, and I hope parents agree."



Onni & Ilona: Happy Shapes features 12 lively characters that children are tasked to build. Three of them are free-of-charge, while the nine rest may be purchased with a single transaction within the app. The challenge for kids is to recognize and understand parts of a whole, then reconstruct them correctly. Successful tries are rewarded with a multitude of animations and audio performed by the characters. True to the Onni & Ilona identity, visuals are made up of clear and high-contrast imagery. While primarily meant for toddlers, parents may also turn on a "baby mode", which allows a simpler form of interaction.

Like the first one, the new app is developed by Pintxo Creative, a Helsinki-based kids app company, founded by Olli Hassinen and Ilari Niitamo. "The idea for the app came quite naturally. As my own children were quickly growing into toddlers, I wanted to create an app for a bit older kids", Hassinen remembers. The app also promises improvements on many fronts. "We greatly enhanced the technology and design involved. Interactions and animations run smoother, audio is more rounded and a greater emphasis was put on animation quality. We even tripled the amount of animations from 12 to 36", explains Niitamo.

Onni & Ilona: Happy Shapes is available on the Apple App Store on August 13th 2020.

## Details

**Website:** <https://onnijailona.app/happyshapes/>

**Press kit (33mb):** [https://onnijailona.app/press/happyshapes/onnindilona\\_happyshapes\\_presskit.zip](https://onnijailona.app/press/happyshapes/onnindilona_happyshapes_presskit.zip)

**Trailer (56s):** [https://www.youtube.com/watch?v=2Anp\\_2uIGlk](https://www.youtube.com/watch?v=2Anp_2uIGlk)

**App Store (available August 13th 2020):**

<https://apps.apple.com/app/id1347231473>

Full version promo codes available upon request

## Contact

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**About Onni & Ilona:** Designed by illustrator Leena Junnila, Onni & Ilona's visual stimulation cards have entertained and charmed babies for about 10 years. In the past, Junnila has illustrated two visual stimulation children's books, published by WSOY, and recently another canvas visual stimulation book published in South Korea. In addition, she has curated art exhibitions for babies as well as a dance performance based on one of her books.

**About Pintxo Creative:** Founded in 2012, Pintxo Creative is a Helsinki-based design and development company with a special focus on kids apps. Onni & Ilona: Happy Shapes is the company's second self-published kids app.