

On the history of cuboro

cuboro was developed by Matthias Etter as a simple educational game during his work with special school students in Gümliigen, Bern, in 1976. At the time, it was a three-dimensional puzzle composed of cubes with channels and tunnels. If the elements are placed in the right order, a marble finally runs through the course, i.e. the task is achieved. Depending on age and capability, the solution is achieved through logical thinking, trial and error, imitating, copying, learning by heart, step-by-step practice or even by feeling in case of visual impairment. The students always experience that through expedient combining a functioning system develops.

With time, Matthias Etter further developed the system and brought it on the market as a "multi-generational game" including cubes with 12 different functions in 1985. cuboro was successively extended with thematically chosen elements in supplementary sets. Presently up to 100 different elements are offered.

Besides winning several awards and a large community of players, cuboro also gradually gained attention as a comparative system. Thus, today, cuboro is not "only" played for disport, but is also used as teaching material, in scientific studies on spatial imagination, in occupational therapy, in team trainings, for aptitude tests, in promotional concepts, in theme parks and for championships. Hundreds of cuboro- and cugolino tracks have been put on youtube.com.

cuboro, made from FSC-certified beech wood from Switzerland, is produced in a modern family joinery under utmost ecological circumstances and is globally marketed by cuboro Ltd. in Hasliberg Reuti/BE.

- 1985 ▪ The original form of the game is first sold under the name "Konstrito"
- 1986 ▪ The name of the game is changed for legal reasons
- Registration of the brand cuboro.
- Basic set cuboro standard
- International protection of intellectual property for the most important elements (O.M.P.I.)
- First trade fair participation, ORNARIS Berne, Switzerland
- 1987 ▪ The 1st "Complementi" designer price is awarded to the game
- 1988 ▪ Supplementary set cuboro plus
- 1991 ▪ Import cuboro marbles from Japan
- 1992 ▪ Supplementary set cuboro multi
- 1993 ▪ Basic set cuboro basis
- 1994 ▪ Presentation at the Nuremberg Toy Fair, for the first time on the company's own
- Supplementary set cuboro profi
- Supplementary set cuboro bauwürfel
- 1995 ▪ The second "Complementi" designer prize is awarded to the game
- 1996 ▪ Warehouse with shipping department is set up in Wieren/Germany
- First Swiss cuboro championship on the occasion of the Toy Fair in St. Gallen
- Supplementary set cuboro metro
- 1997 ▪ Foundation of the company cuboro Ltd. (AG, SA) Switzerland
- First edition of the puzzle-game Alhambra with intern. protection of trademark
- Exclusively for WWF Switzerland cuboro standard is manufactured from FSC-accredited wood
- 1998 ▪ Registration of cuboro trademark protection in the USA

- 1999
 - Launching of the website www.cuboro.ch
 - Supplementary set cuboro duo
 - New international protection of intellectual property
- 2000
 - Supplementary sets sixpack plus, multi, metro, profi, duo, marbelset
 - Fifth Swiss cuboro championship
 - First babel tournament at the trade fair "Suisse Toy" in Berne
 - International protection of trademark babel
- 2001
 - New company headquarters in CH-6086 Hasliberg Reuti/BE, Switzerland
 - Publication of the first cuboro book "cuboro 1"
 - Launching of the interactive web tool cuboro-webkit
 - Cooperation with the company Eduswiss (Seoul) starts, official representation in Korea (cuboro Korea)
- 2002
 - babel's new edition, the more suitable "King-Kong" version
 - Translations of the book "cuboro 1" into 4 foreign languages (French, English, Dutch and Korean)
- 2003
 - Developing and marketing the new version of Alhambra, now including an extensive didactic guide
 - In Korea, the first cuboro-exercise books are published. Several extracurricular schools successfully offer courses for systematic playing with cuboro
- 2004
 - cuboro receives the German toy award "das goldene Schaukelpferd" in the category "artists and master builders"
 - Cooperation with the company Niki Tiki (Tokyo) starts, official representation in Japan (cuboro Japan)
- 2005
 - cugolino is released, building and rolling from the age of 3 - 4 years old. Preliminary stage and addition to the cuboro system
 - cuboro participates at the World Fair EXPO 05 in Aichi, Japan, as one of the 60 Swiss top products, "Top of Switzerland"
 - cugolino and cuboro standard are now generally manufactured from FSC-accredited wood
 - 1st cuboro-championship in Germany on the occasion of the world's biggest toy event in Essen from October 13th - 16th
- 2006
 - cugolino pop, the complementary set to cugolino, lets the marbles bounce.
 - All cuboro-products are now manufactured from FSC-accredited wood
 - cuboro XXL, the big brother of cuboro, perfect for game festivals
- 2007
 - babel pico, smaller version of babel, made of renewable raw materials, well-priced
- 2008
 - Book "cuboro 2", 12 cuboro mastertracks, composed by Claus Gittner the "cuboro-professional"
 - The flowery family game "Serendipity" from Matthias Etter, published by Drei Magier/Schmidt Verlag
- 2009
 - cugolino supplementary sets "cugolino magic" and "cugolino sub", addition to the cugolino basic set and cuboro marble track system.
- 2010
 - cugolino supplementary set "cugolino hit"
 - cuboro book "cuboro 3" - mental exercise with cuboro
 - "cuboro creative thinking" - Didactic Manual - German edition
- 2011
 - "cuboro jubilé" - basic set for the 25th anniversary of cuboro, cuboro - 25 years creative playing pleasure
- 2012
 - cuboro mystercube
 - cuboro creative thinking - Didactic Manual - English edition