

**LEGO**®

# \*Lego History

\***1932:** Ole Kirk Christiansen, of Billund, Denmark, started a company to manufacture stepladders, ironing boards and wooden toys.



\*1934

- \*Ole Kirk's son, Godtfred Kirk joins family business.
- \*Chose LEGO as company name.
- \*Comes from the Danish words "leg" and "godt", which means PLAY WELL.
- \*In Latin, it means "I Study" or "I Put Together".

# \*FIRE!!

- \*After a fire burned the LEGO factory to the ground, the Christiansens did not hesitate to make wooden and plastic toys.
- \*1949: First Automatic Binding Bricks are sold only in Denmark.
- \*These bricks were made from cellulose acetate.

# \*Lego System of Play

\*Complete set sold in Sweden in 1955.



# \*Wheels and Wings

- \*The First Lego Wheels were made and released in 1961.
- \*The Following year, LEGO Airways is born.
- \*1966 welcome the first LEGO train set.

# \* LEGOLAND

\* June 7, 1968 Legoland opened in Billund.  
625,000 people visited the park that year.

\* First Prize in a Best Toy competition in Luxemburg.



# \*“MAXI-FIGS”

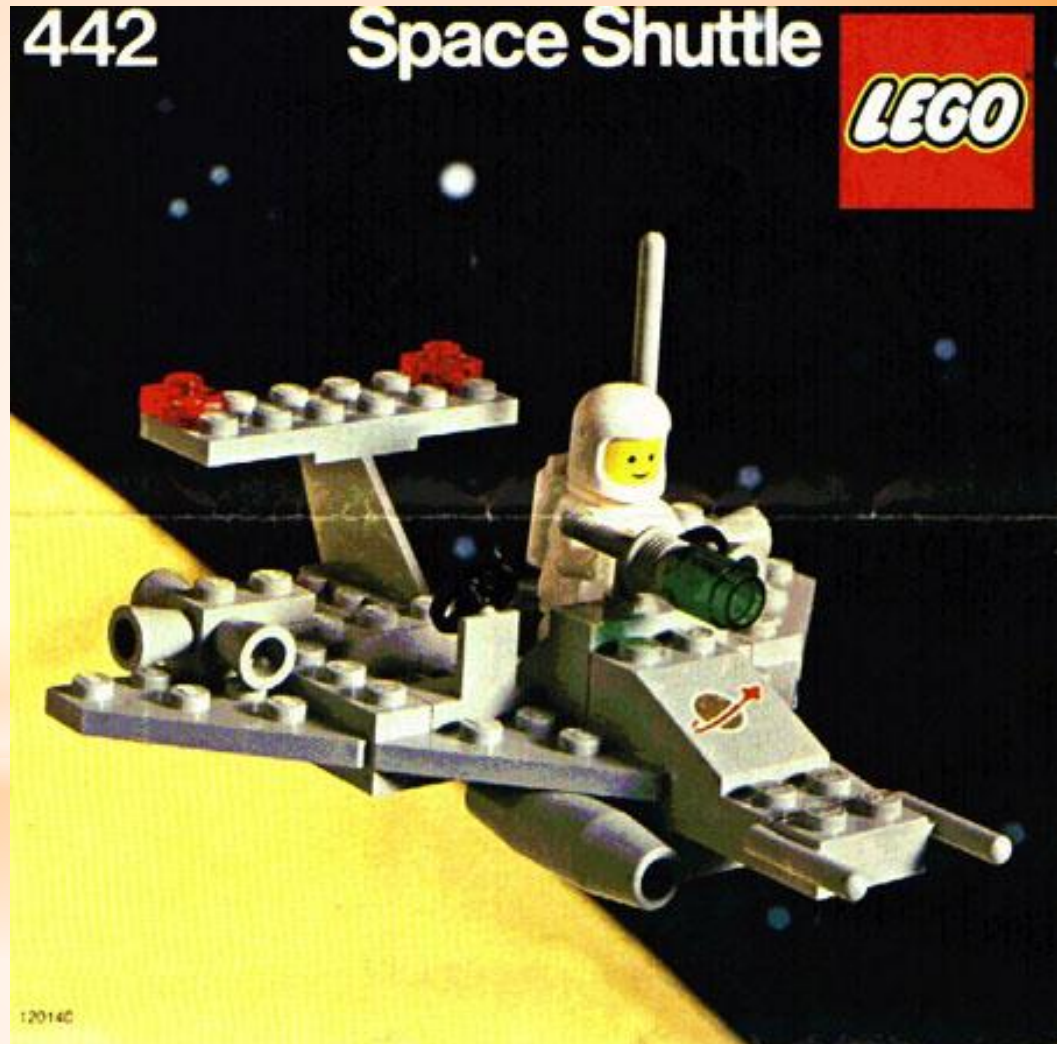
\*First ever LEGO people were introduced in Lego Set #200 during 1974.





# \*LEGO SPACE

\*LEGO introduces its first Lego Space set - 1979.



# \*BUCKETS

\*Buckets of LEGO and DUPLO go on sale in 1987.



# \*LEGOLAND II

\*On March 20, 1999 Legoland was opened in Carlsbad, California.



# \*Nathan Sawaya

\*Former lawyer is obsessed with Legos and creates many lego structures.









**\*Thank you  
for your attention!**