

BRIGHT of Sweden and Geometry Strategy®

Geometry Strategy® is published and designed by BRIGHT of Sweden.

BRIGHT of Sweden was founded in 2005. Pernilla Molander, CEO, and Anna Kristensson, Marketing Director, started the business and are still running it. Since 2011, the company is located in Åby: a small town about 1.5 hour drive from Stockholm, the capital of Sweden.

BRIGHT of Sweden's core business has been educational products from the start.

STEM products; models, manipulatives and games have been developed in the company by the founders, and are appreciated in schools at 5 continents today.

For the BRIGHT Atom, an atom model, Pernilla Molander and Anna Kristensson were appointed Women Inventors of the Year in 2007.

The thing is; the founders have always had so many ideas of new products and some of them are just not educational. They are just plain fun. So that's how the game ended up here; some of these ideas were just too good to have only the founders' families to play!

The idea of the Geometry Strategy was born years ago, on a cold Swedish winter's day. The first shapes to the game that now is the pieces were actually made of snow!

Today the game is way more sustainable and is launched at the NY ToyFair February 13th-16th.

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