



RACINGBRICK

by Jetro de Château

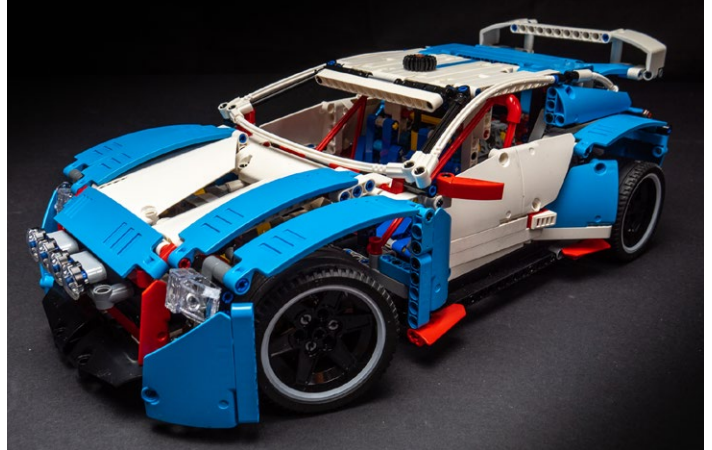
In our quest to learn more about many Recognised LEGO fan communities, HispaBrick Magazine spoke to Balazs Kiss who runs the Recognised LEGO Fan Media (RLFM) RacingBrick. We were of course curious to know how he picked that name and what it represents. Balazs comments: "When I created my YouTube channel I didn't want to use my own name, so I was looking for something related to LEGO and cars as I was planning that to be the main theme. I had a lot of ideas, some of which were abandoned to avoid potential legal issues (you can't use the word "LEGO" in any form) while others were already taken, and I finally ended up with RacingBrick.

Like many Adult Fans of LEGO, Balazs played

a lot with LEGO as a kid, but went into his "dark ages" after his teenage years. Becoming a parent got him interested in LEGO again. "My son had many LEGO sets and he also played with the bricks from my childhood. I enjoyed playing with him and I think I was joking about getting a set for myself as well, so I was surprised and delighted when I received 42029 as a gift for Christmas. After building it I wanted to make it RC, but since I like challenges (and because I didn't have many Technic pieces at that time) I wanted to do it without any additional parts apart from the PF components. I ended up building a modified version of an excellent C model Jeep made by Yoshiny. It took me around a year to figure out the whole thing, but I was learning a lot along the way and by the end it was working well. After this

challenge I was hooked on LEGO RC and I started to build more and more. Photography was a long-time hobby for me so I had the idea to combine it with LEGO, but with the RC cars I found that creating video content was the better choice. This is how my YouTube channel was born, as a means to showcase my builds and RC modifications."

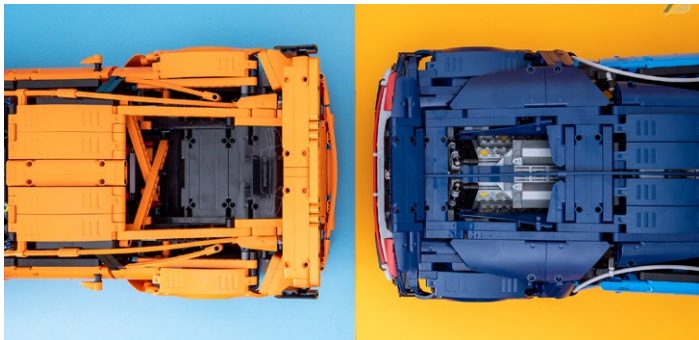
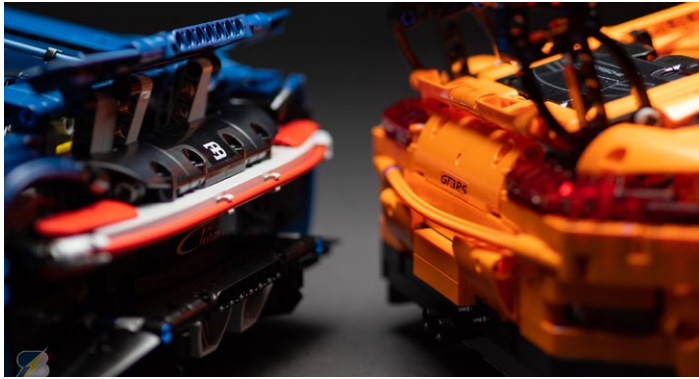
My first goal was simply to share my creations and evolve in videography. I found some great resources online about LEGO RC solutions, but after a while I also wanted to share my experience and help others on their journey. This meant information sharing, tutorials and set reviews quickly became a core part of my content, and I am mostly focusing on these topics nowadays, especially on new technologies like Powered Up. We know that TLG has some challenges sharing



