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MEDIA RELEASE

Australian entrepreneur set to launch the next Rubik's Cube

Sydney, Friday 1st May, 2015. Sydney business man and entrepreneur, Gianni Lavermicocca, Founder and CEO of Slida, is set to launch the world's first interlocking 3D puzzle after two decades of extensive research and development.

The 3D puzzle is a timely invention with research showing that in our very tech-driven world, interactive play through traditional games such as 3D puzzles has been lost yet is essential for growth and development at all ages – from the very young to the very old.

As an award-winning Australian invention receiving a Gold Medal at the International Exhibition of Inventions in Geneva, Slida puzzles are set to be the next Rubik's cube reinvigorating the game market with its unique interlocking technology system.

"We're creating the next generation of thinkers in a challenging yet fun and enjoyable way" said Mr Lavermicocca. "Every school in Australia should be incorporating 3D puzzles into their maths programmes and encouraging traditional puzzle solving and play" he says.

"Our 3D puzzles not only expand creativity and mental capacity, they develop and enhance problem solving skills, abstract and critical thinking – something we must nurture more of, especially in light of the recent national dialogue on the lack of STEM education in this country" says Mr Lavermicocca.

The interlocking design not only challenges the mind, but with the right guidance, can help with occupational therapy, rehabilitation, and encourages tactile and spatial stimulation.

"While the design appears simple, the technology and precision that went into its creation is phenomenal," says Director of Design Momentum Craig Andrews.

Andrews has been working alongside Mr Lavermicocca for the last two years bringing to the table essential technologies, like 3D printing, to assisting in the production process.

The product is being officially launched in the near future with a current campaign running on kick-starter. To get behind this Australian invention, and see it launch not only the first Slida class, but subsequent products that suit all age groups, visit:

<https://www.kickstarter.com/projects/slida/slida-3d-puzzle-challenge-yourself>



About the Founder:

Founder & CEO Gianni Lavermicocca was one of 107 entrepreneurs who went to Antarctica as part of a leading & highly publicised entrepreneur think-tank, Unstoppables: Fire on Ice. His passion is engaging people of all ages through complex challenges to evolve their thinking and grow critical skills.

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