

# The cult of lego



Legos have come along way from when they first started and they keep growing as they make new sets and make the things you can create even more realistic. 'LEGO' is an abbreviation of the two danish words " leg godt", meaning " play well" which is their name and their ideal.

The lego group was founded in 1932 and has been passed down from father to son and is now owned by Kjeld Kirk Kristiansen, a grandchild of the founder. Lego has come a long way from a small carpenter's shop to a modern, global enterprise which is one of the biggest producers of toys in the world. The way legos interlock makes them unique and offers loads of possibilities and all you need is an imagination.

You may be thinking " hey what's so special about lego all they do is make blocks". Not even close lego has come a long way to where they stand today. Lego also didn't start off making these legendary blocks it was just an ordinary wooden duck that was made in a carpentry shop.

By 1951 plastic toys accounted for half of the company's output, although some people thought that the plastic toys wouldn't be able to beat traditional wooden toys. The lego group made a separate operation named " Duplo" and were twice the size as regular bricks and were aimed at young children.

The culture of innovation is that he knows people like building things and when they do it makes them feel good and accomplished and he uses this thinking to his advantage. Lego also hired creative and diverse people so his whole company is filled with ideas that are limitless.

The lego company is a family owned business and its headquarters are located in Billund, Denmark but also has offices and stores all over the world. I think that lego went through a horizontal integration just because of the fact that they went from a small shop to now what is one of the most powerful companies in the world.

In 2015 Lego was labeled as the most powerful company in the world stolen from ferrari which held it for 2 years. The thing that really pushed lego up to the top was the " Lego Movie" which helped with a lot of global recognition. Legos are molded in a thermoplastic polymer, acrylonitrile butadiene styrene, legos are known for their durability.

Legos are more precisely made than an iPhone and that's what it takes to make a full-scale version of the X-Wing Starfighter or a 16-inch replica of the Taj Mahal. Legos are more popular today than they have ever been which is a surprise to some at the company, since roughly a decade ago it was nearly bankrupt.

People now can use the power of the internet to create their own designs and go to the lego store to buy all the parts they need to create it. Lots of legos today also have flashing lights or battery powered motors so they can drive around by themselves. Lego is always coming up with new ideas on how to make their amazing creation into a better version for every generation.

The first big lego factory was outside Denmark in the Swiss Alps. The family that owns Lego lives in Denmark which is why most of their plants are set up in Europe and Asia. The Danish are known for exporting a lot of things

but legos are definitely one of their most exported. In 2016 alone, over 75 billion of the colorful plastic bricks were sold.

Ole Kirk died in 1952, just as his son was on the verge of making interlocking which would increase creativity and sales in kids. The lego company also suffered a lot of hardships along the way of trying to build one of the greatest toys to come to stores. These fires didn't stop much though it just meant that it was time to change some things and this is when they decided to change from wood to plastic.

Today that decision means big business and the LEGO group has built itself into an industry titan. But it would have never happened without those simple bricks - or the fires that nearly destroyed a family's dream three times over. LEGO will most likely always be a lot of fun for the workers and for the kids that get to use them.

LEGOS are going to be a big part of a lot of young kids' childhoods and some more grown people because legos can be for all ages and that's what makes them so amazing.