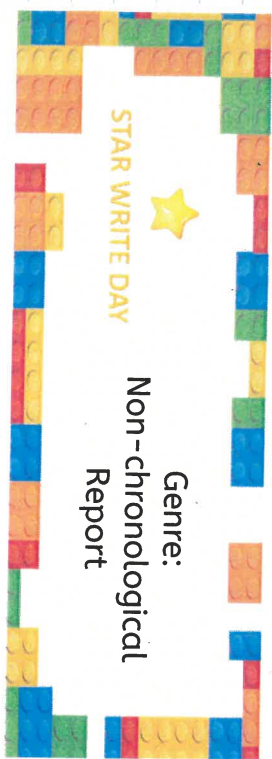


Friday 15th November 2024



The History of LEGO

How LEGO Became

I bet you've all heard of LEGO, which combines creativity, innovation and focus, the well known boy brand. It started at a small Danish workshop in Denmark and Ole Kirk Christensen with his family. LEGO, the global phenomenon adored by children and adults.

The Origins of LEGO

Ole founded the interlocking bricks we use today. Interestingly, his journey started with different toys: wooden blocks, step ladders and even ironing boards. In 1919 Ole and his son Godfrey produced the first ever LEGO brick. Later on Godfrey developed a interlocking brick system, which changed LEGO forever, so pieces can stick together securely.

Key milestones in LEGO's journey

Ole and his family went through several challenges

- and still managed to get through them. the growth of the business
- Ole's family, founded the company in Billund, Denmark, 1932 where headquarters still remain today.
- Ole's family purchased a injection-moulding machine, which was double in 1947.
- Ole's family got the stud-and-tube system patented in 1958.
- Ole's family opened the first ever LEGO theme park LEGOLAND in Billund 1968
- Ole's family, soon partnered with well known franchises in 1999. Like Star Wars.

The success of LEGO

- LEGO appeals to different age groups from space to pirates to Harry Potter. This is most popular themes.
 - LEGO City
 - LEGO Star Wars
 - LEGO Technic
 - LEGO Harry Potter
 - LEGO Creator Expert
- They expanded the company: video games, movies and helpful education. LEGO is more than a toy, it is a magnificent creative tool. It is alike to imagine and build. Now member LEGO started in Ole Kirk Christensen's workshop in Denmark. LEGO can be sold all year round.

Super 24p