

Discovering LEGO® FRIENDS

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Pictures by Enric Gibert*

Alba's relationship with LEGO® started before she was born. Her uncle is a fan of this construction toy which has led him to build up an incredible collection of sets merchandising and everything that is related to this Danish brand. Additionally, he was the LEGO Ambassador in Spain for three years.

While she was still in her mother's belly, her uncle Lluís had already bought two LEGO baby toys which Alba, who is by now nearly 11, still cherishes.

During these 10 years Alba has had a lot of LEGO toys. Some she has liked a lot, others not so much, but all have always entertained her. She doesn't usually keep the sets built, but after opening the box and building the set for the first time she uses the parts to make her own constructions. It's not that she plays with LEGO every day, but now and then she and her brother Nil get out all the LEGO pieces that are in the house and build a large project, without rules or building instructions.

A few months ago Lluís told Alba LEGO was going to release a new line of sets oriented to girls, with new characters that are more similar to a doll than the classic minifigs are. Alba was used to minifigs and couldn't imagine what those new figures would be like. Lluís told her he'd get her a Friends set - which is what the new LEGO theme is called - so she could build it and give him her opinion. And Alba would have the privilege of building the set before it came out on the Spanish market.

The day Alba received the Friends set she was pleasantly surprised. It was very different from the usual LEGO boxes. The colours, the decoration and the shape of the new figure



were much to her liking. Being a girl, she felt more attracted to that "look" than to the more neutral look of the usual LEGO sets.

She opened the box without being too careful. She didn't use the punched opening area, but literally tore the box open. She wanted to get what was inside as fast as possible. As always when she gets a new LEGO set, she got out the instruction booklet and quickly started to build. She had to rebuild certain parts a couple of times because she didn't pay attention and wanted to build it as fast as possible. After a short while the set was built and she spent quite some time playing with it.

Alba's opinion about this new LEGO theme is very positive: "It's a different LEGO because there are pets and the people are more beautiful, cuter. The colours are also different. The set is bright and colourful. It's different from normal LEGO because the parts (accessories) are larger."

The characters who are more human-shaped than minifigs, larger and articulated, give a lot of room for play, even combined with dolls of other types, which makes LEGO Friends not just a toy to play with, but it integrates better into the daily play scenarios of girls.

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