

LUGs of the world: LUG-Perú

By HispaBrick Magazine®

Pictures by Alvaro Obregón Candela

The LEGO® fan user groups phenomenon is very recent, mainly when we talk about adults fans of LEGO (AFOLs). Some, very few, LEGO user groups have been active for 15 or 20 years, but the rest of the LUGs are very young. Internet was the main course to gather hundreds, and then thousands of AFOLs that began to create a great number of LUG all across the world. Many AFOLs realized that they not were alone with their love for these small plastic pieces, and they began to contact other AFOLs, and so many of the LUGs of the World were created.

This is not a local phenomenon, although there are some very well known LUGs due to their size or activities, the main part of these LUGs are small or not known to the rest of the community. Each LUG has its own history, and its members have faced many different situations before getting the status of LUG. But all of them have one thing in common, their love for LEGO constructions. The LUGs had become the gathering point of countless AFOLs who want to share their constructions with other builders. We looked at one of these LUGs on the other part of the world, and we found LUG Perú^[1], a small and young LUG whose members were able to gather and create a LUG that within a couple of years has organized its own event and has become involved in many activities. We contacted Álvaro Obregón Candela, the LEGO ambassador of LUG Perú and asked him to tell us a little about the origins of LUG Perú.

HispaBrick Magazine®: When did LUG Perú get started?

Álvaro Obregón Candela: LUG Perú is the first LEGO User Group of Perú. It is mainly focused on adult fans of LEGO (AFOLs) and it was founded on march 21st, 2011, when we created our first web page on Facebook.

HBM: How did LUG Perú get started?

AOC: In the beginning, the club was called LEGO Perú, because the idea was born when several clubs related to different themes were created with this kind of name (Marvel Perú, DeviantArt Perú, etc.). The absence of a LEGO club in Perú trigger the creation of the LUG. Our web page began to be known and we were joined by many collaborators, those were the first members of LUG Perú. We were lucky to contact with many other AFOLs, both inside and outside Perú. So we met our friends of LUG Brazil in 2012 who were kind enough to help us in many aspects related to the LUGs and their activity. Then we were contacted by Chile LUG in 2013 and we have a very good relationship with them.

HBM: How many members does LUG Perú have?

AOC: Now we are 45 registered members in our virtual group, but only 20 of them are regular collaborators in our events or in our meetings.

HBM: Are there any other LUGs in your country? Do you have contact with them?





AOC: There are several LEGO® clubs in Perú, but they are mainly focused on educational robotic contests with LEGO® and they are restricted to school and university students. When we began our LUG and became known, we were contacted in order to take part in the FLL (First LEGO League) and the WRO (World Robot Olimpiad), because they believed that we were another unregistered club related to robotics, so I called them to explain that we were a club of a different nature.

HBM: Do you organize events or exhibitions?

AOC: Our first public exhibition took place in the Lima Comics store. It was a LEGO Star Wars™ exhibition within the JediFest 2012 event. Then, we organized our first event. This took place on April 13th, 2013. There were 12 attendees of our LUG who worked together in order to carry out all the elements of the exhibition. That year we held another event in June and we took part in the Lima Brick Fest in August 2013. This year 2014 we have done 3 different events, 2 of them were Star Wars™ related exhibitions, and the other one is our main LEGO event, called Expo LUG. The Expo LUG 2014 was held in May of this year.

HBM: Do you have contact with TLC (The LEGO Company)?

AOC: We are now an official LUG, the third to be acknowledged by the LEGO CEE TEAM in Latin America. We are already active in The LEGO Ambassador program since November 2013.

HBM: Which is your role in LUG Perú?

AOC: I've played different roles. My first task was to manage our web page. Then things changed. I began to attend events and with the help of other members of the LUG we began our own events planning, so we needed to promote our LUG in order to grow and increase the members of our LUG. Now I'm the LEGO ambassador of LUG Peru in The LEGO Ambassador program and I'm also deputizing for the LUG with the different institutions we are in contact with and TLC. I have also taken part in the working team in charge to elaborate a list of the companies and services involved in the LEGO Ecosystem Business & Services Project and I was responsible for coordinating our LUG involvement in the Mr. Rebrick Challenge.

Referentes: [1]: <https://es-es.facebook.com/LugPeru>
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