

# **LEGO and its endless possibilities...**

How does LEGO change the way that people think and play?

**Chloe Willis - 1700449**

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## Contents Page

|                                               |                  |
|-----------------------------------------------|------------------|
| <b><i>List of Illustrations .....</i></b>     | <b><i>3</i></b>  |
| <b><i>Summary of Topic .....</i></b>          | <b><i>6</i></b>  |
| <b><i>Introduction .....</i></b>              | <b><i>7</i></b>  |
| <b><i>The History of LEGO .....</i></b>       | <b><i>8</i></b>  |
| <b><i>Imagination within play.....</i></b>    | <b><i>16</i></b> |
| <b><i>Breaking the Rules of Play.....</i></b> | <b><i>24</i></b> |
| <b><i>Conclusion.....</i></b>                 | <b><i>32</i></b> |
| <b><i>Bibliography .....</i></b>              | <b><i>34</i></b> |

## List of Illustrations

Figure 1: Lego Model. (1955) *The Town Plan Set* [Photo]. Available at:

<https://swooshable.com/sets/200-3> (Accessed: 18 November 2019).

Figure 2: Lego Model. (2008) *The Town Plan Set* [Photo]. Available at:

<http://onewobrick7.blogspot.com/2008/08/set-database-10184-town-plan.html>

(Accessed: 28 November 2019).

Figure 3: Christiansen, G.K. (1961) *Patent Application Wallpaper* [Blueprint].

Available at: <https://imgur.com/aRWUh5f> (Accessed: 28 November 2019).

Figure 4: Amiet, K. (2017) The LEGO House [Photo]. Available at:

<https://awol.junkee.com/lego-house-opens-billund-denmark/52483> (Accessed:

28th November 2019).

Figure 5: Amiet, K. (2017) The LEGO Tree of Creativity [Photo]. Available at:

<https://geekdad.com/2019/03/senior-lego-designer-stuart-harris-discusses->

[design-and-his-career/](https://geekdad.com/2019/03/senior-lego-designer-stuart-harris-discusses-design-and-his-career/) (Accessed: 28 November 2019).

Figure 6: Weller, C. (2017) The LEGO Vault [Photo]. Available at:

<https://www.businessinsider.my/inside-lego-house-that-just-opened-in->

[denmark-2017-10/](https://www.businessinsider.my/inside-lego-house-that-just-opened-in-denmark-2017-10/) (Accessed: 28 November 2019).

Figure 7: LEGO (2019) LEGO Replay Campaign: Large box of LEGO [Photo].

Available at: <https://people.com/parents/lego-replay-kids-donate-unused->

[bricks-give-back-box/](https://people.com/parents/lego-replay-kids-donate-unused-bricks-give-back-box/) (Accessed: 28 November 2019).

Figure 8: LEGO. (2019) *San Francisco Skyline Set* [Photo]. Available at:  
<https://www.lego.com/en-gb/product/san-francisco-21043> (Accessed: 28 November 2019).

Figure 9: Seppanen, J. (2019) *Building with Instructions* [Photo]. Available at:  
<https://www.themanual.com/culture/best-lego-for-adults/> (Accessed: 28 November 2019).

Figure 10: LEGO. (2019) *LEGO Technic Dinosaur* [Photo]. Available at:  
[https://www.reddit.com/r/lego/comments/bcfoou/yellow\\_dinosaurs\\_in\\_the\\_leg\\_o\\_house\\_since\\_everyone/](https://www.reddit.com/r/lego/comments/bcfoou/yellow_dinosaurs_in_the_leg_o_house_since_everyone/) (Accessed: 28 November 2019).

Figure 11: LEGO. (2018) *Lego Dino* [Photo]. Available at:  
[https://www.tripadvisor.ca/LocationPhotoDirectLink-g189531-d12928696-i337646599-LEGO\\_House-Billund\\_South\\_Jutland\\_Jutland.html](https://www.tripadvisor.ca/LocationPhotoDirectLink-g189531-d12928696-i337646599-LEGO_House-Billund_South_Jutland_Jutland.html) (Accessed: 28 November 2019).

Figure 12: LEGO. (2019) *Duplo Dinosaur* [Photo]. Available at:  
[https://twitter.com/lego\\_group/status/1114890604633362434](https://twitter.com/lego_group/status/1114890604633362434) (Accessed: 28 November 2019).

Figure 13: Aguilar, D. (2019) *Spanish Teenager Designing Self-Prosthetic Arm with Lego: David “Hand Solo” Aguilar* [Photo]. Available at:  
<https://weseel.ist/spanish-teenager-designing-self-prosthetic-arm-with-lego-david-hand-solo-aguilar/> (Accessed: 28 November 2019).

Figure 14: Nightingale, L. (2016) *The Art of The Brick: Everything you need to know about the world’s largest LEGO exhibition* [Photo]. Available at:

<https://www.getsurrey.co.uk/whats-on/family-kids-news/art-brick-everything-you-need-12344915> (Accessed: 28 November 2019).

Figure 15: LEGO. (2019) *Rebuild the World Campaign* [Photo]. Available at: <https://www.lego.com/en-gb/campaigns/rebuild-the-world> (Accessed: 28 November 2019).

Figure 16: LiveBetterWith. (2019) *Why Lego is good therapy for people with dementia* [Photo]. Available at: <https://dementia.livebetterwith.com/blogs/general/why-lego-is-good-therapy-for-people-with-dementia> (Accessed: 28 November 2019).

