

# LUGs of the world:



By HispaBrick Magazine®  
Pictures by Legend Bricks

**HispaBrick Magazine:** When did Legend Bricks get started?

**Legend Bricks:** We first established in 2009 as a group of Castle players.

**HBM:** How did Legend Bricks get started?

**LB:** We confirmed our group name "Legend Bricks" and had our first public exhibition "Bricks Adventure" in 2010. More players joined afterwards, not only Castle players but City, Technics, etc.

**HBM:** How many members does Legend Bricks have?

**LB:** Until now we have more than 24,000 fans on facebook. Our group doesn't have any membership system, so we count all the fans as our members.

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

**LB:** Yes of course! In Hong Kong we had 3 LUGs altogether including us. Tracing the history of the Hong Kong LUG development, all LUGs come from the LUG, Minifigs.net, originally. Our group core committees come from that group and part of us are still the committee in the Minifigs.net now. Like me, I am the ambassador of LB and also the second contact point from Minifigs.net.

**HBM:** Do you organize events or exhibitions?

**LB:** We organise our own series exhibition "Bricks Adventure" annually since 2010. As the rental fee for the venue, wherever you rent for business / non-business venue, is really high, we choose to cooperate with the interest groups in the universities.

Other than this, we highly cooperate with LEGO® Hong Kong Ltd., to organise the public exhibitions in shopping malls or help in building MOCs in the ACGHK (Animation, Comics, Games festival of Hong Kong) annually.

Besides the exhibitions, last year we started holding monthly / bi-monthly event called "Legend Bricks monthly gathering" for the public, free-of-charge. These are aimed at sharing our building skills or some techniques, have funs and make friends.

And we may also partner with NGO sometimes to organise charity events / educational exhibition.

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

**LB:** To some extents. Our group has participated in the LEGO Fan Weekend twice in 2013 and 2014. And also we have contacts with the LEGO CEE manager Jan Beyer, who is responsible for Asia at the moment. I have also followed Jan Beyer visiting LUGs in the area like Taiwan, China and Korea; it is a wonderful experience.





**HBM:** How is to be a LEGO® fan in Hong Kong? Do you have any advantage or lack?

**LB:** I would think, being a LEGO fan in Hong Kong is easy and lucky comparing to other Asian countries.

Hong Kong is a very small place, easier for travelling. This facilitates a high frequency of organising gatherings or events.

Secondly, there are many channels to buy LEGO sets in Hong Kong, whether in official shops, like buying in department stores or Toys-R-Us, or some private stores.

Thirdly, Hong Kong is a tax-free area, so buying sets is much cheaper than in other Asian countries. The only problem that makes the price still higher than Europe or US is the logistic cost.

Fourthly, you can still buy LEGO sets in Hong Kong if the sets is only available in Europe or US. There are several methods for the sellers to import the sets to Hong Kong.

The disadvantages are, we cannot contact the TLG easily; it is hard to meet the LEGO designers through the events / gatherings; It is hard to participate in other LEGO events in Asia (needs more travels by plane, high cost!) and international





LEGO® events like LEGO Fan Weekend (Skaerbaek Fan Weekend now), too far away from us; It is also difficult to get LEGO parts (only through Bricklink, LUGBULK, local sellers); And the price of the LEGO sets are still high compared to Europe or US.

**HBM:** Can you explain any interesting anecdotes related to Legend Bricks?

**LB:** Our first public exhibition in shopping mall, topic "The world 17 area", held near Easter holiday for 3 weeks in 2011. The event had over 200,000 visits and they needed to queue

up to a maximum 90-minute to enter the exhibition, this is so terrible and encouraging!

In 2012, we were invited by the Hong Kong Heritage Project, to build a 3m x 4m model about Tsim Sha Tsui (the middle of Hong Kong). The most difficult part of the project was all the distribution of iconic buildings, roads were following the real map of the Tsim Sha Tsui area. When there was a construction site in real life, we also built the construction site with LEGO too. The project was certified by Sir Michael Kadoorie finally. And it is honorable and memorable.

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