



History of LEGO

LEGO is an abbreviation of the two words 'Leg godt', which in Danish, means 'play well'. Ole Kirk Kristiansen founded the group in 1932 but it is now owned by his grandson Kjeld. The company has been passed down from father to son.

In the past 85 years, LEGO has come a long way, as it started in a small carpenter's workshop and ended up being a global manufacturer. LEGO's most important product is the famous LEGO brick, it has been named the toy of the century not once, but twice! Over the years, there has been extensive development to LEGO's products, but the foundations of the company remain.

In 1958, the LEGO brick was launched in its present form, and its shape provides uniqueness and infinite building opportunities. It can stimulate imagination to recreate the things we see, alongside new ideas.

The LEGO timeline:

It all started in the 1930's when Kristiansen started making wooden toys, by the end of the decade, they had a name, and even his son was making the toys.

In the 1940's they begin to use plastic to create toys and developed the automatic binding brick, the early foundation of the LEGO business we see today.

In the 1950's, they started to branch out to other countries and they also designed the LEGO brick we know and love today.

The 1960's brought the end of wooden toy manufacturing and saw the introduction of the LEGO wheel along with instruction booklets.



In the 1970's, LEGO technic launched and the minifigure was created. Kjeld, Ole's grandson became the CEO and in the 1980's LEGO Mindstorms were launched.

The LEGO brick was named toy of the century in the 1990's.

In the 2000's, LEGO opened factories in Czech Republic, Hungary and Mexico.

Finally, in the 2010's, the company launched a large number of different LEGO sets, including LEGO Friends and LEGO Ninjago.

<https://www.youtube.com/watch?v=Q4IbJgJa4T0&feature=youtu.be>