

50 years of the LEGO® Brick

1932 - Ole Kirk Christiansen is a master carpenter and cabinetmaker in Billund (Jutlandia) He begins to make domestic utensils and wood toys.

1934 - He organizes a contest between his workers to choose the name of the company. The chosen name is LEGO®, that is an abbreviation of the Danish expression Leg Godt (I play well).

1942 - A fire destroys the factory of LEGO with all the plans and designs. Ole Kirk works to remake everything that had been burned until re-floating the company.

1947 - They buy the first machine in Denmark for plastic injection and begin to make toys of this material.

1949 - His son Godtferd, who works with Ole in the company, establishes the bases of “pieces of automatic union” that would be the precursors of the present pieces of LEGO.

1955 - The first boxes of the system LEGO denominated Town Plan appear in the market. The philosophy was based on the desire to have a line of toys that could be combined, as opposed to the individual toys, that allowed to spark the imagination of the children and to develop their creative impulse.

1958 - The 28 of January of 1958 LEGO asks for a patent for the system of union of its bricks. This date marks the beginning of the System LEGO as we know it at the moment. The current bricks are compatible with 1958 bricks.

1961 - LEGO “invents” the wheel
1966 - LEGO launches the first system of trains with electrical motors of 4.5 Volts. LEGO invents the DUPLO brick.

1968 – The First LEGOLAND Park is open at Billund (Denmark). The park is a combination of reproductions of landscapes in miniature of different countries from the world, with attractions for the children.

1974 - The “Maxifigs” appears, human figures made with bricks.

1977 - The Technic line appears with more complicated models for advanced users.

1978 - The LEGO minifigure appears (the one that we know at the moment). It is considered the second most important design of the company, after the LEGO brick.

1979 – LEGO launches LEGOLAND Space.

1984 – LEGO launches LEGOLAND Castle.

1989 – LEGO launches LEGOLAND Pirates.

1998 – LEGO launches the Mindstorms® series, allowing the user to control his creations using a computer.

1999 – LEGO launches LEGO Star Wars™, quickly becoming a sales success

2001 – LEGO launches the Bionicle® series.

2006 - Mindstorms evolves to NXT.

2008 - 50 years of LEGO bricks■

