

2 Arte Highlights

BE@RBRICK™

Toy? Art?



BE@RBRICK: TOY? ART?

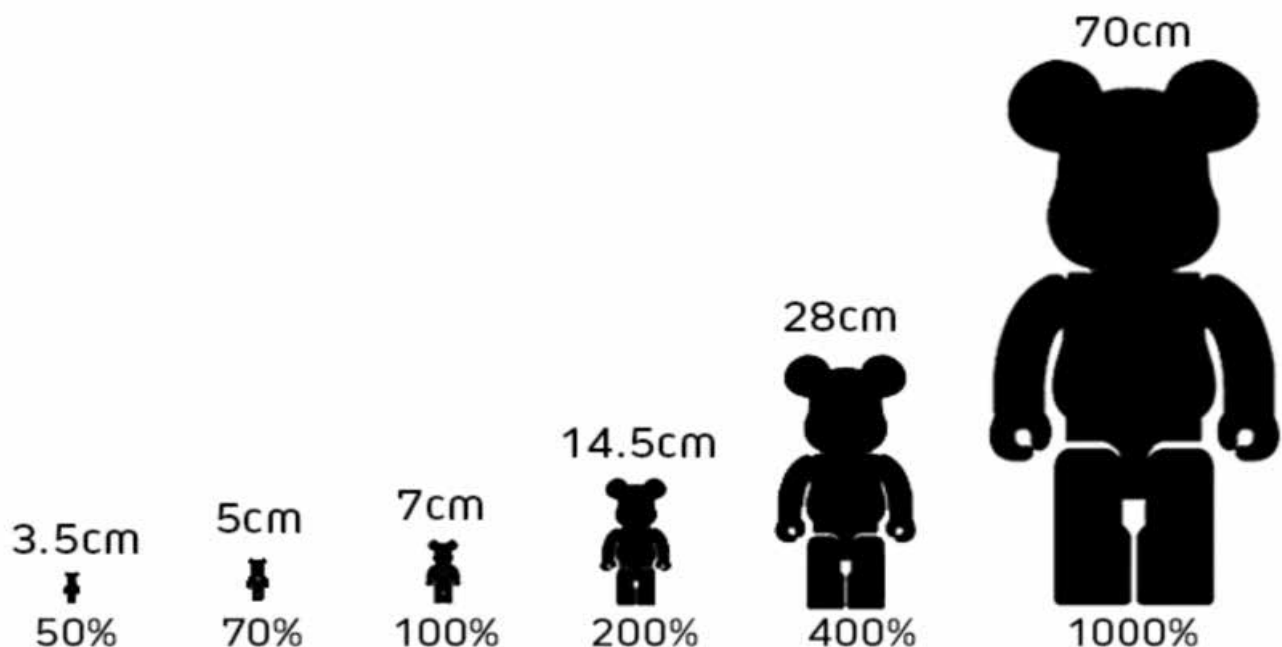
Tatsuhiko Akashi founded Medicom in 1996, and they burst into the collectible scene with the Kubrick, a LEGO-like figurine with savvy pop-cultural tie-ins. Thanks to the Kubrick's success, Akashi was tapped to create a handout gift for the 2001 World Character Convention in Tokyo, celebrating the 100th birthday of the iconic teddy bear.

However, the commission posed a logistical challenge for the then-fledgling company, with hundreds more orders than it could rapidly produce from scratch. Luckily, Akashi's ingenuity carried the day. He cleverly modified Medicom's flagship toy, replacing the Kubrick's humanoid head with that of a bear, and the BE@RBRICK was born.

The bear-headed figurine is widely credited with sparking the modern madness for collectible toys, and for good reason: partnerships with creators like KAWS, BAPE and even Karl Lagerfeld have produced some of the most sought-after and most valuable toys of all time.

BE@RBRICK Standard Sizes

While the original BE@RBRICK stood 70 mm high, today BE@RBRICK sizes range from 35mm (50%) to a whopping 700mm (1000%). Collecting an entire series is a feat in itself: released only twice a year in limited runs, BE@RBRICK are sold in randomly distributed "blind boxes," making the rarest models incredibly hard to come by. The resale market is the surest bet for completionists and hardcore collectors, and resale values for the most coveted toys have risen accordingly.



Add To Your Collection



Gundam

400%

MYR1,088



ZAKU

400%

MYR988



BE@RBRICK x BAPE Peko & Poko Set of 2

400% + 100%

MYR3,600

It's a JUMBO Size!



**Astro Boy
(Brave version)**

1000%
MYR5,400

Shine Bright Like The Sun



**Ironman Soroyama
Gold Reverse**

400% + 100%
MYR4,800



**World Wide Tour 3
Pikachu Gold**

400% + 100%
MYR2,400



**Peko Chan Gold Luck
Gold Plated**

400% + 100%
MYR2,800



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