



Interview: Jeremiah Boehr

Master Model Builder - Kansas City LEGOLAND Discovery Center

By HispaBrick Magazine®

Pictures by LDC

HBM: What are your main tasks in the LDC?

JB: I am in charge of anything that has to do with LEGO® brick inside the attraction (LDC). I design, build, maintain, and service models throughout our attraction. I create mini models that are sold through our Model Builder Academy, build models for special events, in all sizes, and help to develop and enhance the guest experience at LEGOLAND.

HBM: Since when do you build with LEGO?

JB: I've built with LEGO since I was toddler, so I guess I've been building for almost 30 years. I never stopped building through my teenage, college, and 20's, as LEGO has always been my creative outlet.

HBM: When did you decide to start building professionally with LEGO?

JB: When I got my job as a Master Model Builder was the first time I got officially "noticed" and that was in January of 2012. I was teaching at the time, and always thought it would be great to have a job where I got paid to build and design with LEGO, so entering our local "Brick Factor" competition was my chance to prove my skill and switch professions.

HBM: What process did you follow to become a MMB?

JB: I entered the Brick Factor contest, researched what other competitions had been like so I was prepared for it, and then went into it with the goal of just showing what I could do and having fun. I had confidence that I was a skilled builder with my years of experience, and other skills like public speaking, and a background in education. All three proved to be an excellent combination for what a MMB needs to be successful.



HBM: When you build a model for the LDC, what guidelines do you get? What level of freedom do you have when building a model?

JB: I have a lot of freedom and autonomy when it comes to what I build. It's one of my favorite parts of the job, because it truly allows me to be the most creative and challenge myself to do new and different things. There are some restrictions, such as not being able to build certain types of things (religious symbols, modern weapons, etc) but those are general guidelines from LEGO®. My marketing manager and I work closely to choose themes and ideas our guests will like, and

then I usually run with it! Other than that I get to decide size, color, sophistication, based on the time and funds I have to spend on the model.

HBM: Do you have any limitation in the number or type of pieces?

JB: Not usually, unless it is a mini model for our Model Builder Academy. Those sets have to be within a \$5 price range, equaling 30-50 pieces. It can be a challenge to make a cool model with those constraints, but that's part of the fun. For larger models, I don't count the # of bricks, but make estimates. It has more to do with time and money, rather than # of pieces.

HBM: Among your activities in the park, which is your favourite one?

JB: I love our Miniland, which is a scale model of Kansas City's top 20 sites and buildings. I am often adding models to it for scavenger hunts and creating new scenes for our guests to enjoy. Some people can spend 30 min alone in Miniland looking at all the details we have!

HBM: Aside from working at the LDC, do you have any other relationship with LEGO as a company (design department, etc.)?

JB: The only direct contact I have with LEGO is through their loose brick warehouses, which we use to order our brick from. I have met the CEO of The LEGO Group, Jørgen Vig Knudstorp on his visit to our attraction last fall, in which he said he was impressed with my designs and passion for LEGO. I've also done some design work for the LDC's as a brand through our marketing teams, which have been passed on to LEGO for approvals to add to our attractions.
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