Figure 17: Robot advance (2019) *LEGO Serious Play for the companies* [Photo]. Available at: <https://www.robot-advance.com/EN/actualite-lego-serious-play-for-the-companies-131.htm> (Accessed: 28 November 2019).

Figure 18: LEGO (2019) *LEGO Bugatti Chiron Model* [Photo]. Available at: <https://www.lego.com/en-gb/campaigns/technic/bugatti-chiron/build-for-real> (Accessed: 28 November 2019).

## **Summary of Topic**

During this independent enquiry it will be discussed whether LEGO as a toy has really been influential in people's lives apart from bringing joy to children. The writing will explore the ideas of the LEGO community and ways that LEGO has been used in unique ways. Arguably LEGO has helped a lot of people, but this writing is going to investigate and find out whether that is in fact the case. Does this product that started off as a toy really have endless possibilities?

## **Introduction**

During this writing I will be discussing how LEGO as a brand has changed throughout the years, the way people use it and how play has developed as a result. The reason I decided to write my independent enquiry about this topic was following a conversation I had with my father. When he was younger, he never used instructions within his builds but now LEGO has seemed to move away from that form of building and produces sets that are more instruction based. It is my intention to explore how LEGO has become so much more than a toy, as it is in many different walks of life. Through exploring the rules that have been set by society within play itself, I will investigate whether a simple toy can in fact change the world. I will consider the people who have been impacted by LEGO and where LEGO is going in the future.

LEGO is a massive part of mine and so many people's lives, and I will attempt to examine the areas of LEGO perhaps unknown to many and the impact this has had. LEGO has arguably changed the nature of play through breaking the rules and this has altered the way that people think. In my opinion LEGO has impacted upon people's lives and changed the world for the better. It is a toy that has created community and belonging for many people, but does LEGO really have endless possibilities?

## **The History of LEGO**

In 1932 in a small town called Billund in Denmark Ole Kirk Kristiansen established The LEGO Group creating its first toy, a wooden pull along duck. Kristiansen travelled to Britain with his colleague who noted that there was no system in the toy industry. He then decided to create a structured system of products (Lipkowits, 2018, p. 16). The name LEGO is very fitting to the company as it comes from two Danish words which are leg godt which translates to play well; at the root of everything that LEGO does they strive to make every project with play ability so that anyone that uses it can play well.

In 1955 the plastic LEGO brick was brought to life when Kristiansen released the system brick. This was made of two by four stackable plastic blocks. It was important, at the start of the LEGO group, that they made clear that “the simple but innovative idea that every plastic LEGO element should be part of a wider ‘system’ is still at the heart of LEGO building today” (Hugo, 2017, p. 10). The first LEGO systems set to be released was the Town Plan No1 set. On the front of the box were two children one of which being Kjeid Kirk Kristiansen who is now the CEO of LEGO. In 2008, on the 50<sup>th</sup> anniversary of the patenting of the modern LEGO brick he decided to release a new version of the Town Plan set (Lipkowits, 2018, p. 17). Kristiansen was on the front of both of the boxes as a child and as an adult.



*Figure 1: The 1955 Town Plan Set*



*Figure 2: The 2008 Town Plan Set*

The LEGO brick itself went through many tests and trails before the final brick was decided on. The brick needed to click together well enough so they would not fall apart but not too well so that they would never come apart again.

The company developed several possible ways to improve the brick's clutch power. They first added three tubes to the underside of the current LEGO brick, creating a perfect three-point connection with the studs on top of the next brick below. Alternative solutions include bricks with two tubes or even crosses inside, with a total of five potential connection methods. (Lipkowitz, 2018, p. 18)

It was important for LEGO to make a product that was sturdy without being stiff.

Despite the limited number of brick types and colours, all of the bricks from the first set will fit together with the bricks that are being made today.

Since the start of the LEGO brick, the range has changed massively, at the beginning there were only 4 colours and a very limited amount of options. Now, the LEGO range has increased dramatically. According to a 2011 article in the National

Geographic “There are about 2,350 different elements in the LEGO range – plus 52 different LEGO colours” (Geographic, 2011). LEGO’s range over the years has increased massively. They started off with one simple set and now they have made hundreds and this number is still growing. LEGO have shown from their side of the community that the Limits are endless.

Below are the original blueprints for the 2x4 LEGO brick; this is the design that follows onto the bricks we buy today. The 2x4 LEGO brick has many different possibilities, Søren Eilers is the math professor who became famous for calculating that there are 915,103,765 ways to combine six, eight-stud LEGO bricks. (A LEGO Brickumentary, 2014). This pile of six identical LEGO bricks has many possibilities and it can only be imagined how many possibilities every LEGO brick type has together. Since the start of The LEGO group they have released a grand total of 2350 different LEGO sets, that is without all of the individual bricks that have been sold, LEGO is truly taking over the world.

