





## Chicco Toys. Growing up in every sense, play after play.

Playing represents a fundamental activity in the growth and the development of every child. Immediately, through play, it expresses itself, it learns what surrounds it, develops creativity and exercises its own physical abilities and communication skills. During the journey toward freedom of movement and of acquiring knowledge of the world, it needs suitable stimuli for each phase of its development. It is therefore important to introduce toys to baby that will satisfy its needs and be suitable. This is how the Chicco Growth Project was born, a project that is founded on studies, researches and direct observations of children, to offer specific and safe products for each phase of their growth.



Cot Mobiles

Musical Cot Toys

Cot Activity Panels

Soft Toys

Play Mats

0  
m+

Rattles

First Toys

Gyms

Strolling

Bathtime

3  
m+

Walkers

Activity Centres

Shape Sorters

Talking Toys

Musical Toys

Modo

9  
m+

Pull Along Toys

Wheeled  
Toys

Sit 'n' Rides

12  
m+

Vehicles

Dolls

Dolls Accessories

2  
anni  
years +

## Outdoor Toys

Gyms

Play Houses

Furniture

Slides

Rockers

Swings



## The Chicco Observatory. Where experience is transformed into play.

The Chicco Observatory has a specialised team which co-ordinates activities in the study and observation of child development during the first years of life, offering safe and specific products for every phase of baby's growth.

It uses the endorsements and findings from the medical-scientific world, which are essential in order to appraise the scientific validity of the proposed products. Furthermore, it uses suggestions gathered from regular meetings with mums and dads, who are the first experts of the real requirements of baby's needs.

It also collaborates with educational bodies such as crèches, infant schools and children's associations to assess the different aspects of infant psychomotor development. It also gathers information from these sources in relation to the social context of children's behaviour and the problems connected with them.

For many years Chicco has wanted to be the brand that is closer to the needs of baby and with the help of the Chicco Observatory, it proposes products that have been thought out with competence, love and a sense of responsibility.

0  
m+



Everything that newborn baby looks at, listens to and touches is its first contact with the surrounding environment. It is therefore essential to give baby toys that are able to capture its attention and allow baby to exercise its first sensory and motor capacities, in order to promote the development of sight, hearing and touch.

When baby is 3 months of age, it begins to widen its possibilities of exploration thanks to the gradual development of its psycho-motor skills, which baby starts to hone when it is 6 months of age, allowing it to touch, grasp and release with greater precision.

9  
m+



Baby begins to discover the pleasure of communicating and expressing itself, by paying special attention to sounds, which it then tries to imitate. From this age, baby also hones its ability to use both hands, co-ordinating movements with greater precision.

When baby is 12 months of age, it starts to improve its motor co-ordination skill, by developing balance, and then begins to move autonomously. Baby is also attracted by toys that stimulate its imagination and curiosity, satisfying its need for knowledge and exploration.

2  
years+



At this age, baby starts to become more and more independent and creative, and requires action and role-play toys, either by itself or with its first friends. In this phase of baby's growth, it begins the process of constructing an image of itself and its own personal identity. Preference and behaviour slowly begin to differentiate and orient baby toward male and female role models.

Outdoors games satisfy baby's innate need for co-ordination, movement, freedom and relationships with other children.

# Lots of stimuli for growing up in every sense.

Chicco has always continued to apply the values and the functions of the Growth Project by translating them into a wide and diversified selection of toys, which are capable of following baby development by offering it all the stimulation necessary during each stage of its growth.



## **VISUAL STIMULATION**

With the gradual development of sight, baby learns to follow objects in movement and to distinguish shapes and colours. In particular, it is attracted by simple geometric shapes, bright and contrasting colours.



## **HEARING STIMULATION**

Hearing is one of the first sources of knowledge of the external world. Baby becomes curious by different sounds and noises, and begins to respond to rhythms with body movements.



## **TACTILE SKILLS**

By using the sense of touch baby can explore and understand objects. Surfaces with different characteristics help it to hone its ability to recognise and memorise the world around it.



## **CO-ORDINATION SKILLS**

Through manipulation, baby explores the surrounding environment and develops its perception and representation skills. By honing its hand-eye co-ordination skills, baby also acquires the sense of space.





#### TEETHING PERIOD

During the delicate period of teething baby needs soft objects to bring to its mouth to nibble and find relief.



#### MUSICAL SKILLS

By playing with sounds and notes baby develops its own sensitivity for rhythm and music.



