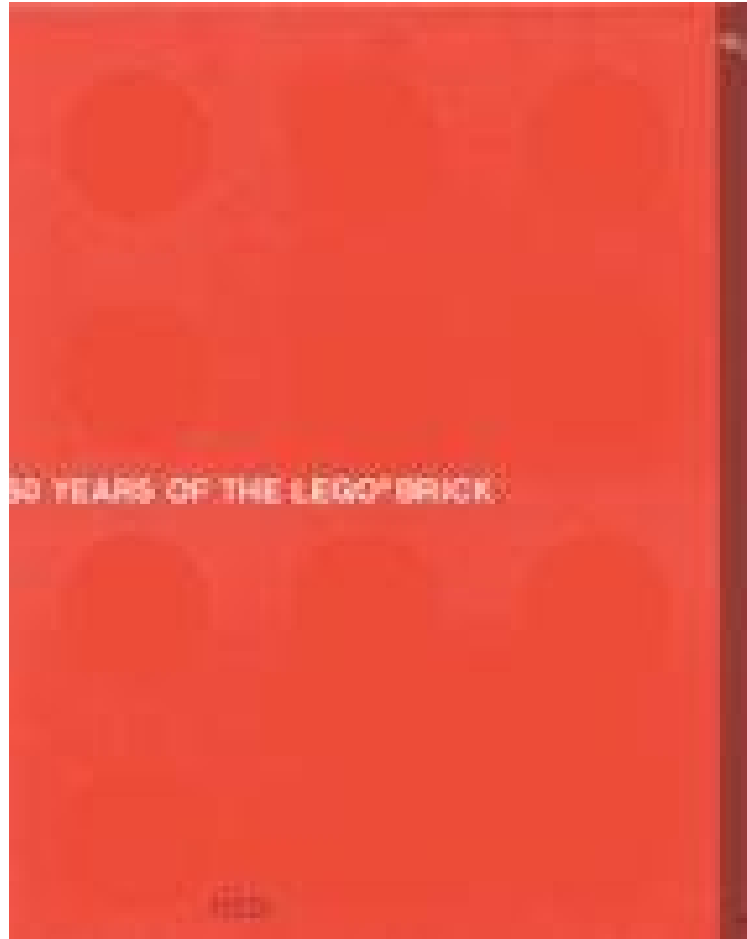


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50 Years of the LEGO Brick

Christian Humberg

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Christian Humberg : 50 Years of the LEGO Brick before purchasing it in order to gage whether or not it would be worth my time, and all praised 50 Years of the LEGO Brick:

2 of 2 people found the following review helpful. Touch the pastBy ArchivistReceive a book with pocket pages containing objects owned many years ago, makes you remember happy hours spent playing with Lego. The book is new, big, beautiful and innovative, reached its destination in a short time. In addition to memories, inspires you to continue the adventure with Lego, see what's new and in what ways you can assemble the different building blocks. Inevitable in a library ... Lego!9 of 10 people found the following review helpful. Great photos!By T. TillsonI spent a couple hours looking at this book, then tucked it away for our son's 14th birthday in a couple of months. It's too cool of a present to be lost among his Christmas presents. Perfect gift for a kid who loves Legos and already owns the DK Publishing books. Not for anyone under about 12, just because it probably won't capture their interest for very long.20 of 21 people found the following review helpful. Wonderful overview of history and future of LEGOBy J. C. ShockI had to write a 10 page paper on the history and design of the LEGO brick. I found this book to be an enormous help. It

is very thorough, from the history of LEGO beginnings all the way to the future of LEGO bricks. The design of the book is really great, it includes reprinted catalogs from the past as well as other bits of history. If you are a fan of LEGO, I highly suggest purchasing this book to go with your LEGO collection.

Officially licensed by the LEGO Group, this book includes previously unpublished archive material and six original LEGO bricks; it tells the story of one of the most creative inventions of the last century which has gone on to feature in the top five of the world's largest toy manufacturers. Throughout its 75-year history the LEGO Group has lived up to its motto - Only the best is good enough - and emphasised the importance of high quality, ensuring that consumers return to LEGO products again and again. Today the LEGO Group is among the top five of the world's largest toy manufacturers and LEGO products are sold all over the globe. Part of the company's success was the creation of the first LEGO brick 50 years ago. To celebrate this commemorative event this officially licensed anniversary book was presented to the press during the Nurnberg Toy Fair in Germany at the beginning of this year. The book also features 10 pieces of removable facsimile items which the author, Mr Christian Humberg, was able to retrieve from the LEGO archives in Billund, Denmark. Six original LEGO bricks are also included to make this publication the perfect gift for all fans of this special toy.