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Toybox Time Machine: Toys That Were NEVER Made

BY [FABIENNE PAYET](#) · JUNE 24, 2017

Conceived and Illustrated by Marty Baumann

Foreword by Jim Steranko

Introduction by Byron Howard

This is something different. I have never seen a book like this and honestly it feels like you have received a treasure! Let me first start by explaining who Marty Baumann is and how this catalog came to be. Marty Baumann works in the Art Department at Pixar, he worked on Toy Story 3, Cars 2, Big Hero 6 to name a few. He works as a graphic artist. I guess that is already a bunch of puzzle pieces fitting together to tell this here story! We are all familiar with the toy advertisements of the '50's and '60's, the brightly colored images, the wild toys, that we honestly wish we could play with even to this day. And this book is exactly that. Over 150 toys were created by Marty. Including the company logo's which are brilliant to see! But you know what the weirdest part is? It feels like you have seen those ads somewhere, that somewhere in your past there has been an Astronic Watch, Bummy Steer Rock 'n' Roll Ge-tar and even a Crash-o-matic. This is just a testimony at how wonderfully this art was created. I have to be honest, when I first got this book, I did not read the "never existed" part of the title and as I had a look, my first thought was, where are the pictures of the actual toys? Aww man, this would have been so much better with pictures. Until I read the entire title and was completely blown away. I have to admit I am not surprised that there is someone from Pixar behind this! Just remember the work they have put in the entire creation of the Toy Story Saga.

I will list here my top three of my favorite toys I wish were real: "Battery Powered Crazy Cruzers" Nautical nuts and waterlogged wackos, 'TV's

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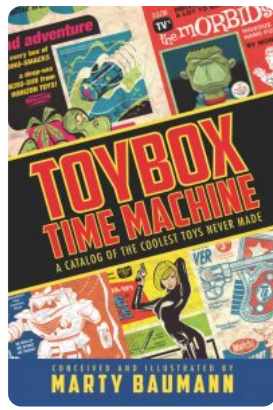
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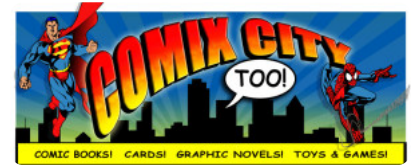
Chasing Dragons Reveal Parasite Lyric Video

The Morbids" Hideous Hand Puppets and "Star Girl" all the latest accessories for Pattie Planet, 12 inch Moon Rocket! You have to admit, it does not get much better than that!

So if you have a certain nostalgia for toy ads, are an avid toy collector or simply love all things Pixar, then I would highly recommend this book! And if you are none of those things, I would still highly recommend this book!



toybox, time, machine, idw



Writing: 5/5

Art: 5/5

Overall: 5/5

Tags: advertisements Fun Pixar toys



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