

RLFM Days 2017

By Jetro de Château

Images by lluisgib, Jetro de Château and RLFM



For the second year in a row, LEGO® has organised the LEGO® Fan Media Days, and HispaBrick Magazine was one of the RLMF that attended.

Purpose and scope

The LEGO® Fan Media Days are organised by the LEGO® Community Engagement department, and specifically by Kim E. Thomsen, who is the Community Manager for Global LEGO® Fan Media. You may remember from our report from last year that the Fan Media Days served to do a considerable number of interviews with different departments inside the LEGO® Company. While this is an important reason for organising the Fan Media Days, it certainly isn't the only one, nor the most important one. As Kim E. Thomsen explained in the run-up to the event, it is a lot easier and much more feasible to get different departments inside LEGO® to take a day out of their calendar and dedicate it to talking to different RLFM than to get the RLFM individual interview opportunities along the year. However, the Fan Media Days are primarily a networking event.

Not sure what to make of that? To be perfectly honest, I wasn't entirely certain either before I went to the event, so let me tell you how it went and you'll soon see what I mean.

The (un)official start

The Fan Media days ran from Wednesday May 31 to Friday June 2nd, but since the program for the Wednesday started at 9 AM, we travelled to Billund the day before. After checking into our lodgings, we had a first taste of what the following days were going to be about over dinner at a local restaurant. Representatives from half a dozen RLFM gathered at the same place and we had some interesting conversations.



Presentation of HispaBrick Magazine what their plans for the future are.

The event was truly international. 20 different RLFMs were represented and some came from such faraway places (from Billund) as South Korea, Australia or Chile. For some (including me) it was also their first visit to Billund, making the whole experience even more memorable.

After hearing from about half the RLFM we had a short break and rearranged the tables we were using into a more informal configuration. We were expecting a visitor who had asked for an informal setting (and no sound recordings): the (then) CEO of LEGO® Bali Padda.



After that we were given a short presentation about the LEGO® House by Stuart Harris (Senior Experience Manager) and Jesper Vilstrup (General Manager), which included the first images of the three dinosaurs – one in each system (DUPLO, “System” and Technic) – that will be on display in the masterpiece gallery, followed by a tour of the facility. We were the first group to be able to visit the house without hard hats and other protective elements and although there were still a lot of empty spaces we got a good impression of what the finished LEGO® House will look and feel like.



To finish off the day, we had dinner at a local restaurant and were promised a surprise unveiling at the end of it. When we spotted several LEGO® Ideas employees in the restaurant as well as Robert (aka Robenanne) it became obvious we would be the first to see the Official version of the LEGO® Ideas Old Fishing Store. When the time arrived, we all lined up in a semi-circle, camera's at the ready, but in the final moment the excitement got the better of several RLFM representatives who started diving in front of one another to get the first and "best" picture of the model. Later on we had a chance to examine the model in detail and see how much of the original design made it through the LEGO® (re)design process.



The Interviews

Day 2 started in front of the LEGO® Idea House where the interviews with different LEGO® themes would take place. The LEGO® Idea House is normally reserved for LEGO® employees to get inspiration, visiting the LEGO® timeline exhibition and the famous vault. It was a day of frantic activity and much nostalgia. If you want to get a feel of the vault, check out the video Beyond the Brick posted about "memory lane" and you may even find a few RLFM ambassadors in it.

<https://youtu.be/EgFvzpB6BsQ>



Our editor Jetro during one interview



Our editor Lluís at the Vault with his first set

Of course, we will publish all the information we gathered in the interview in this magazine and you can already find a good selection of articles in the current issue.

It is hard to pinpoint any special moment in the day, as it was a succession of exciting moments. If I had to pick one (or maybe two) highlights, those would be the visit to the vault and a surprise appearance: the LEGO® Idea Studio – more about that in the next issue!

The evening program included a visit to the main offices – the perfect picture opportunity in front of the amazing LEGO® logo made with minifigures – and a traditional Danish dinner during which we had plenty of opportunity to network with other RLFM representatives.

LEGOLAND Billund

The third day of the Fan Media days started off in LEGOLAND Billund with a nice group photo, followed by a short guided tour and some time to soak up the local atmosphere. It was a short but intense visit, because after lunch we had to do some last minute shopping, and then back at the LEGO® House to finish the RLFM presentations!

We finished the day with dinner in the Hotel LEGOLAND with most of the LCE team. Of course it didn't all end there, but some things will simple have to stay between friends :)
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LEGOLAND Billund Miniland Manager doing some explanations about models