

# Gen Art Design Blog

## Gone in a Flash

Tuesday, November 07, 2006



Ugly Dolls? Been there. Designer toys? Done that. We're jonesing for a little function with our form these days. And by way of a rockabilly trio, we've found the freshest way to add tons of splash to our *flash*. Well, flash-drive anyway. Mimobots are designer USB flash-drives (available in 256MB, 512MB, 1GB and 2GB for both Macs and PCs) that make storing and transporting pics, files, tunes and all things digital as stylish and unclichéd as you!

Part of Mimoco's limited edition artists series, the Ginchys feature the attitude-amped Ramona, Link and Betty-Lou. Designed through the collaborative work of three cross-sectional artists — Lili Chin (co-creator of the WB cartoon "¡La Lucha!"), Brian McCartney (renowned toy photographer) and Phofo (indie DJ and trial lawyer!) — each two-inch 'bot has a story that is brought to life through a digital slide show and kickass soundtrack that is featured on the flash-drive. Produced in limited quantity (500 each), these numbered collectibles are the most rockin' way we've found to play it safe. Now back up!

Available at [www.mimoco.com](http://www.mimoco.com)

