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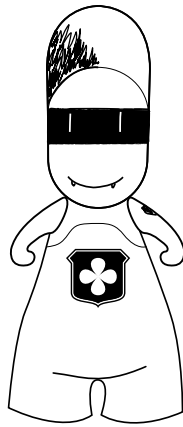
# THE ZEE FIGURE

## Introduction

Spurred by Georges and Alex of Characterstation.com, PIX brings a new brand of parallel medicine to the world: the Zee figure.

Mirroring the know-how and specialization of Swiss pharma R&D, Zee figures turn art into remedy by addressing motivational and well-being issues through combinations of colors and energies.

Going beyond personalities to develop specific effects, Zee figures act like beneficial designer drugs that fine-tune their owner's attitude and state of mind, while restoring balance to their energetic flow.



# ABOUT US

## PIX biography

Born 1971 in Paris, France and residing in Geneva, Switzerland since 1972. PIX was heavily into street art as a teenager, working with stencil from 1986 to 1991 on Geneva as well as New York City walls. He then took up interior architecture studies at Geneva's School of Applied Arts until 1996, concluding them with a diploma on the post-industrial Artamis site, whose occupancy he initiated and where he works today.

This project consists of a dozen repurposed buildings in downtown Geneva, housing several artist studios, cafes, event locations, a theater and shops. Over time it has also become graffiti central, a place where creativity constantly flourishes from humble tags to massive, building-sized pieces.

Besides attending studies, PIX was active within what used to be a thriving squat movement. A programmer for events held at the Café-Expo Les Négociants until 1996, PIX then became a VJ & video performing artist and occasional curator, an occupation he still carries out today. His work has accompanied DJs, live music and art events, been featured at prestigious Geneva festivals such as La Batie, or at the more avant-garde Mapping festival for which he worked as a scenographer in 2007.

Between 1999 and 2001, he was the art director and curator of an independent gallery on the Rue des Bains, Carré Rouge: a precursor of today's countless established art spaces in that area. Subsequently PIX supervised numerous exhibitions there, from the Contemporary Art Center to Art & Public gallerie among others. The City of Geneva hired PIX as an architect for its' Nuit de la Science biennial.

Straddling the regional underground and institutional art scenes, the well-traveled and well-read PIX is also a music enthusiast, creating and directing the popular NORMA nightclub in 2004. Formerly a hard core gamer, he has reconnected with thoughtful playfulness by launching the groundbreaking Zee series of vinyl designer toys in 2007.

## History

Figures are among the most common types of artifacts found on prehistoric archaeological sites. Since styles generally change through time, it is possible to create figure chronologies, or time lines, that allow archaeologists to determine the dates that a site was occupied.

### 600 AC

The people of the Tolita-Tumaco culture lived in southwestern coastal Colombia and northwestern coastal Ecuador between 600 BC and AD 400. The culture is well known for its figurines which were made from light grey clay.

### 300

The Quimbaya culture, dated to about AD 300 - 1600, is best known for its fine goldwork. Some of the figures have rectangular heads, and are called "slab-headed" figurines by archaeologists. Most examples of these figurines come from tombs. They were meant to accompany the dead into the afterlife, and were probably made especially for that purpose.

### 1975

Blaki (Commander Ding) appeared for the first time in Japan in 1975 in the Ufo Robot Grendizer (Grandizer) animated series. He's one of the Black Moon commanders. Sworn enemy of Daisuke Umon - Duke Fleed (Johnny Bryant - Orion Quest), he also hates his boss Gandal (General Belicos), and doesn't hesitate to disregard his orders. This figure representing him apparently belongs to the Italian "Super Deformed" series produced in Italy in 1996 and would have been sculpted by one J.J. Marco.

### 2002

The Hong Kong-based Red Magic company issues the now legendary "Ciboys" figure, laying down the new quality standards for what have since been known as Designer Toys. The series reached its apex in a January 2007 collaboration with the Kidrobot company for the "Seven Deadly Cins" project.