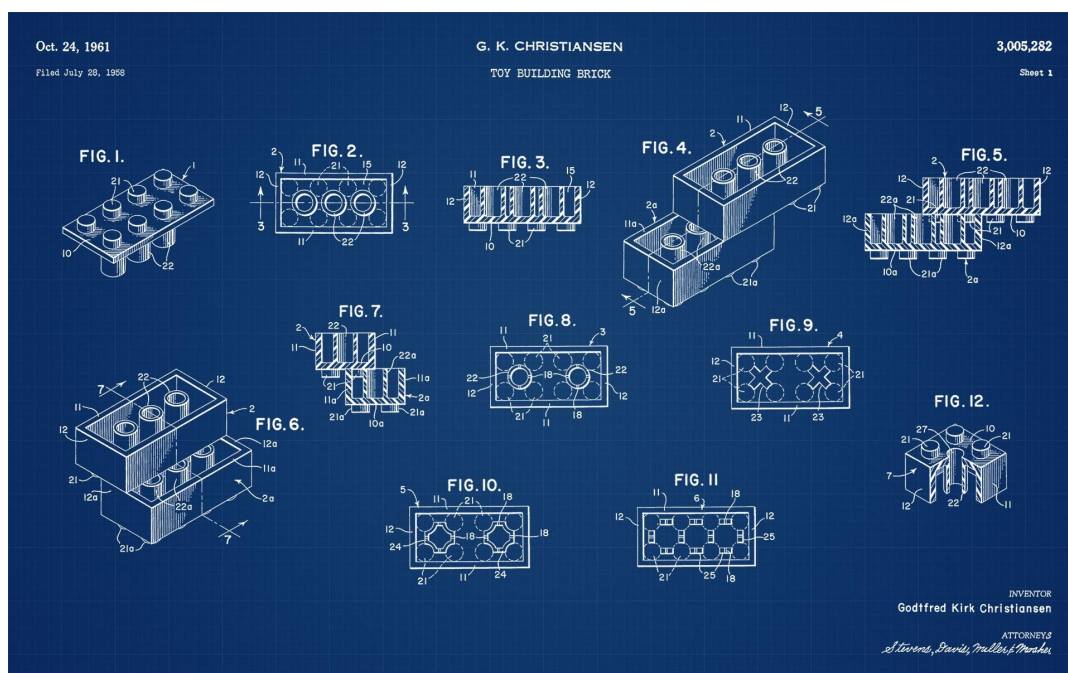


Figure 3: LEGO Brick Blueprints

Since the start of LEGO, the brand has changed massively. Starting as a simple product they have grown and developed into more than that with a wide community of people around it; LEGO is for all ages who love the brick community. As a company LEGO are very passionate about helping to teach and develop children's minds so they wanted a place where people could go and feel safe whilst exploring the weird and wonderful life of LEGO; this is where the LEGO House comes into play.

As a company they are very proud of their roots. In Billund, Denmark where LEGO was formed, they decided to make a home for LEGO and a place that fans from around the world felt welcome; this place is called the LEGO house, the true home of the brick. "The LEGO house has to be completely inviting and engaging and accessible" (LEGO House - Home of the Brick, 2018). All around the building are stations where you can go and just build. The aim of the house was that you couldn't sit down without there being LEGO to play within arm's reach. LEGO House is a museum of every LEGO set that has ever been made but it is so much more than that, it's a home for fans. The LEGO Groups current mission for the LEGO House is to "inspire and develop the builders of tomorrow" (LEGO House - Home of the Brick, 2018). It is important for children who visit the LEGO House to see that it isn't just a toy anymore, but a community. On the top floor of the LEGO House they have people's models from the LEGO community to show visitors, that LEGO Can be

used is so many ways and that the possibilities are endless, if you just think outside of the box.



*Figure 4: The LEGO House*

The LEGO house is a place where fans of all ages can go and experience the history and the future of LEGO the brand. Right in the middle of the LEGO House is the Tree of Creativity. This build is one of the world's biggest LEGO builds and is always being changed and developed; the tree is currently 15 meters high and has over 6 million bricks. The tree is full of surprises and features, no matter how big of a LEGO fan you are, there will always be something that surprises you (House, 2017). The Tree of Creativity displays the journey of LEGO from the beginning; right at the bottom of the tree is a LEGO built carving of the wooden pull along duck that was the first wooden toy ever made. As you progress up the tree it documents the journey of LEGO from the start to where they want to go. Right at the top of the tree it is unfinished and is covered in Minifigure builders; this arguably could be a way of LEGO showing that the company is still growing and changing.

The Tree of Creativity is demonstrative of the growth of The LEGO product. In recent years LEGO have been very open about where they would like to go as a company, and this is shown within one of their recent projects. LEGO is made of plastic and with the state that the world is currently in, it is important to address the fact that LEGO are using a lot of a material that isn't eco-conscious for the environment. Many people have not been happy about the company solely using plastic within their toy production so, LEGO needed to meet this challenge. In 2018 The New York Times published LEGO's decision to "eliminate its dependence on petroleum-based plastics, and build its toys entirely from plant-based or recycled materials by 2030" (Reed, 2018). LEGO have been trying many different alternatives to the LEGO brick that everyone knows today. They need to find an alternative that doesn't affect the way that the bricks perform. Over the last 50 years every LEGO brick made will work together. The problem with their current trials is that through making it sustainable they are not changing the product greatly. If LEGO were to change the way that the brick is made this could affect how the bricks work together, which would change the number of possibilities of the product.



*Figure 5: The Lego Tree of Creativity*

Within the LEGO House is the vault. This is a room hidden in the basement of the LEGO House that you have to be invited to be able to visit. In the vault lives every LEGO set ever produced, from the first set to the newest. Jesus Diaz had the pleasure of being invited into the vault and this is what he said.