#### MOTOR SKILLS

At first, through the freedom of movement, baby learns to control its own body and discovers the space around it.



#### MOTOR SKILLS

Successively, baby acquires stability and safety. It improves its co-ordination of movements and starts simultaneously to carry out different actions.



#### LANGUAGE SKILLS

By reproducing sounds and vocals baby begins a journey that will lead it to speak its first words and to complete its linguistic and communication development.



#### COGNITIVE SKILLS

Stimulating baby's associative abilities helps it to build its first cognitive process, such as understanding the relationship of cause-effect and the ability to resolve problems.



#### IMAGINATION AND CREATIVE SKILLS

Baby starts to express itself using the images of its surrounding environment and by imitating the world of adults.



#### EMOTIONS

From the moment of the birth, baby is searching for safety, protection and calmness. Through its first affective relationships baby starts to express its emotions and personality.



#### SOCIAL SKILLS

By beginning a relationship with the others, baby acquires a greater awareness of itself and its own abilities, it also shares its own experiences and develops its personality.

# 0 m+



## Growing up from birth. To see, to hear, to touch.

From the moment of birth, a newborn baby is able to look and follow sources of light, and from 3 months, baby can see clearly and appreciate bright colours. Even baby's audio skills are finely honed with the passing of the months and also its sense of touch, which represents baby's first tool of consciousness and exploration. It is an important stage of baby's life, everything revolves around it, and each daily discovery always arouses curiosity and amazement. Therefore, it is essential to give baby, from the first months of birth, toys that capture its attention and help it to develop its senses. Toys, which have bright intense colours, rattles and soft cuddly toys to hold and touch, help baby to contact its surrounding environment.

### Mamma Lullaby Night Light

Code 68457

A clever cot panel that projects soft, coloured lights to the rhythm of sweet melodies. It is also activated automatically to the sound of baby crying, reassuring and lullabying it when it wakes. Furthermore, it allows mum to record her voice and replay it for her baby to help it sleep. And for more reassurance for baby, it can be used as a simple night light.







0  
m+



## Musical Butterfly

Code 67161

## Musical Tortoise

Code 67162

The unseparable baby tortoise and baby butterfly are attached to their mums, united by a sweet lullaby.



## Bee Hive Cot Mobile

Code 67099

The revolving, colourful bees "fly" to the rhythm of a sweet melody, stimulating baby's first audio and visual skills. After 6 months of age, the musical beehive can be used separately as a musical box.



## Dream Music Cot Mobile

Code 67072

This **electronic cot mobile** is ideal to relax and entertain baby. The revolving animals are accompanied by nature sounds, classical melodies and new age melodies. It is also activated automatically to the sound of baby crying. After 6 months of age, the cot mobile becomes a **musical panel** and when baby is older, it becomes an **activity centre** so that your child can play with the animal characters.

3 in 1



0  
m+



## Dream Book

Code 67166

The fun and soft panel can be fitted to your newborn baby's cot side, to become its first book. Each page has multiple activities that help baby develop its tactile and hearing skills.



## Bear Blanket

Code 67167

Ideal from birth, the comfort blankets are perfect for baby to hold and cuddle, instilling a sensation of warmth and comfort.

## Bee Blanket

Code 67169



## Puppy Blanket

Code 67168







## Dream Bear

Code 67172

An ideal friend to cuddle and hold: all baby has to do is to press the star on the bear's tummy which activates a soft light and a sweet melody to reassure baby.

## Puppy

Code 67170

Two, soft cuddly toys that are ideal for babies that begin to recognise their personal objects and start to establish their first relationship with them.



## Little Bee

Code 67171

0  
m+



## My First Lion

Code 66442 (Not available in the UK)

## My First Elephant

Code 66443

The Lion and the Elephant are made from bright coloured and different materials to stimulate baby visually and to hone its tactile skills.

## Teddy Bear Playmat

Code 67173

## Mamma Bear Playmat

Code 67183

Two, soft play mats where baby can move freely to make its first explorations and discover a lot of new activities: the padded face of bear is a soft pillow, its nose makes a fun squeak and it also lifts a paw to play hide-and-seek. Dimensions: 95 x 81 cm.







**2 in 1**

## Musical Playmat

Code 68743

A **soft quilted mat**, with musical and manual activities to amuse and relax baby.