### 2007

The Geneva-based Urfabulous Swiss outfit renews the genre by breathing new life into the world of urban vinyl, mixing high-end production techniques with ancestral beliefs, thus returning to the very essence of figure creation using a spiritual approach of figure representation.



## ZEE FIGURE 25g

### Product presentation

Character name :	Zee
Figure size :	2.5 inches high (more or less 6.5 cm)
Material :	ATBC (PVC non-Phthalates)
Specificity :	a) both head and arms are articulated b) one out of 15 is a glow-in-the-dark type
Developer :	URFabulous – <a href="http://www.urfabulous.ch">www.urfabulous.ch</a>
Artist :	PIX



# ZEE SERIE OO1

## Figure Characteristics

### Designation

25g Zee injected figure

### Compound quality

ATBC (Phthalates-free PVC),  
Art

### Compound quantity

24.979g ATBC in solid form,  
.021g art in radiation form per figure

### Outer appearance

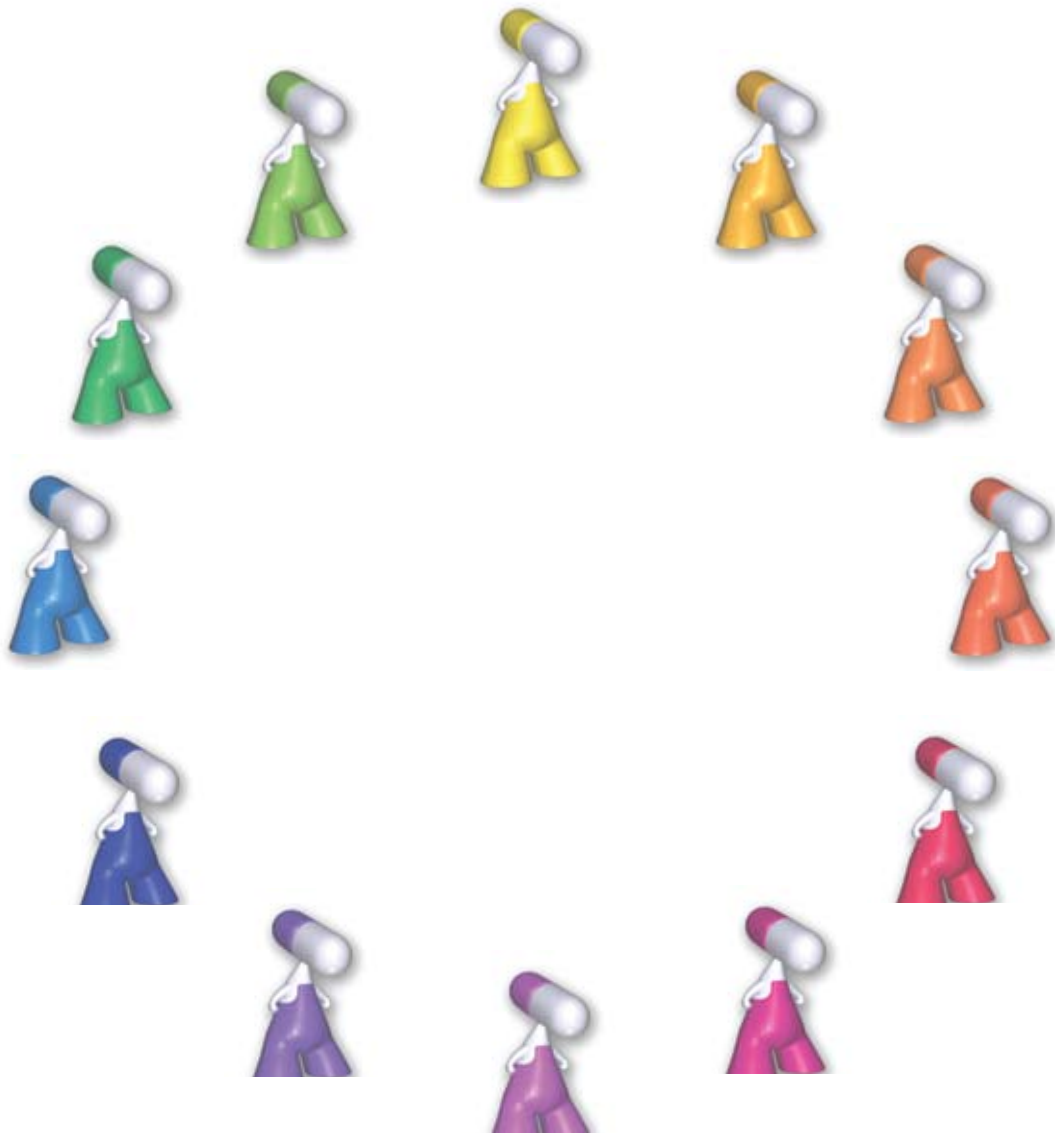
2.5" size in 12 color variants  
plus 3 secret tints