I touched those dreams with my own hands. Blue spaceships, yellow castles, white monorails; all sleeping for decades, spooning each other. Inside this room sat all the Lego sets that had made me happy for years (Diaz, 2017).

The vault is a place where young LEGO fans can experience what LEGO was like before their time, but it is also a place when older fans can go and see the sets that they grew up with. Being in a room with every LEGO set ever made would truly put into perspective how far LEGO has come and that this toy is forever changing and growing.



*Figure 6: The Vault*

Throughout the past it can be seen that LEGO have changed drastically going all the way from the wooden pull along duck, to the extraordinary sets that they have today. Every time people think that LEGO has done everything they can do, they think of something else that blows the minds of the fans around the world. LEGO is not just a toy it is a community of fans that have been changed because of this simple toy. It can be argued that LEGO's possibilities are truly endless.

## **Imagination within play**

The definition of “play is a physical or mental leisure activity that is undertaken purely for enjoyment or amusement and has no other objective” (Kingdom, 2017). By definition play is not meant to be taken seriously, it is an act that is carried out for the sole purpose of enjoyment however as this definition shows play has rules. Lego is an excellent tool for a child’s development, teaching them fine motor skills. All the way from Duplo to System bricks children are slowly learning how to place bricks on top of each other correctly; teaching them precision and control. LEGO is also teaching children how to problem solve and find creative solutions to their building problems. LEGO is a tool that if a mistake is made, they can take their creation apart and rebuild which is a way of teaching children that if they fail they can just try again. If someone is playing for any other reason than enjoyment and amusement, then the rules have already been broken. LEGO is a product that changes the way people play; dependent on the imagination of the person the whole game is changed. An interesting way of showing the relationship between LEGO and games is to look at Game Theory.

“Game theory is a set of tools used to help analyse situations where an individual’s best course of action depends on what others do or are expected to do” (Ivan Pastine, et al., 2017, p. 3). Game theory is very fitting to LEGO as a product because every LEGO build is dependent on the builder, the imagination and the bricks provided. If two builders are given two different numbers of LEGO bricks, that would change the game hence changing the things that they could build. When LEGO is used to make models even a simple model can help us learn something useful about the complex real-world problem; making any situation manageable to comprehend.

(Pastine, et al., 2017, p. 7). With LEGO, people of all ages can build anything that their hearts desire. The main feature is what they imagine, and this is where game theory comes into the mix. Game theory within LEGO does not rely on the other players but the elements and environment around them. It is arguable that the only controlling factor is the limit of the builder's imagination, with the possibilities being endless. With the amount of brick types that LEGO have created there are an infinite amount of possibilities but that just depends on how far a person's imagination is going to stretch.

Much like game theory gamification is "The application of typical elements of game playing to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service" (Oxford, 2019). Arguably gamification is fitting to the act of using LEGO because all builds are using elements to create a game thought up by the builder.

LEGO isn't just a toy it is a way for people of all ages and backgrounds to express themselves. Wei Wei Shannon Gluckman is an architect, who is the founder of playable design. This is a foundation that are inspired by the LEGO System. The foundation wants to develop, design and create a structured way of thinking with a high quality of playful contents. The objective is for people to experience the joy of imagination, logic and social skills within play; exploring the possibilities of the world and within themselves (Design, 2017). This foundation is a way that people can tell stories and use LEGO in a practical way. Playable Design opens many doors with LEGO and the way that it is used. In a TED talk Wei Wei said that "every child that experiences LEGO, they experience infinity" (Gluckman, 2017). LEGO has an infinite

possibility of combinations and anything can be built if the builder puts their mind to it. LEGO is more than just a toy it is a community, a creative outlet and an escape.

It's not about what you do, it's about the attitude you have when you are doing it. Play is a frame of mind, it's actually a creative Channel, a national channel to creative explosion. So play is telling stories, and play is changing rules, is asking questions, and play is productive, play is open, and social and it can be really serious too (Gluckman, 2017)

Play within LEGO has no rules, the builder makes the rules. If the attitude towards the activity is negative the activity itself is negative. LEGO can change everything with its endless possibilities.



*Figure 7: Large box of LEGO*

Wei Wei Shannon Gluckman shows that Lego can have great influences on creatives of all aspects especially architects. In 2013 LEGO released a set called *Architecture Studio* designed for the purpose of constructing small-scale buildings. This set was made up of 1200 white bricks, which gave the set a uniformity not usually required in play sets. It also included an instruction manual (LEGO, 2013) allowing a LEGO builder to develop the tips and tricks used by professional master builders. This set changed the way that people thought about LEGO and created a tool for architects around the world to visualise their builds in real life. Also, in the architecture range LEGO have released many replicas of famous landmarks from around the world. From Big Ben to international city skylines, these sets were made for older LEGO fans as collectibles. Many fans love these sets because they bring a part of the city into the home environment. In order to assess reviews of this product, I looked on the LEGO website. Here, one user, *Lpina2* said “I went to New York for vacation so after I built it I placed it on top of the [mantlepiece] to display it with my other New York souvenirs” (Lpina2, 2016). This is just one example of how these sets are used to create memories or environments which are constructed and displayed in a LEGO builder’s home. This range of products shows the endless possibilities that LEGO have; although it started off as a children’s toy, it has progressed much further into a collectible for fans of all ages. These sets have an important part to play within fans collections as they are a way of simulating the place they have visited. LEGO is an important tool for not only representing the world around people but simulating the world that they can only imagine. Due to this fact it can help people who struggle with their experiences to shed light on their feelings. LEGO can help people live out memories and escape to different worlds.

