





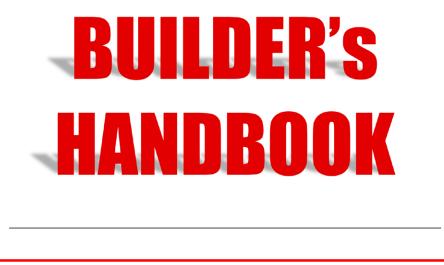




THE UNOFFICAL GUIDE TO BASIC BUILDING TECHNIQUES

Created by Alex Johnson







by Alex Johnson

tipsandbricks.co.uk

ips&Bricks was founded in July 2017 and I started it with a clear aim—to share interesting building techniques and custom creations in hopes of inspiring and teaching wannabe master builders. There were so many amazing builders already creating MOCs, but very little information on how these builders had learned what they had. It was clearly through practice, and while practice is key, by sharing techniques I've certainly learned a lot over the past three years and I hope my audience has too.

Since then the blog's goal has remained relatively the same, while also expanding into other areas such as set reviews and reveals, with the unique perspective of a custom builder. For instance, for every set review I show the most useful and unique parts and break down the key techniques used to create the models.

Tips&Bricks was originally called 'LEGO MOCs— Tips & Tricks', partly because I couldn't think of a catchy name but also because it's exactly what it says on the tin: sharing tips and tricks for creating custom LEGO models. After about a year, I was brainstorming new names and liked Tips & Tricks, but wanted to lego-fy it, so Tips&Bricks was born!

As of July 2020, the community is nearly 70,000 people strong on Instagram and just over 12,000 strong on Facebook. I run the blog and create daily posts by myself but have collaborated with the YouTuber Ben Cossy, who will be properly joining the team later this summer. I am also recruiting for other contributors to help create content so watch this space!

I'm currently 19 and studying for a degree in Product Design at the University of Leeds in the UK. Although when I was younger I had the dream



of designing products for LEGO like many others, my career goals now lie in business management or consultancy, and Tips&Bricks has been very useful in developing skills for these areas.

In the future, I'm hoping to keep growing Tips&Bricks whilst developing our content to be as inspiring and informative as possible. We're currently working on several projects, one of which is 'Set Upgrades' for which I am working with talented custom builders to create modifications for sets that our audience can do themselves. The two other upcoming projects are more technique handbooks and a Patreon for our followers who would like to support us while accessing some fun rewards for their generosity. We currently sell two handbooks on our website which is how we keep the blog running—this way the vast majority of our content is free to enjoy for all. I'm hoping that the handbooks and the Patreon going forward will ensure the blog's success and management for the foreseeable future.

I currently post to Tips&Bricks every day, with a generally constant schedule of types of posts to provide a format for each week. This consists of MOC features on Mondays, techniques Tuesday to Thursday, Favourite Brick Friday and other posts such as set reviews or tips for collections at the weekend. A post can take anywhere from 20 minutes to an hour to create with the exception of set reviews, which excluding the build time, can take upwards of three hours. Therefore, I mostly spend time researching and creating posts, as well as interacting with our audience on our social media which is always fun.

Tips&Bricks became a Recognised LEGO Fan Media in August 2019 and since then I've loved having support from LEGO themselves. I use this support to request sets with interesting building techniques that we know our audience will enjoy, and I appreciate being able to help announce new sets. In the future, I would love to attend some conferences or shows in Denmark and although I believe RLFM are invited to these, LEGO aren't able to fund these travels, which is something I'm hoping will change in the future. If not, I'll have to combine it with something else as visiting the LEGO House is high up on my bucket list!