### Packaging

blister seal in blind box with instruction sheet

### Developer

URFabulous – Boulevard Saint-Georges 21  
1205 Geneva - Switzerland



## Art is medecine

“The art of medicine consists in amusing the patient while nature cures the disease.”  
Voltaire (1694 - 1778)



25gr

**Please read the instruction sheet carefully before positioning this figure and keep this notice for future reference.** If you have further questions, if you are unclear about any of the information, consult your retailer or write to : [info.zee@urfabulous.ch](mailto:info.zee@urfabulous.ch)  
This figure has been purchased for personal but non-exclusive consumption. You may give or lend it to others without hesitation should they experience identical manifestations, as it would only prove beneficial. The act of giving actually heightens the effect.

## FIGURE CHARACTERISTICS

### Designation

25g Zee injected figure

### Compound quality

ATBC (Phthalates-free PVC), Art

### Compound quantity

24.979g ATBC in solid form, .021g art in radiation form per figure

### Outer appearance

2.5" size in 12 color variants plus 3 special black, grey and glow-in-the-dark tints

### Packaging

blister seal in blind box with notice

### Developer

URFabulous – Boulevard Saint-Georges 21 – 1205 Geneva  
Switzerland

## WHEN TO USE THIS FIGURE

This figure is an alpha-X mimetic compound. It operates as an immediate and lifelong energy enhancer by increasing emission and reception frequencies through radiation.

It is prescribed in cases of chronic or occasional energetic disorder and possible somatization.

Your retailer may recommend using it alone or in conjunction with the continued action of one or several additional figures, according to your specific needs. It may also be indicated preventively against disorder and possible somatization due to any upcoming and anticipated events.

In the event of an increase in energetic disorder or possible somatization following exposition to the figure, do not renew direct exposure and contact your retailer. In case of uncertainty, please seek retailer or manufacturer advice.

## WARNINGS

### When not to use this figure

In the absence of amelioration, consult your retailer immediately. Should the presence of a usually effective figure prove unsatisfactory, if crises, energetic disorder or somatization become more frequent, there is a risk of a worsening condition. Promptly consult your retailer, who will re-evaluate his proposal.

DO NOT HESITATE TO SEEK RETAILER OR MANUFACTURER ADVICE IN CASE OF UNCERTAINTY.

### Special warnings

In cases of chronic or occasional energetic disorder and possible somatization, expected improvements must be established directly following the exposition of and exposure to the figure.

### Precautions for use

This radioactive figure must be allowed to act upon the entire energetic spectrum for which it is conceived. If the spectrum is cluttered (i.e. through excess noise or parasites) its' efficiency may be diminished. Consult your retailer without delay to obtain a more appropriate offer.

### Possible interactions

To avoid possible and unwanted interactions between several designer toys, any and all other figures in your custody must be mentioned without exception to your retailer or to the manufacturer. Studies have shown cumulative effects when several figures are displayed in relation to each other, bringing about beneficial secondary effects depending upon figure combination. Regular exposure to full moonlight may preserve and/or amplify figure efficiency.

If the full series is displayed, favorable DNA alterations and readjustments may be induced over long-term use.

### Pregnancy – breastfeeding

Under normal conditions of use, this figure may be used throughout pregnancy. In case of pregnancy or breastfeeding, seek retailer advice.