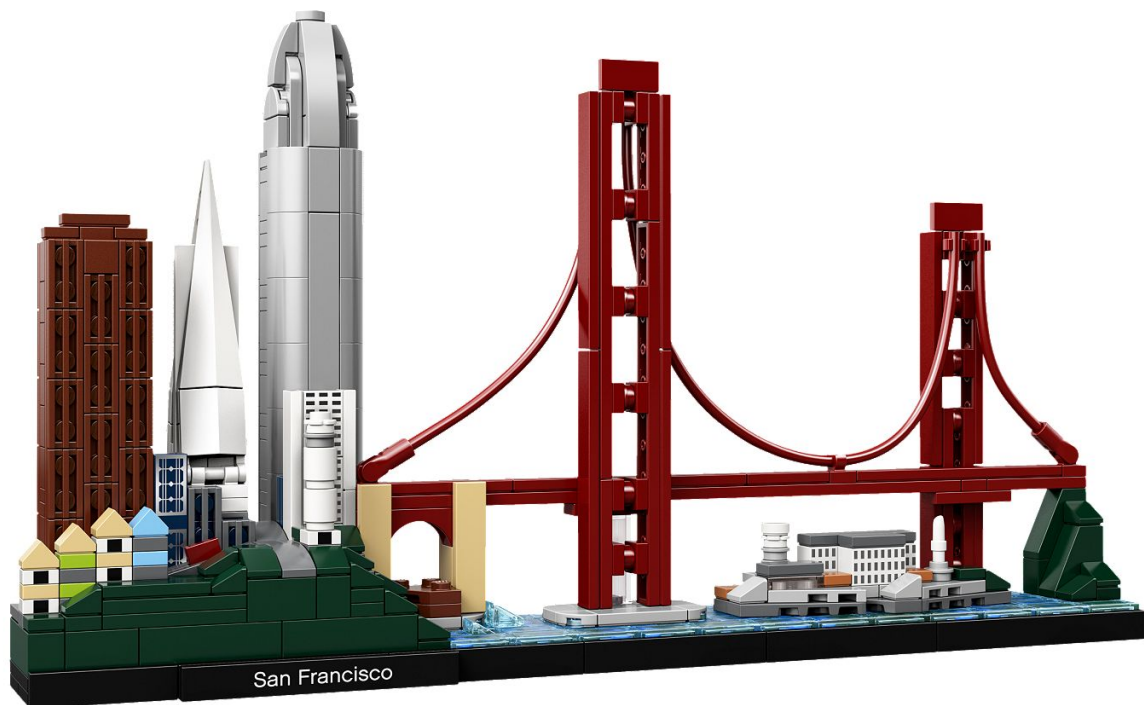


*Figure 8: San Francisco Skyline Set*

LEGO arguably is a simulation; the builder has the bricks and the instructions needed to complete the task, which are then put through a simulation to obtain the end result. LEGO is a way of simulating the real world or worlds of imagination. People tend “to use concepts and tools to learn about the true nature of reality (Kurzgesagt, 2017). LEGO is just a series of concepts that we need tools to carry out. Sometimes our brains only believe what they are used to experiencing as conveyed in Plato’s Cave Analogy. In order to explain the notion of reality and simulation, Plato discusses that the group of prisoners have been kept in a cave since birth, chained up and looking at a wall where they cannot turn their heads. Behind them is a fire; occasionally people would walk past with objects so they could see the shadow of the objects on the wall. One day one of the prisoners was set free and this was the first time he would have experienced the world. When he was told

that the things around him were in fact the objects he had been seeing and not just the shadows he didn't understand. He learned to believe that the objects were the thing that were real (Gendler, 2015). This reflects on the act of playing with LEGO; if a child is only ever allowed to play with LEGO with instructions and never simply use their imagination, then when the instructions are taken away, they would find it difficult to adapt to the environment that have been given. This shows that LEGO does have endless possibilities but only if the person has been given the right environment for this to be the case. LEGO can also be a way of imitating the real world with LEGO bricks Imitation is "a thing intended to simulate or copy something else" (Oxford, 2019). When a person takes home a LEGO set of somewhere they have visited they are imitating the location within their homes.

Since the start of LEGO the company has largely changed. At the beginning they released a limited variety of sets containing just LEGO bricks where you would build with your imagination. Over the years LEGO has evolved releasing more sets that involve instructions. Many older LEGO fans have been concerned that a child's imagination is being affected by this. In an article on the BBC news website this was discussed.

Lego was simple once, the critics complain. Using just a few blocks, usually square or rectangular, you could make anything. Lack of imagination was the only restraint on creativity (Parkinson, 2014).

LEGO has changed the product from its original design to something that can inspire anyone. The LEGO instructions do put a limit of the possibilities that can be made from the chosen set, but they are also teaching the builder new techniques that they may not have learned otherwise. LEGO instructions are a good learning tool that

demonstrate what LEGO can do, but it is important to explore the extent of the builder's own imagination. Arguably the builder can only learn to take advantage of the endless possibilities that LEGO offers if they are willing to step out of their comfort zone.



