

Review: A Million Little Bricks

By car_mp

Pictures by Skyhorse Publishing Inc



Sarah Herman, british writer, editor and LEGO® fan

A Million Little Bricks
The unofficial illustrated history of the LEGO® phenomenon
Author: Sarah Herman
Pages: 303, hardcover.
Publisher: Skyhorse Publishing Inc(R)

Since the first issues of the magazine we have not talked about the world of books about LEGO® bricks. But in this issue we have two books to talk about. The first, being the first to reach our hands, tells the story of the LEGO phenomenon from the point of view of Sarah Herman, a British writer and, of course, LEGO lover.

The book, bound in hardcover, has 303 pages, with color illustrations and is published by Skyhorse Publishing Inc (R).

The book is divided into six chapters. The first five feature the story of the company, in chronological order, while the sixth is a review of other products surrounding the LEGO brick.

Within each chapter there is a summary of each of the themes that appear in the period to which the chapter is devoted, surrounded by an overview of the situation of the company and the toy world in general at that time. A surprising number of themes and subthemes have appeared, some of them unknown due to my Dark Ages during these years. In each of them there is a review on the topic, highlighted sets and colors or distinctive emblems. It also gives an idea of the possible inspirations that led the designers to create it. You might miss the inclusion of more photos, but it is supposed to be a book, not a catalog, so including all the photos an AFOL would like to see would have meant more pages ..., many more pages.

Of note is the first and last of these chapters on the history of the company. The first is a detailed account of the beginnings of the company. And in the last the crisis that engulfed the company in the early years of the new millennium is described, as well as how it resurfaced. The early years of the company, although quite well known to any fan worth his salt, are well covered in the book. However, I wish the years of the crisis were treated more deeply, when the company plunged into losses and had to make tough decisions, but this may not fit in with the overall tone of the book and was more like a book on business economics.

It should be mentioned that the book covers until 2011 and therefore you should not expect the latest news or themes announced by the company. For new generations used to blogs, podcasts and forums, it may be a bit of a novelty to find something that is not updated every day.

Throughout the book there are comments and quotes from designers and enthusiasts, with outstanding collaborations like Joe Meno or Nathan Sawaya.

Conclusion:

A book that is out of the current trend of reference books, ideas and construction techniques, becoming a historical overview of the LEGO phenomenon. A good read for those who are not satisfied with the “now” and are looking to learn more about their favorite company than the catalog of this year.

A downside may be the need for a second part in a few years, as we all expect a long life for our favorite company. With a little luck, our magazine will be mentioned in the next volume ...#



A Million Little Bricks

THE UNOFFICIAL
ILLUSTRATED
HISTORY OF
THE **LEGO**
PHENOMENON

Sarah Herman