## HOW TO USE THIS FIGURE

### Dosage

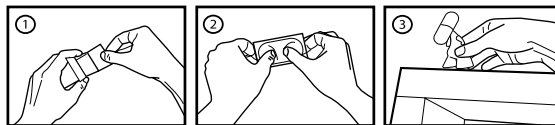
- **In case of energetic disorder or possible somatization:** display the figure upon experiencing manifestations and enter receptive mode. A favorable disposition is necessary for positive effects to occur. This procedure may be augmented if necessary by contemplating figures for several minutes. If disorders do not recede rapidly, consult your retailer immediately.

## Mode of consumption

Omni directional radiation through aerial mode exclusively (direct contact not recommended).

Figure efficiency is partly dependent upon proper knowledge of its' mode of action. Careful reading of the notice is thus recommended. If need be, do not hesitate to ask further detailed explanations from your retailer.

- After opening the box, attain inner emptiness (fig.1)
- Extract the figure from the blister while taking a deep breath (fig.2)
- Display the figure at the most appropriate location in the room (fig.3)



## Cleaning

Figures must be cleaned at least once a week to guarantee long-term efficiency.

### How to clean your figure?

- Place the figure in an uncluttered zone free of impurities and dust. Use a dust removal antistatic cloth to gently wipe all of the figure's surface.
- In case of more extensive dirtiness, use an all-purpose liquid detergent on dry cloth. Lightly moisten the cloth and gently scrub away the stains.
- Do not soak the figure in water. Dry it carefully.
- Once these operations have been completed, put the figure back in place.

## PROPERTIES

### 01\_Yellow

Enhances self-confidence and aids in asserting oneself in the presence of coworkers and hierarchical superiors. Helps overcome shyness.

### 02\_Light orange

Cleanses the aura and promotes awareness of one's place within society. Helps to acknowledge one's destiny. Amplifies talent and ambition.

### 03\_Orange

Promotes a desire to organize social events and helps in keeping a festive mindset during gatherings organized by others. Appeases sadness and provides inner peace.

### 04\_Dark orange

Helps remove guilt borne out of excessive material wealth. Protects from compulsive purchases and over-indebtedness.

### 05\_Red

Awakens one's revolutionary character. Heightens the capacity to choose and promotes active engagement.

### 06\_Pink / magenta

Heightens libido and breeds friendliness. Causes a need to offer presents and take care of others. Gives courage and promotes determination. Grants further vigor and dynamism.

### 07\_Purple (violet)

Promotes successive opening of the various chakras and of the third eye (6th sense) of supra-sensory perception. Reinforces authority, power and respect for laws.

### 08\_Dark blue

Pacifies sleep and protects from nightmares. Brings harmony to family entourage. Promotes all-round integration.

### 09\_Blue

Soothes anxieties and dampens fears. Protects from personal data abuse and intrusion of privacy.

### 10\_Light blue (cyan)

Markedly improves undulatory transmissions while diminishing electromog and the possible harmful effects of devices such as mobile phones and wi-fi modems. Helps to catch one's breath and regulates respiration.

### 11\_Green

Promotes awareness of the importance of preserving the ecosystem and limiting pollution. Encourages a feeling of harmony with nature.

### 12\_Light green

Repels discriminating tendencies. Generates tolerance and flexibility. Heightens curiosity.

### S01\_Black

In combination, alleviates the effect of any given figure displayed in the same room. Alone, emits a welcome signal to extra-terrestrial entities.

### S02\_50% grey

In combination, regulates the effect of any given figure displayed in the same room. Ineffective when displayed alone.

### S03\_White (glow-in-the-dark)

In combination, amplifies the effect of any given figure displayed in the same room. Alone, protects from ghosts and evil spirits.

## INTERACTIONS AND SIDE EFFECTS

When two or more figures are in the presence of each other, their effects combine to generate new influences according to basic color wheel theory. For instance, a blue figure together with a red figure yields similar results to that of a single purple (or violet) figure in addition to their respective effects. Resulting color mixes being quasi infinite, their effects may vary widely. In order to generate cumulative effects by interacting within a common field, figures must be displayed so as to be facing each other.

