



things i know

At just 30, Benjamin Shine is a successful designer, artist, inventor and Top Creative Toy 2007 winner

So what won you Top Creative Toy 2007?

The Cordz-Ultimate Art Studio. Back in 2002 I started threading ribbons through thousands of eyelets, rather like dot-to-dot, and created portraits of, amongst others, Marilyn Monroe and Big Ben, and so Cordz was created. Different coloured and lengths of cord that kids can use to create their own art. Cordz lets kids' imaginations take over and they can do whatever they want with it – just like Lego. And parents love it because kids can make a lot of mess without there being any spillages.

In 2004, you won the Enterprising Young Brit Award, what was that for?

That was for the Skoody, It's multifunctional clothing that triples as a jacket, bag and scarf. Since Skoody's debut, I have been commissioned to design for other labels, Rohan and Schott to name just two.

So what is next for one of *The Observer's* Future 500 Rising Stars?

I have been short-listed for a sculpture to be erected in Canberra, Australia. The piece would feature a large hand reaching towards the sky holding a giant paintbrush. Made up of thousands of tiny bronze paintbrushes, the sculpture will commemorate those who have contributed to the community; their names will be inscribed on each of the paintbrushes.

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