*Figure 9: Building with Instructions*

The three main pillars of LEGO are System, Technic and Duplo. In the LEGO House these are displayed as three large dinosaurs, each made out of one of the three types of brick. The three models were made by LEGO whilst working with a group of LEGO fans. When they were made, they were so large that they had to be lowered down through the roof. It is very important for LEGO to show the three biggest parts of the company and what the entire brand is built around; this is important because these are the three pillars in which the company is built on. Recently, shown in figure 11, LEGO have added eggs by each dinosaur and over time they have started to hatch. LEGO arguably are using the dinosaurs and the new eggs as a metaphor that LEGO's history is reliant of the three main brick types but that it is evolving and is constantly creating new possibilities. LEGO are breaking the boundaries of play and

have been since the start of the company. These dinosaurs can be seen as a representation of where the company has come from and where they are going. LEGO is now being used as an art medium as seen in these sculptures. The dinosaurs are full of details that most toys could not achieve demonstrating that



LEGO is not just confined to play anymore. It has extended its reach becoming more and LEGO being used in art is just one of its many unique factors.

*Figure 10: Technic Dinosaur-Figure 11: System Dinosaur-Figure 12: Duplo Dinosaur*

## **Breaking the Rules of Play**

When The LEGO Group started they were just a toy but over the years the brand has developed into more than that. For example, adult fans of LEGO or AFOL as they prefer to be called have broken these rules. LEGO has so many possibilities and that is why it attracts a certain part of the adult population. Sometimes these fans have been LEGO fans since they were children and have grown up around the brick, but sometimes they are people who have discovered the joy of LEGO when they became an adult.

LEGO is a toy that has evolved the way that people think about play, people have used the brick to create some amazing things from moving cars to prosthetic arms. David Aguilar is an 18-year-old student from Andorra. When David was born his right arm was not fully developed, Most people would see this as a disadvantage whereas David is just an average 18-year-old. David was a massive fan of LEGO growing up and when he was 9 he attempted to build his first LEGO prosthetic arm, he found that the LEGO bricks weren't strong enough. So, 9 years later he decided to try again, this is when he built MK1 his first working prosthetic arm he used LEGO technic for this build. David then went on to build his second prosthetic arm MK2, this one was more advanced as it had a battery and motor that worked like a bicep (Story, 2018). This story really shows someone who is breaking the rules of play, he used a toy to change his life for the better and did this in an extremely cool way. LEGO has so many possibilities and this is just one example of what anyone can do if they rethink the rules of how we are supposed to use toys.

