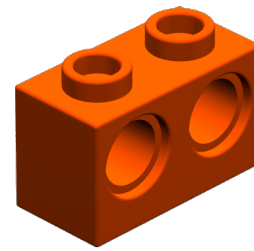


TechnicBRICKs



The Technic blog

Text and artwork by The TBs Team

TechnicBRICKs

TechnicBRICKs (TBs from here on) was born overnight in October 2007, in the sequence of a couple of questions I put to myself, while trying to better understand how to create a blog. Basically, if I were to create a blog, what it would be about? And how would I call it?

About LEGO®... LEGO Technic, of course! Name? What about "TechnicBRICKs"!?

The next question on my mind was - Is that name still available? ...and it was!!! ;D

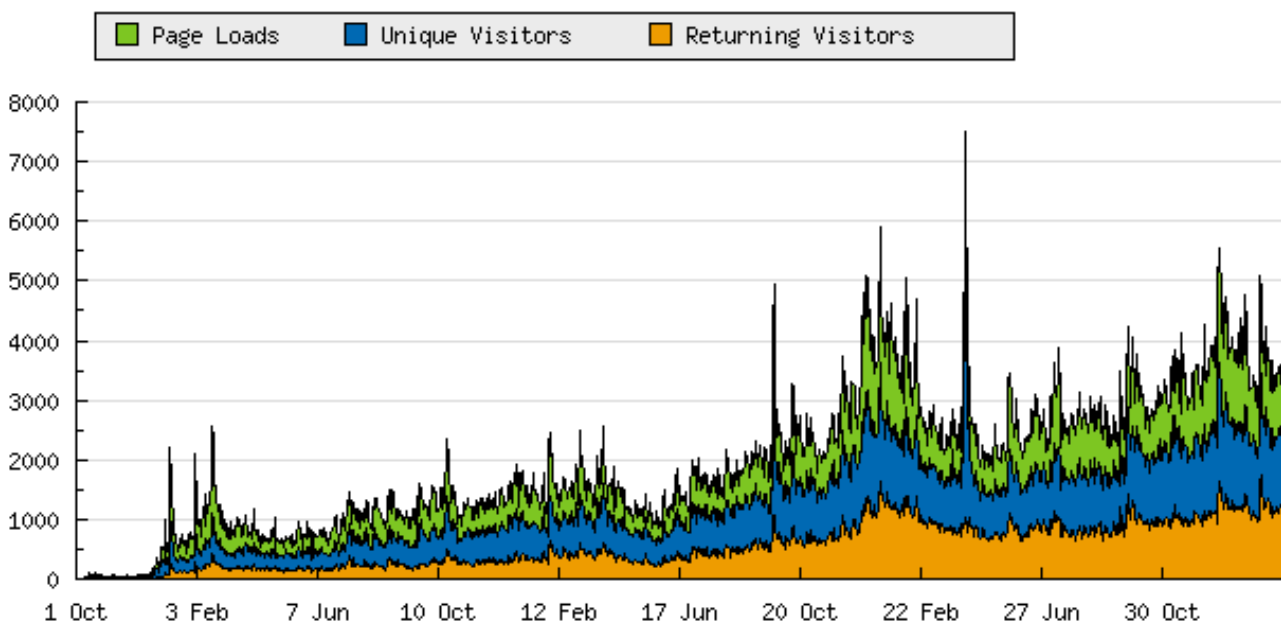
From this point onwards, everything developed really fast! New ideas on how to organize TBs and which content to add popped up several times a day. Soon another Technic fan from PLUG (Alexandre) was invited to take part in the project, which he promptly accepted.

At the time, there were already some blogs dedicated to MINDSTORMS, but almost nothing about LEGO Technic and probably none being updated with new content on a regular basis. Even EB forum, totally different from a blog format, didn't have a mature Technic community like it has nowadays. At that time Technic and Bionicle were put together in the same forum, and the discussions were dominated by the Bionicle topics. Also the Technic forum at Lugnet was already showing some signs of decline at the time.

So the opportunity was there, waiting for someone willing to take it.

Given the opportunity I must confess we set the target to make TBs a reference, with regards to the LEGO Technic theme and started to announce the initiative all over the AFOL community, like on the sites above mentioned. Today it is up to our readers to evaluate whether our initial goal was achieved or not. ;)

However, site traffic, number of visitors, page loads, comments left, etc... have grown consistently over the past three and half years. At present TBs gets an average of 3.500 daily pageloads and 2.500 unique visitors. TBs is also frequently listed by Google whenever you search for any LEGO Technic related subject.



TBs has also grown in number of bloggers, although there is not a specific objective to make it grow continuously. The editors have been: Fernando (Conchas, Portugal), Alexandre (AVCampos, Portugal) and Jetro (Linmix, Spain) who joined the team in 2009. In March TBs got its latest contributor - Nathanaël Kuipers (Industrial Designer, Netherlands), former LEGO Designer, who worked with the LEGO Technic team and designed some of the sets released in 2006-2009.

In 2010 TBs applied for the LEGO® Ambassadors Program with Jetro de Château, to represent the LEGO Technic fans community. TBs was recognized by TLG, and Jetro is now taking care of communication between the fans and TLG, exchanging feedback between the parts.

If you have any issues or specific questions that you can't find answers to anywhere else, you may try the LEGO Ambassadors Program, through lego.ambassador@technicbricks.com

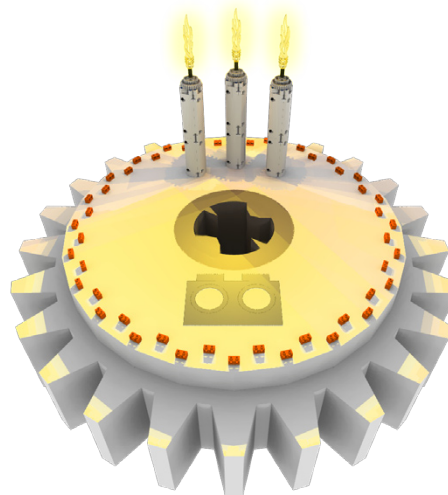
Over time TBs has developed also a close relationship with the LEGO Technic team in Billund. This has materialized in a number of interviews which aim to bring some insight into what's going on in the back stage, and also an annual challenge where a small Technic model still to be released is reverse-engineered by the fans. The CAD reproduction scoring the least differences wins and receives one of the LEGO Technic novelties signed by the respective LEGO Designer.

For the future we at TBs aim to continue as a channel to spread news in any way related to LEGO Technic and also as trend setters. At least we like to think the some developments that we have been assisting on the last few years, were also influenced by TBs and its readers. Thus we will continue to run some subtle polls and expressing our opinions and comments. ;)

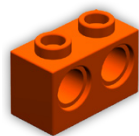
We may also expect some new contests, although we are still working on the format.

Hope to have you visiting us, reading and leaving your own comments and feedback!

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TechREVERSE2010 Challenge



Yet another LEGO blog

TechnicBRICKs