A **musical panel** to guide baby in the discovery of sounds and melodies by means of three play modes: animal sounds, musical instruments sounds and fun melodies. A world of bright colours to hone baby's visual capacity with lots of activities to amuse it during its first explorations.

Dimensions: 76 x 76 cm.

(Not available in the UK)



0  
m+



### 3m+: Playmat and Gym

Baby can either lay on its back or on its tummy to play, practising the co-ordination of its first movements.





## 6m+: Crawling Course

It allows baby's natural desire to move and crawl.

## 3D Baby Park

Code 67174

3D Baby Park is a modular playmat that can be transformed into a **gym**, a **crawling course** and into a **3D activity park**, allowing baby a complete motory and sensory experience. The 4 reversible padded mats, offer the possibility to create different shape combinations that are suitable for the initial phases of baby's psychomotor development, allowing it explore play areas that are always new and full of interest.



## 12m+: 3D Activity Park

Baby can experiment new movements and explore the space using the "tunnel" activity.





# 3 m+



## Deluxe Gym

Code 65408

An important activity centre where baby can practice co-ordinating its movements. At 3 months, it is a **gym** with lights and sounds, at 9 months it becomes a **multi-activity table** with 2 height positions. You can play either standing up or sitting down with the **musical panel** or the activity centre, with its many manual activities and sound effects.



**3 in 1**

3  
m+



### Twist and Turn

Code 67175

A rattle with different manual activities: the coloured spheres make an amusing sound when rotated and the jumping beads inside the sphere produce a fun colour effect on the small mirror.



### Merry Go Round

Code 65489

A rattle with soft parts for baby to bite on, which is ideal during the teething period. The decorations in relief develop baby's tactile ability.

### Mouse

Code 67096



### Puppy

Code 67097



### Bunny

Code 67098

(Not available in the UK)



### Yummy Tummies

Three amusing animal shaped rattles with transparent tummies that contains colored carrots, bits of cheese or biscuits to stimulate baby's visual ability. The handle and the ears are in soft plastics and are ideal as teethers.



## Sweet Cuddles Rattles

Five fun character rattles made from soft velour to satisfy baby's natural need to hold, cuddle and play with their rattling sounds.



**Bee**

Code 67157



**Puppy**

Code 67156



**Bear**

Code 67158



**Flower**

Code 67160



**Tortoise**

Code 67159



# 3 m+



## Rocking Turtle

Code 69663

A fun turtle with activity-buttons, lights and sound effects.

(Not available in the UK)



## Roly Poly Kitten

Code 66469

The kitten that moves and swings round and round, and is also a spinning top. By pressing the kitten's head, baby will spin the colourful balls in its tummy.



## Fun Rhythms Caterpillar

Code 67091

## Fun Rhythms Giraffe

Code 67092

Two animal shaped fun characters with coloured buttons that activate melodies. The more baby moves the toy, the faster the rhythm of the tune will be.



## Hello Baby

Code 66698

## Vibrating Photo Phone

Code 66699

Baby's first small telephone: baby can pretend to "take" lovely pictures of cute animals and select 10 ring tones. The telephone also features a display of lights and a vibration effect just like mum's phone.





## Shapes and Sounds Tambourine

Code 65461

An **electronic tambourine** on one side and a **shape sorter** on the other! Helps baby develop its musical and logical association skills. Baby can either use its hands or the hammer to create amusing sound effects or the sounds of a drum. It also features 3 coloured shapes that fit into their respective holes.



**2 in 1**



3  
m+



### Rainbow Stroller Activity

Code 69476

Two fun, coloured toys that can be attached to the stroller's bumper bar. Baby is entertained by many manual activities and sound effects, helping also to develop its motor-sensory skills.

(Not available in the UK)



### Stroller Lion Rope

Code 66151 (Not available in the UK)





## Hippo Glug Glug

Code 66714



## Penguin Glug Glug

Code 66716

Amusing animal characters that float on their back when their tummies are empty. Fill them up with water or rattle the colourful shells in their tummies.

## Splashing Crabs

Code 66997

Mother crab and baby are soft and float on the water for lots of bathtime fun.



## Twinkle Fish and its Upside Down Friends

Code 66717

A fun fish that floats on water with its four marine friends, which baby can insert into the back of Twinkle Fish, making them float up and down. By simply moving Twinkle Fish or by pouring some water onto the water wheel, baby can see it change its expression.