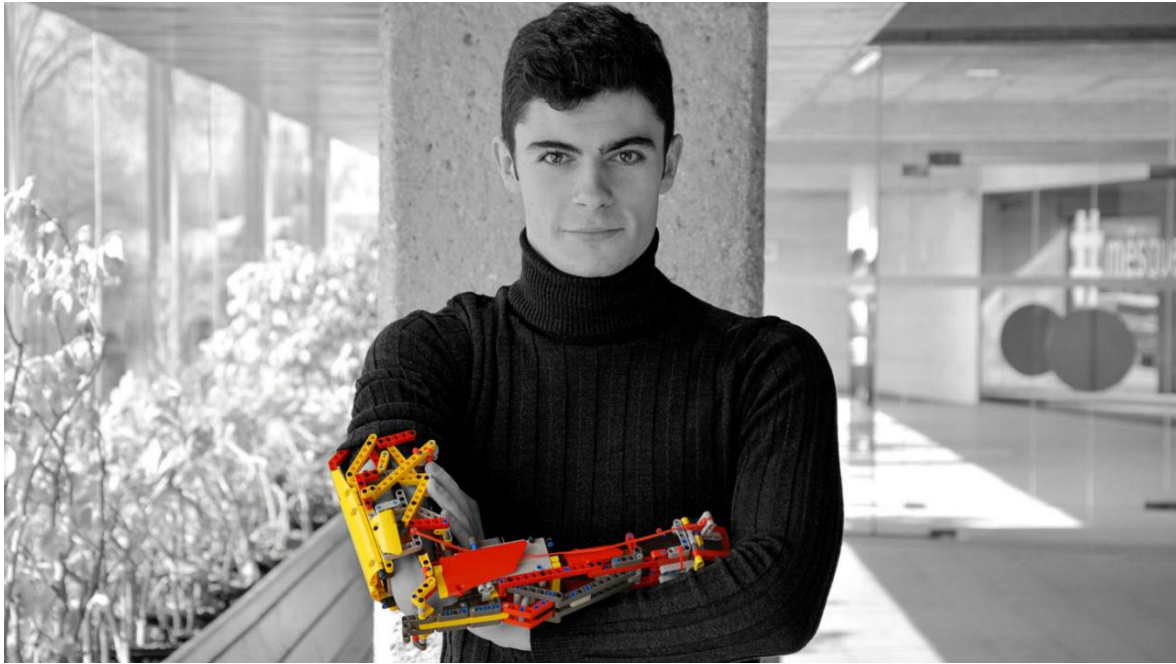


*Figure 13: David Aguilar*

Another person who is breaking the rules of play is Nathan Sawaya who was a lawyer, then his path changed and now he is a LEGO artist. Nathan is part of the wide AFOL community that is full of collectors, master builders and brick addicts (NEEDHAM, 2018). Nathan shows that anyone can be an AFOL Not only is Nathan breaking the rules of play by using LEGO as an art medium, he is breaking the rules of society by making his day to day job to play LEGO. Nathan is the creator of the LEGO exhibition The Art of the Brick. This was voted one the worlds must see exhibitions; it was the first to use only LEGO bricks as its medium (Sawaya, 2018). During the exhibition all the pieces that were made were not made to look realistic, but he wanted to highlight the fact that he was using LEGO; he did this by making all of his creations in bright colours. Nathan shows that no matter what walk of life or career you come from that you can always change and do something completely different. Arguably this is similar to the act of LEGO not matter what you build if it isn't what you expected it can just be changed and rebuilt. The possibilities are endless.

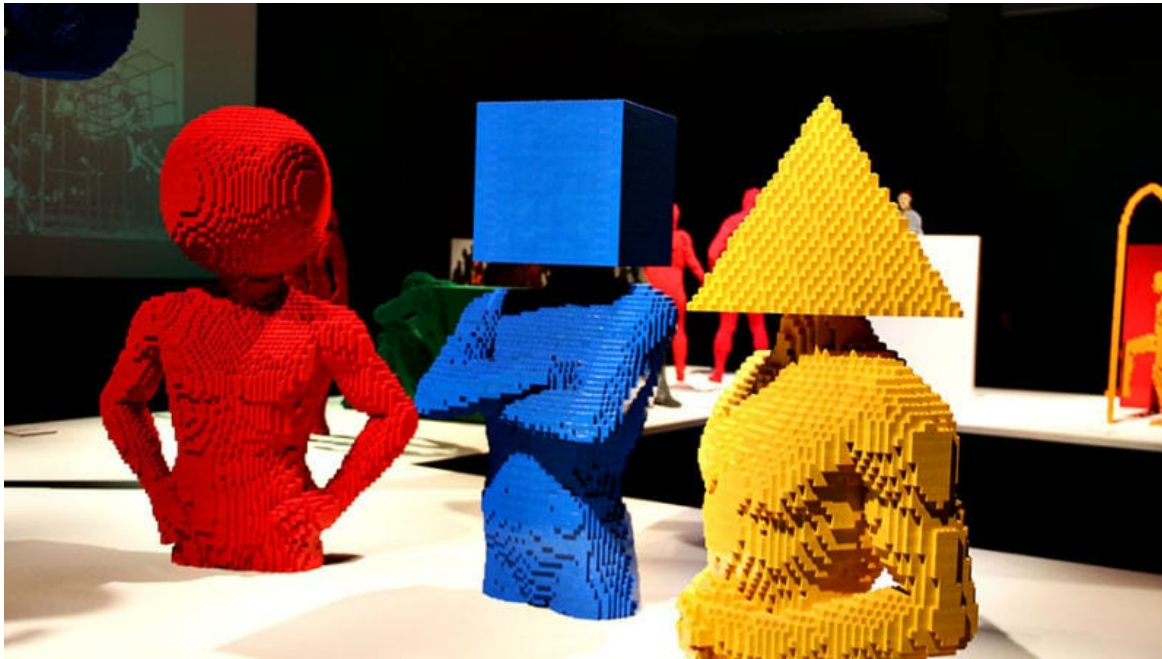


*Figure 14: Art of the Brick Sculpture*

LEGO since the start of the company have run many different campaigns to help build interest in the product and the LEGO community. For the first time in 30 years LEGO released a campaign called Rebuild the World. This campaign was kicked off with a high production short film: the point of this campaign is to show people the positive political message that the power of creation can change the world (Brewer, 2019). This campaign shows that anything in our world can be represented through LEGO. Following the release of the campaign they started to interview various different types of people the take they were given during the interview was to describe what they do with LEGO bricks. The first person they spoke to was Simone Biles who is an gymnast and describes herself as a rule breaker in her interview. She used LEGO bricks to show that LEGO is very much like a gymnastic routine because they swap out the different moves like with LEGO. Tomo Koicumi who is a dress designer was also interviewed and talked about how he thinks LEGO bricks are very much like ruffles as they can be reused if they aren't fitting to the dress.

Another person who was interviewed was Mark Ronson who is a musician he thought that the best way of using the bricks like he would within his job was to use the bricks and a cup to make a music shaker for making sound. Another person that was shown as part of the campaign was Dr Steen Dupont, who is a researcher at the National History Museum. He has made many contraptions with LEGO technic bricks to make his job easier, for example he has made flexible clamps that help to hold the pages down in an old book, so that they are not being always touched by human hands (LEGO, 2019). The rebuild the world campaign is an innovative way of showing the younger LEGO community that LEGO and its imaginative capabilities are all around us. With all of the problems going on in our world right now, this shows that no matter what field or walk of life you are in LEGO can always help make the world an easier place to comprehend, the things that can be accomplished with LEGO Rebuild the world are endless. The rebuild the world campaign along with the interviews show that LEGO has so many different rule breaking capabilities



*Figure 15: Rebuild the World Campaign*

Alongside the rebuild the world campaign in America LEGO have started a Re-play program where people who have used, unwanted LEGO bricks can donate them to children that are in need of play. “play has the power to change children’s lives. When children play, they learn how to problem solve, collaborate and think creatively” (LEGO, 2019). LEGO have started this program so that children no matter what their background, can have the experience to play. LEGO is a tool for creative thinking that everyone should get to use. This program is also helping prevent LEGO ending up in people’s cupboards or in landfill as it may have previously. This program shows that even when people think that the LEGO they have is old and useless that it can always be put to a good use somewhere, the possibilities are endless with this because when someone’s finished with the product it is passed on for someone else to create even more LEGO ideas with.

