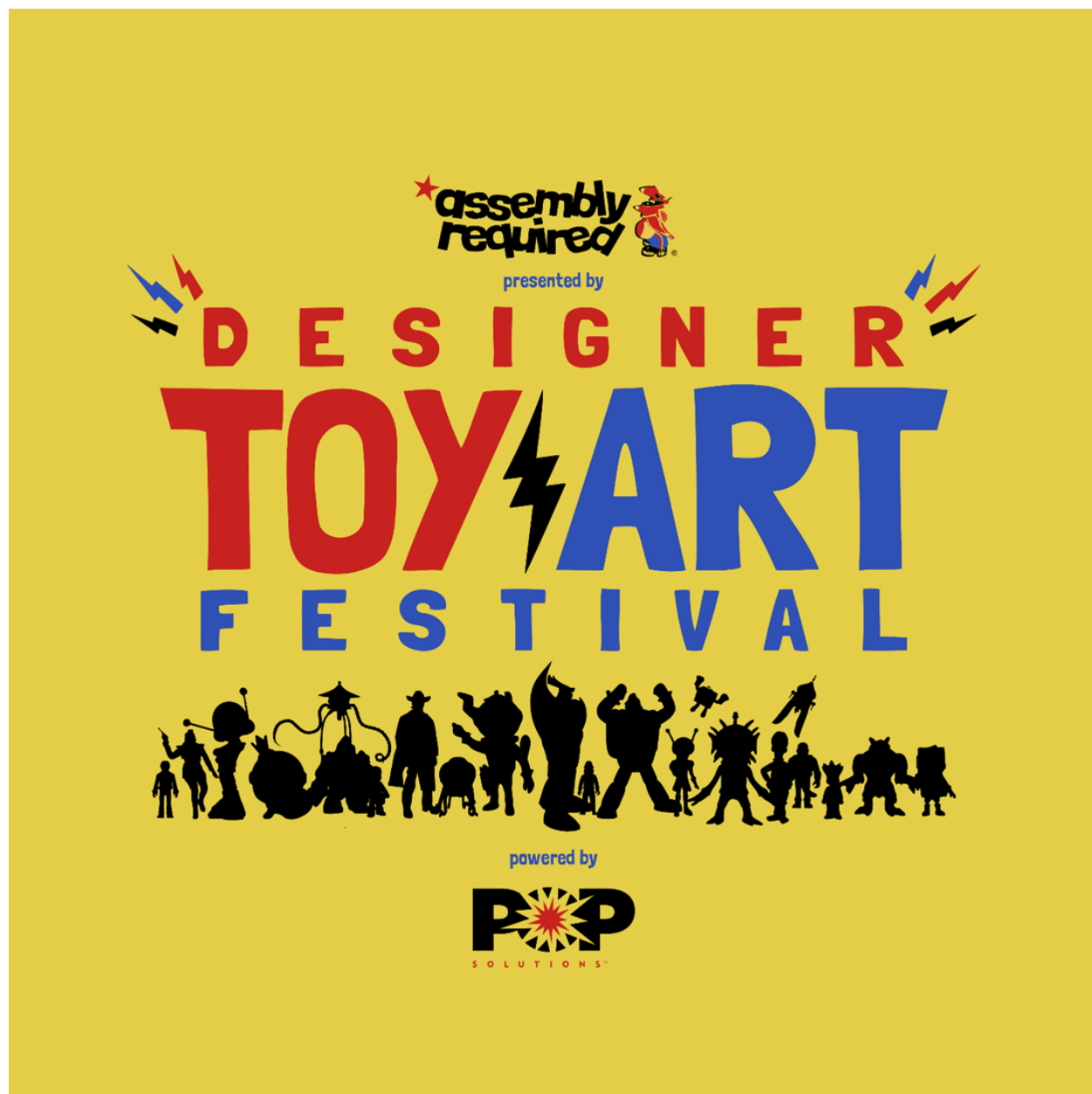




Designer Toy Art Festival – Press Kit

Philadelphia, August 1–10, 2025

Exhibition, Events & Experiences | Online + Multiple Philadelphia Locations

QUICK FACTS

Event Name: ***The Designer Toy ⚡ Art Festival***
*Presented by *Assembly Required ⚡ Powered by Pop Solutions*

Dates: Exhibition - August 1–8, 2025 Event - August 8–10, 2025

Location: Exhibition - The Space Lab
617 S. 2nd Philadelphia, PA 19147 Event - St. 23rd Street Armory,
22 S 23rd St, Philadelphia, PA 19103

Website: toyartfest.com

Instagram: [@designer_toy_art_festival](https://www.instagram.com/designer_toy_art_festival)

Official Hashtags: #toyartfest #assemblyrequired #artistsassemble

Ticket Info: Exhibition Free
Event is \$20 via <https://www.toyartfest.com/tickets>
Satellite Events - Door prices vary.

