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April 27, 2005

Codependent, high-maintenance toys

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[Needies](#) are interactive plush dolls inspired by codependent, high-maintenance relationships.

Totally attention-starved, they compete with each other for your affection.



When you hug or squeeze the Needies, they return your kindness with songs and shameless flattery. Problem is that they know when other Needies are "getting touch". If one Needie is getting touch while others are neglected, the unloved Needies will conspire to take its place.

My favourite is [Brettie](#) (the one on the left), the wicked Needie who encourages humans to throw the other Needies in order to get all the attention for himself.

Authors: Amos Bloomberg, Daniel Perlin, and Brett Schultz at New York University's [Interactive Telecommunications Program](#).

Also posted by [Mia](#).

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? [Needies: Jealous Plush Toys](#) from Gizmodo

I've always longed for a small legion of plush toys, vying for my attention and conspiring to off their more popular brethren—Needies are just that. Soft and huggable, Needies are created by Amos Bloomberg, Daniel Perlin and Brett Schultz and... [\[Read More\]](#)

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**** of the day



Bencherke (via)