# 9 m+



## Growing up from 9 months. Listening, moving, exploring.

The conquest of freedom and movement is an important stage of baby's growth. From 9 months, baby begins to stand up on its feet by supporting itself on something and starts to explore the surrounding environment by crawling. Toys such as "walkers" help baby to stand and to gradually move with safety. From this age, baby starts to hone its skill for using both hands and co-ordinates its movements with greater precision. During this period, it is helpful to give it toys that stack, divide, sort into order, so that baby learns to understand the concept of shapes, dimensions and association. From 9 months, baby also starts to discover the pleasure of communication and expressing itself, paying particular attention to sounds, which it then tries to copy.

In this intensive period of development, in communication and language, it is encouraging to give baby musical and talking toys.

From 12 months, baby starts to acquire the sense for balance and begins to move independently. It can also start to use "Sit' n' Rides", which allows baby to explore the world that surrounds it.

2 in 1



### Baby Steps Activity Walker

Code 65261

The musical **baby walker** helps baby to stand up and take its first steps safely. All baby has to do is to hold onto the toy, start walking and the toy starts playing an fun melody which stops, as soon as baby stops walking, encouraging it to move a few steps more. It is also an **activity centre** that stimulates baby's imagination and helps it hone its co-ordination skills with amusing games, lights and fun sound effects.

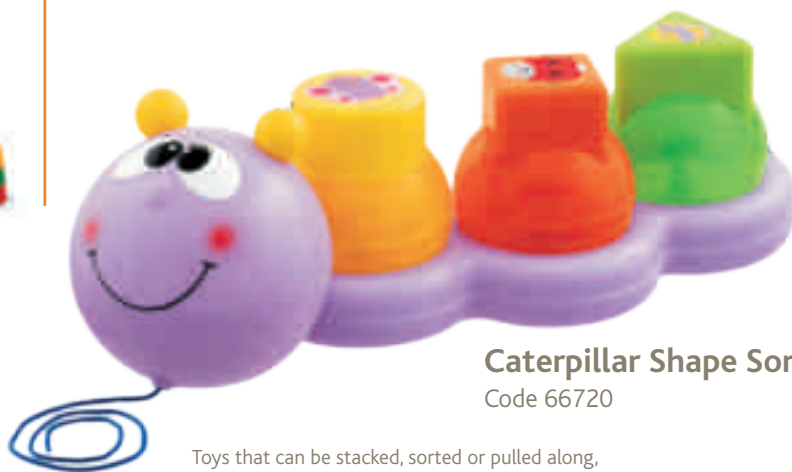




9  
m+



**Stacking Tulips**  
Code 66719



**Caterpillar Shape Sorter**  
Code 66720

Toys that can be stacked, sorted or pulled along, encouraging children to develop their logical association and movement co-ordination skills.



**Stacking Flowers**  
Code 66718



## Animal Cottage

Code 64273

A small cottage, just waiting to be discovered, with rooms and doors, where five animal characters and five shapes can be inserted. The child can either find the key of the door it wants to open, or lift the roof and remove the contents in an instant.



## Electronic Snail

Code 69219

An electronic snail featuring fun activities, amusing tunes, sounds and coloured lights.



## Musical Train

Code 64272

A colourful train with 4 animal characters. The four buttons on the top of the locomotive activate 4 songs, each sung by a different animal character. The animal passengers fitted into the wagon move up and down, when the locomotive is pulled along. The locomotive makes typical steam train sounds.



9  
m+



dog



## Talking Farm

Code 69649

Take a trip in the farm and discover words in English and in another language. Accompanied by the bear teacher, the child meets the dog, the sheep, the cow... It learns to recognize their sounds and names, and also discovers colours and numbers. To remember them and to repeat them will be its first conquest.





## Bilingual Talking Toys

The **Bilingual** Talking Toys stimulate baby to develop its language through listening, memorizing and repetition of its first words. From birth, in fact, thanks to the innate curiosity that is united to the strong desire to communicate, baby learns with spontaneity a foreign language, as it learns its own mother language. Talking Cube, Talking Driver, Talking Farm and Talking Video Phone: talking toys from Chicco to play with animals, numbers, letters, shapes and colours, **in English and in another language.**



### Talking Video Phone

Code 64338

Each video phone conversation tells a different story in English and in another language. To listen to a friend on the telephone is fun indeed, because when it tells where it is and what is happening, the child can visualise the images on the bright screen: a little puppy is playing amongst the trees, a duckling appears near a lake... By using the buttons on the keypad, the child can discover the numbers from 0 to 9 and also listen to a fun song.