Much like the discarded LEGO, a lot of people discard the older generation around us. On older LEGO sets they used to have an age limit which was normally a maximum age of 99; this was to demonstrate that LEGO was for all ages from the children to the elderly. Someone who strongly believes in this is Kitty Short. She used to provide children’s LEGO therapy in schools until she thought that LEGO could help more people, in this case the elderly. LEGO is a product that pushes the mind to think of solutions. Within the LEGO therapy sessions for the elderly they are made to be in a team of three: one will describe the instructions; the next person will find the bricks they need and the third is the builder; they must work together to complete the build. (LEGO, 2019). This is a very important part of the role that LEGO has in people’s life, helping the elderly to work together, and Kitty has said that it is even helping with the patients with Alzheimer’s. LEGO has changed these people’s

lives for the better and has showed that even though this is a product meant for children that it can have a life changing effect of the people outside of their target audience because LEGO has endless possibilities.



*Figure 16: he Elderly*

LEGO have moved away from their roots of being a product for children and another way this is demonstrated is within LEGO serious play, “The LEGO® SERIOUS PLAY® methodology is an innovative, experimental process designed to enhance innovation and business performance” (LEGO, 2018). LEGO serious play is a way of helping businesses learn how to work together as a team to achieve a shared goal and to also gain confidence within the team. This project is aimed at adults in the workplace. This is a project that LEGO has put in place in order to make business stronger whiste using their product. It is a powerful tool that has all started from a toy. it helps people to team build and learn their co-workers’ strengths and weaknesses without putting too much pressure on in the environment: people can relax and have fun while learning important skills. With serious play the options are

endless with all of the different fields and people this could help, LEGO Serious Play can help to reduce stress in an adults both in work and in everyday life, another activity that can help with reducing stress levels is adult colouring books. “Colouring has the ability to relax the fear centre of your brain, the amygdala. It induces the same state as meditating by reducing the thoughts of a restless mind” (Beaumont, 2018). Much like LEGO colouring can help people to feel relaxed and content, it is a strong form of meditation in an unconventional sense.



*Figure 17: Serious Play Workshop*

LEGO themselves broke a rule of play that no one thought existed. In 2018 LEGO released a new Bugatti Chiron technic set, which is a 3599 piece set, 1:8 to scale. This set has a working steering wheel and has outstanding detail such as doors that open and a tiny replica of a bag that you get when you purchase the real-life car. Following the release of the set LEGO partnered with Bugatti themselves and made a working lifesize model of the original car. The lifesize LEGO Bugatti is made up of

over 1,000,000 Technic pieces; the only parts that aren't are the wheels and the engine. There are 339 different types of Technic elements that were used, and no glue was used to hold any of the car together. There were 2,304 power functions, 4,032 gear wheels and 2016 cross axles. This project took 13,438 hours to develop and build, the car has a total weight of 1,500 kg (LEGO, 2018). This LEGO creation shows how far a toy can be pushed. LEGO took a toy and made it into something that breaks every rule of play. If LEGO can make a fully functioning car out of only plastic Technic elements, then the possibilities are endless.



*Figure 18: LEGO Bugatti Chiron*

## **Conclusion**

To conclude with all the information and evidence that I have gathered I have found that LEGO is a brand that has no limits, a product that has changed the lives of millions. All the way from a wooden duck in Denmark to one of the best-selling toys of all time. LEGO is a community that no matter your age, gender or background you can feel welcome. It is the home of imagination where people can grow and develop skills in all areas of their lives. Throughout this writing I have looked at where LEGO has come from to where it is going and I for one am excited to be a part of it. LEGO is a toy that has changed into a way of life for people of all ages from babies with Duplo right up to the AFOL community. The brick has given so many people a creative outlet that they didn't know they needed.

LEGO has changed the way that people think about and view the world around them; for a fan they are just thinking about the next thing they can build. It gives people a way to escape the world around them and to create a world they want to be in. LEGO helps a person express what they are feeling but also provides a method of therapy. Without the help of someone else, it can be a one player game or an activity for many and these possibilities are the true beauty of LEGO.

Throughout the years many people have said that LEGO would not last with the growing age of technology, but it is still here and thriving today. Even though the product hasn't changed massively over the years it is definitely not outdated and is still loved by everyone who comes into contact with it. The only downside to LEGO is the fact that it is made of mostly plastic, which could cause problems for the

environment around us however LEGO are working towards a solution to this problem.

LEGO has broken so many rules throughout its time as a brand, from fully operational cars to prosthetic arms. LEGO is changing lives all around the world and creating a community of fans that have been changed by the brick forever. People make LEGO, a toy, their full-time job. Others help bring joy to people less fortunate, with the simple power of the LEGO brick. The only limit to LEGO is the mind of the builder behind it. The possibilities are endless with this product and the rules that people put in place are there to be broken, if people are brave enough to dream.

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