information about this subject, especially for novice users, so I am trying my best to methodize and share everything I learn about the system.

Although the word “community” conjures up images of a large team, RacingBrick is, as Balazs puts it “practically a ‘one man band’ at the moment. However, he gets a lot of support from his family. “I couldn’t do everything by myself without them. I also receive more and more support from my followers on different social media channels. They provide great feedback for improving my content, and even share a lot of valuable information that I can use to extend that which is available on my webpage.

Discussing the future of his RLFM, Balazs mentions he would like to find some collaborators so as to share even more content with a greater



variety. "I have so many ideas but limited time, so it would be great to involve others as well in the creative process."

Running an RLFM is an investment in time, energy and also comes with some expenses. RacingBrick uses the 'traditional' YouTube monetization possibilities with ads displayed on videos, and also has some paid remote control motorization instructions that help Balazs to get all the parts and sets he uses in his videos. Regarding the time spent on the community, Balazs comments "

I'd say every minute of the day that is not spent with work or family I spend on RacingBrick.

When asked about the future of his community Balazs says: "I hope to see my audience growing on the different social media channels. I also started a Facebook group a couple of months ago where the aim is to create a helpful community focusing on LEGO RC solutions. Information gathering and sharing is probably my most important goal, but the format used today on my webpage is probably not the best, so I hope to

find a better solution for that in the future."

Covid-19 also has had an impact on RacingBrick. "As a lot of people were stuck indoors I saw a growing interest in LEGO and also in the different creative solutions for using the sets and parts people already have at home. I was also locked up for a few weeks with the family so we tried to come up with some indoor games using our RC sets. I recently published a video showing the results of this, using two 42095 RC Stunt Racers. Unfortunately I didn't have the opportunity during this time to take my vehicles outside so some people were missing the 'outdoor live-action' videos, and hope to be able to create more of these soon."

As we mentioned at the outset of this article, RacingBrick is recognised by LEGO as an RLFM. This has implications for the relationship between the community and the company. "As an Ambassador I do my best to contribute to the daily conversations on the LAN. Being recognized obviously gives me an opportunity to create more set reviews, but more importantly



 racingbrick.com





I have the chance to participate in different workgroups and projects where I can collaborate with other Ambassadors and directly share my feedback with different LEGO departments about their products or solutions and this is a very exciting opportunity."

I think communication and feedback is very important for a company, and I feel that TLG has some room for improvement in this domain. There were multiple opportunities in the past where we had the chance to share our findings with the respective department, but I think this could be improved further to make the process faster and more effective. It'd be great to find a way for the Ambassadors to collect and summarize the feedback from their communities about various topics and send this to the appropriate people within TLG.

To demonstrate just how much of an impact that relationship can have Balazs mentions the following experience: "published several videos about the 42110 Land Rover Defender set, as it has a quite complex drive train and people seem to have had challenges building it properly or fixing different issues later on. I received several comments on these videos from people who were initially looking for fixes for their real-life Defenders and then ended up watching my videos on the LEGO issues and solutions."