SHOULD YOU NOTICE INTERACTIONS PROVOKING UNIQUE AND YET UNLISTED OR UNKNOWN INFLUENCES, PLEASE ADVISE YOUR RETAILER OR THE MANUFACTURER DIRECTLY.

## ZEE FIGURE 300g

### Product presentation

Character name :	Zee
Figure size :	8" inches high (more or less 20 cm)
Material :	Polyvinyl chloride (PVC) non-Phthalates
Specificity :	a) both head and arms are articulated
Developer :	URFabulous – <a href="http://www.urfabulous.ch">www.urfabulous.ch</a>
Artist :	PIX



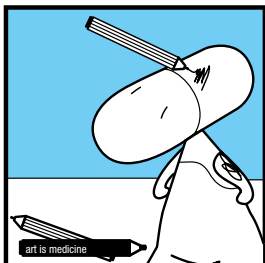


it's child's play

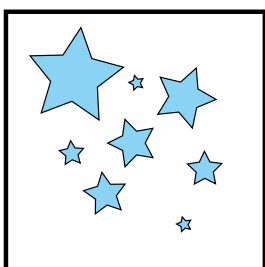


## CUSTOM FIGURE

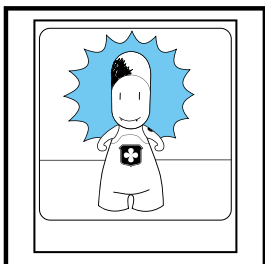
- 1) Customise your Zee
- 2) Define & test the effects
- 3) Take pictures
- 4) Mail them to us
- 5) Welcome to our web gallery !



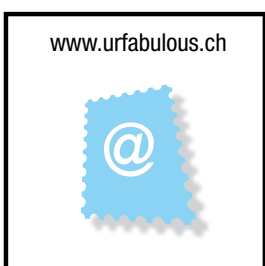
①



②



③



④



⑤

## ZEE 300g DIY

### Figure characteristics

#### Designation

300g Zee rotocasted figure

#### Compound quality

Polyvinyl chloride (PVC) non-Phthalates,  
Art

#### Compound quantity

299.79g PVC in solid form,  
.21g art in radiation form per figure

#### Outer appearance

8" size  
plus 2 secret 25g figures

#### Packaging

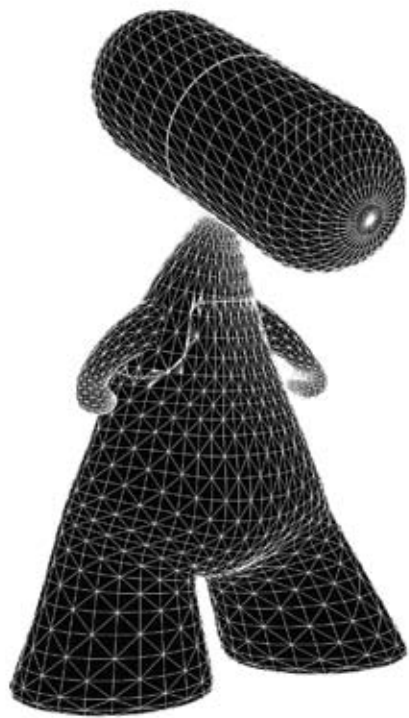
blister with instruction sheet

#### Developer

URFabulous – Boulevard Saint-Georges 21  
1205 Geneva - Switzerland

#### Additional Artworks

DIY box's additional graphics and  
25gr secret figures by Lea



**zee<sup>®</sup>**  
art is medicine

English version

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**ART CREDITS.**

All Pictures: PIX - Additional graphics Page 16,17 & 18: Housewife design, Lea - The Zee figure has been modelled by JohnC.

Promotional publication - NOT FOR SALE

**Developer:**



**URFabulous**

[www.urfabulous.ch](http://www.urfabulous.ch)

**Distribution:**



[CharacterStation.com](http://CharacterStation.com)

CP 493 1211 Geneva 4 - CH

[www.characterstation.com](http://www.characterstation.com)