Audience: All ages, open to collectors, artists, fans, and families. Night events 16+.

Organizer Contact: matt@assembly-required.net

EVENT OVERVIEW

Assembly Required* is the nation's only event dedicated *exclusively* to *independent* designer toys, bootlegs, custom figural and playable art. Founded by artist Matthew J. Casale, the show began in 2019 in Asheville, NC. In 2025, **Assembly Required* teams up with art toy pioneers **GoHero and creative agency **POP Solutions**, to bring Philadelphia the **Designer Toy Art Festival** - a multi-day celebration of toy culture, creativity, and community.

The event features over 100 toy artists, creators, vendors connected over a weeklong gallery exhibition and artist spotlights at The Space Lab, an online exhibition, and the **Assembly Required* expo at the 23rd Street Armory. This all-ages experience offers live DJ'ing, meet-and-greets, exclusive toy drops, food, music, and even a "puppet slam". This is a unique opportunity to celebrate the artistry of veteran independent toy makers, indie brands, and the next generation of toy creators.

SCHEDULE AT A GLANCE

Friday, August 1-8

- 6:00–9:00 PM – First Friday at The Space Lab “Philly of the Phuture”

Monday-Wednesday, August 4-6

- 6:00–9:00 PM – Artist Spotlights at The Space Lab

Thursday, August 7

- 6:00–12:00 AM – “Toys Alive” Show - Online preview event live from The Space Lab

Friday, August 8

- 6:00–9:00 PM – Kick-off party at The Space Lab

Saturday, August 9

- 8:00 AM–9:30 AM – Brand Builder Breakfast (location TBD)
- 11:00 AM–5:00 PM – Main Show (Exhibits, Panels, Artist Booths)
- 8:00 PM–10:00 PM – Wham Bam Puppet Slam @ Deep End Studios
- Late – Afterparty @ José Pistola's

Sunday, August 10

- 11:00 AM–4:00 PM – Event wrap up.

PRESS-READY QUOTES

“Philadelphia is the perfect city for this expansion because it has a rich legacy of creativity, rebellion, and community-building. These artists deserve a stage, and *Assembly Required* is where they get it.” — **Matt J. Casale**, Founder, *Assembly Required*

“This festival gives artists from all walks of life a chance to speak through their craft and connect directly with the community.” — **Acori Honzo**, Philadelphia Artist, LBO Collective Co-Founder

“This kind of festival brings people together, drives business, and shows the world what Philly is made of.” — **Casey Parker**, Owner of José Pistola's

“Independent creators are the heartbeat of tomorrow's brands. *Assembly Required* is a launchpad for the next generation of world-class creators.” — **Steve Forde**, Founder of GoHero and POP Solutions, LBO Collective Co-Founder

MEDIA ACCESS

Approved press and content creators may receive:

- Complimentary admission
- Early access to show floor
- Access to interviews with special guests and featured artists
- Media asset kits (logos, b-roll, select product images)

Media Contact: steve@pop.solutions

DOWNLOADABLE MEDIA ASSETS

[✓] Logo files (PNG)

[✓] Banner graphics and promo flyers (PNG, PDF)

[✓] Sponsor and Partner Logos (PNG)

[Download Assets Here](#)

VENUE & LOCATION RESOURCES

Main Venue: 3rd Street Armory, 22 S 23rd St, Philadelphia, PA 19103

Nearby Landmarks:

- 30th Street Station – 5 min walk
- José Pistola's – After Party venue
- The Space Lab – Gallery and launch party venue
- Others: Reading Terminal Market, The Franklin Institute, Independence National Historical Park, Liberty Bell, Dilworth Park and The Mutter Museum.

Parking: Paid lots nearby (Park America, SP+, Penn Garage)

Transit: SEPTA regional rail, trolley, bus, and Amtrak all nearby

SPONSORSHIP & BRAND PARTNERSHIP

Interested in sponsoring a creator, panel, or feature zone at the event?

Contact: steve@pop.solutions or matt@assembly-required.net for the official sponsor deck.

CONNECT

Website: toyartfest.com

Instagram: [@designer_toy_art_festival](https://www.instagram.com/designer_toy_art_festival)

Facebook: [facebook.com/toyartfest](https://www.facebook.com/toyartfest)

Email: matt@assembly-required.net