9  
m+



one



## Talking Cube

Code 68484

To master a language and learn something new every day, the child can listen to the melodies sung by the little caterpillar and flower in English or in another language, and try to sing along using the music that follows. Baby can also explore every side of the cube and discover in two languages its first numbers, letters, shapes and colours.



## Talking Driver

Code 68488

Your child can now drive its car and begin a fun journey that will take it through 5 different places to visit. A world of lights, sounds, words, sentences and numbers that will invite it to discover its own oral abilities, both in English and in another language. And then lots of activities with the characteristic noises of a car and amusing sound effects.



9  
m+



## Flip 'n' Play Smart Table

Code 67221

An electronic multi-purpose table that features on one side an electronic **activity centre** with lights, sounds and 5 animal characters that sing and play musical instruments. Turn the table top over to discover a **building block base** to build on using the Modo building blocks included.

(Not available in the UK)



## DJ Piano

Code 68288

An electronic keyboard with an integral microphone and a 4-function mixer. It features a drum button, a lights and sounds effect sphere, a joystick with fun sounds and a "scratch" effect lever ... to mix just like a real DJ!





## Music 'n' Play Table

Code 67259

An electronic musical table that features a **base for baby's first constructions**. It is also an **activity centre** with sound effects, manual activities and an electronic piano, to compose and listen to melodies played by different musical instruments.

(Not available in the UK)



12  
m+



## Mamma Tortoise

Code 70604

Mamma tortoise accompanies the child during its first walks; she moves her head while baby tortoise rests on her back.



## Dig and Dumper Truck

Code 70611





Slow down, road works ahead! Two construction site vehicles that can be transformed quickly into a crane, cement mixer, digger or dumper truck, which have realistic sounds of construction site vehicles. Each vehicles individual accessory can also be transported using a practical trailer.

- Interchangeable accessories
- Realistic electronic sounds



## Pick and Mixer Truck

Code 70613

12  
m+



1. Rocker



2. Push 'n' Go



## Runaway Horse

Code 63310

A foot powered sit 'n' ride toy that transforms into a rocking horse. Features electronic neighing and galloping sounds when the bridles are pressed.

Age: From 2 years +

(Not available in the UK)



## Quattro

Code 67068

The 4 in 1 toy that transforms into:

1) A Rocker, ideal for small children. 2) A Push 'n' Go with practical parent handle. 3) A Push 'n' Walk with a handy support for baby's first steps. 4) A Sit 'n' Ride so that baby can move in complete freedom. Featuring a detachable activity centre that has a horn, steering wheel and an accelerator lever with sound effects.



3. Push 'n' Walk



4. Sit 'n' Ride



Removable Electronic  
Activity Centre



2  
anni  
years +



## Growing up from 2 years. Creating, inventing, role playing.

From 2 years baby starts to become more independent and has the need for role-play and action toys, playing by itself or with its first friends. It is for this reason that the so called role-play toys become fundamental, because they introduce children to the concept of "pretending," stimulating their imagination in "real life" situations, in particular the family environment.

At this stage baby begins the process of creating its own identity and the construction of self-image. Tastes and behaviours are gradually differentiated and become orientated towards male and female role models.

### Ducati 999 (red)

Code 70505

### Ducati 999 (yellow)

Code 70647 (Not available in the UK)

The first radio-controlled bike for toddlers. It can be driven in the 4 directions with the practical and simple radio control unit that is held like a real handlebar. With real Ducati 999 engine sounds.

FIRST  
RADIO  
CONTROL



DUCATI





2  
anni  
years +



### Cabriolet R/C

Code 69238

A smiling radio-controlled car, that moves in four directions (forward straight, reverse straight, forward to the left, forward to the right). The remote control can be fitted onto the car when not in use and its antenna becomes a useful carry handle.



## R/C Fun Off-Road (Orange)

Code 68451.00 (Not available in the UK)

## R/C Fun Off-Road (Blue)

Code 68451.20

With its first radio controlled Off-Road vehicle, your child can now begin to explore the world. Forward, backward, right and left: the vehicle has 4 directions of movement, because true exploration is always without limits. The remote control unit, that can be attached to the vehicle, resembles a "spare" tyre.

**FIRST  
RADIO  
CONTROL**





2  
anni+<sup>+</sup>



### Chicco Fashion

Outfits for Chicco and Chicca so that they can be trendy. Each set comes complete with its very own fun hanger and are made up of an assortment of elegant and sporty, male and female outfits, for any occasion.

