

New Ottoman Kickstarts Your Living Room Fortifications

Perth, Aus. December 3, 2013. Living rooms around the world are about to be turned into comfortable fortresses if Australian Entrepreneur, Ross Currie, has anything to say about it. His new product, Squishy Forts, proudly lays claim to the title of world's first "Pillow Fort Construction Kit" and is said to be the greatest innovation in pillow fort architecture since the chaise lounge.

Comprised of a designer ottoman which unzips to reveal specially designed, magnetised foam construction blocks, Squishy Forts is carving itself a new niche as a lifestyle furniture construction toy. Leveraging the cultural phenomenon around pillow forts, this is a product which has appeal for young and old, and which meshes well with a rising trend towards lifestyle lounging furniture.

To facilitate an initial manufacturing run, Squishy Forts is currently seeking to raise \$25,000 before Christmas on the popular crowd-funding platform, Kickstarter, which has been accepting Australian projects since mid-November.

The idea for Squishy Forts arose after Currie read about Andrew Van Leeuwen, a Seattle architect whose 2010 critique of pillow fort architecture became so popular online that it brought his web server to its knees. Currie realised that there is a massive emotional resonance with the childhood activity of fort building, and a quick Google search will show just how many videos and photos are being uploaded to the web by adults.

"Ripping all the cushions off the couch and using them to build a fort seems to be a pretty universal experience. It's one of those nostalgic parts of childhood that almost all adults can all relate to", he says.

Looking to recreate and improve upon this experience, he has now built a series of kits that integrate magnets with foam cushions in order to overcome some of the architectural challenges generally associated with pillow fort construction, and to make the experience more fun. But, he says, the real leap forward came when the decision was made to add an ottoman case to store the pieces in.

"Everyone thought it was a great idea, but once I decided to solve the storage problem by creating a functional, fashionable piece of furniture, people really started to respond", he says.

Having already raised 10% towards its goal, Kickstarter tracking sites KickSpy and SideKick predict the project to exceed its funding requirements. The project is also currently featured on popular websites such as ThisIsWhyImBroke.com, and has gained a substantial following on its Twitter and Facebook pages.

To learn more about Squishy Forts, visit the project's Kickstarter Page at <http://kck.st/1fSsanH> or go directly to www.squishyforts.com

About SquishyForts

Founded in 2013, Squishy Forts is the creator of the world's first Pillow Fort Construction Kit. An idea by Australian Entrepreneur, Ross Currie, Squishy Forts is currently seeking funding on Kickstarter in order to bring the joy, fun and comfort of fort-building to children and adults around the world.

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