(Not available in the UK)



### Soft Touch Baby Fashion Chicca

Code 67953

Chicca has a soft, velvety and perfumed skin to imitate a real baby. Its neck, arms and legs are poseable. You will find included a small stylish bag so that your child can be as trendy as its Baby Chicca.

(Not available in the UK)

### Caroline Cabriolet R/C

Code 70648

A first, fashion radio-controlled car: dynamic, trendy and easy to drive. Ideal both indoors and out for never ending fun. The remote control can be fitted onto the car when not in use and its antenna becomes a useful carry handle.

**FIRST  
RADIO  
CONTROL**







**Grape**  
Code 70644



**Strawberry**  
Code 70643



**Cherry**  
Code 70642



### Miss Fruits

A new range of soft dolls that are available in three coloured bags inspired by current fashions. A different fruit decorates each bag so that your child can choose its favourite.

# 2

anni  
years+



A complete line of accessories to play at being mum: from feeding to bathtime, from naptime to going for a walk. All the necessary items to take care of Baby Chicca and Chicco. The products have been created so they are just like the real thing.



**Beauty Set**  
Code 69875



**Feeding Set**  
Code 69874



**Pram**  
Code 69883



**Sleeper Bed**  
Code 69885  
(Not available in the UK)



### **Ct 0.5 Stroller**

Code 67979

Just like a real Chicco Ct 0.5 stroller, it is practical, light and easy to fold. It is also fully accessorised: front swivel wheels, reclineable backrest, storage basket and hood.

## Outdoor Toys



### Socialising, exercise and fun.

Socialising is an important stage, during baby's growth, because it learns how to be part of a group and share its playing experiences with its peers. Outdoor games and sports are important because they promote the development of physical activity, co-ordination of movement and socialising. This is why Chicco Outdoor Toys have been planned and developed in terms of "made to measure" for children, ensuring maximum fun with freedom and safety. A large and diverse range, that also includes toys of different dimensions and weights, that have been designed for indoor and outdoor use.



### Multi Sport Gym

Code 68452

Climbing and sliding fun, with a thousand adventures crawling through the tunnel. Multi Sport Gym is an original gym with lots of play activities for fun with friends in complete safety. Its dimensions make it suitable for smaller children.

Dimensions: 217 x 100 x 115(H) cm.

Age: From 18 months

(Not available in the UK)





# Outdoor Toys



## Chalet

Code 65512

A spacious chalet that is quick and easy to assemble, featuring realistic details just like a real chalet, including:

- two windows with open out shutters
- a full length opening door with a window
- a chimney that "magically" folds out to become a practical table
- the top of the chimney can be removed to become handy little seat.

Dimensions: 116 x 130 x 142(H) cm.

Age: From 2 years

(Not available in the UK)



## Chicco Villa

Code 68951

A fantastic child sized house that is quick and easy to assemble. The spacious playhouse features:

- windows with opening shutters
- an adjustable 3-position table
- a chimney breast that folds out to become an outside table
- walls inside the house that feature the outlines of a bureau, washing machine, bedside lamp and mirror.

Dimensions: 135 x 152 x 143(H) cm.

Age: From 2 years

(Not available in the UK)



# Outdoor Toys



## Orange Seat

Code 68944



## Orange Table

Code 68943

A child sized comfy, orange-shaped seat to match up with the Orange Table, which is height adjustable. They are both compact, sturdy and stable, and are ideal for indoor and outdoor group play.

Chair - Dimensions: 45 Ø x 48(H) cm.

Table - Dimensions: (Pos. 1) 80 Ø x 45(H) cm.  
(Pos. 2) 80 Ø x 50(H) cm.

Age: From 2 years



## Sport Super Slide

Code 68986

A modern design slide that features a rounded structure, solid base and a ladder with wide sturdy steps, 2 handrails to make climbing up easier. Ideal for indoor and outdoor uses.

Dimensions: 200 x 120 x 120(H) cm.

Age: From 3 years

(Not available in the UK)

## Pony Multi Seesaw

Code 68453

This multi seesaw is inspired by the ever contemporary theme of the horse and can be used by up to three children at a time. The comfortable handgrips and footrest guarantee comfort and safety. Its size makes it ideal for indoors or outdoors use.

Dimensions: 110 x 40 x 56 cm.

Age: From 18 months

(Not available in the UK)

