



by Jetro de Château and Nicola Rigoni

**What is the name of your community?  
Where does the name come from?**

The acronym CLV was born in 2007 when some AFOLs from Verona decided to become independent from the rest of the already established Italian community. CLV in its original version was "LEGO Veronesi Collectors" and this was our name until the early months of 2013, when the group decided to seek official recognition by TLG. Knowing that the use of the word LEGO was not appreciated by Billund for unrecognized groups, it was decided to keep only the abbreviation CLV by adding "Brick Team Verona" to it. Following our acceptance as a Recognized LUG in 2014, and in the first months of 2015 having already started recruiting AFOLs from outside the province of Verona, our LUG decided to expand its recruiting territory throughout the Veneto region. The name became CLV only and the writing "Brick Team Verona" was removed. The Verona section, in addition to being our foundation, is responsible for recruiting young people from the provinces of Verona, Vicenza and



Rovigo (West). Our other section is the North East section, which covers the provinces of Padova, Treviso, Venice and Belluno. For this reason, the board must have at least one member per section as a spokesperson for the CLV AFOLs in that area. Now CLV is an acronym for 'LEGO Veneto Community' and our current name is CLV LUG.

**When and how did the idea for your community come about and what was its original purpose? To what degree has that goal been fulfilled and how has it evolved over time?**

CLV was born in 2007 from the desire of some AFOLs in the Verona area to become independent and to meet more frequently and in person, to have dinner and share their MOCs in search of improvements or advice. For many years

the situation remained crystallized for the six founding boys who in the meantime had created their own forum, name, logo, and their own badge with engraved bricks.

Between 2012 and 2013 new AFOLs from Verona were recruited, and the first official uniforms were introduced. In January 2014 CLV became a recognized LUG and in 2015 we officially gained access to the entire Veneto region for AFOL aspirants to come under our banner. In 2018 the historic minifigure skull logo was changed (though this will remain on uniforms until January 2021) to our new current logo.

To date, CLV has about 40 AFOLs from all over Veneto and the neighboring provinces, and organizes numerous national and local events, among which the CLV MEI stands out. This is the Model Expo Italy model fair in Verona, which today is the most popular AFOL event in Italy with over 70,000 media visitors throughout the weekend.





**How many people are working on the site and how did you meet?**

The LUG has a board of directors comprising a president (brick dark red on the uniform) and a team of 6 collaborators called 'charges' (black brick on the uniform). These are the vice president, secretary, treasurer, sergeant (in charge of discipline, uniforms, and recruitment), master of ceremonies (coordinating the success of events) and an adviser. There is also an ambassador team with two components, the official ambassador representing CLV in LAN and LEGO, and a vice ambassador who deals with virtual management in LAN.

Another important team is the webm@sters team, taking care of all CLV virtual interfaces. We have:

- an external webmaster who collaborates with the management and the webm@sters team
- a manager with some moderators for the Facebook page
- a manager for the Instagram page
- a Twitter manager
- the LAN manager (vice ambassador)

**What plans/goals do you have for the future of the community?**

**How do you see the future of your community?**

CLV continues to grow together with the world of LEGO bricks. The goal of the LUG, in addition to the continuation and improvement of the activities of a LEGO User Group, is to bring the CLV MEI to a worldwide and not only European level.

What our future will be like is a good question,

the answer to which is difficult. We live by our passion day by day, and we like to think it should be like this, not thinking about tomorrow but about the present, which we try to live for as much as possible.

**How is your community funded?**

CLV is financed exclusively with the help of its members.

**How has Covid-19 changed/affected your community?**

Covid was a serious blow for everyone. As far as we are concerned as a LUG, not being able to host events was really a problem, as being together and showing what we do is the real motivation that pushes us to continue.

We adapted. We started proposing online events and contests, and we found ourselves as a community using Zoom etc. to meet. We tried to show others, but above all ourselves, that we could still do something even in difficulties. With the restart, we have started to see each other again, safely respecting social distancing. . . to carry on our interrupted projects, to sort the BULK. . . to return to normal.

**How would you describe your relationship with LEGO? What changes/improvements would you like to see in that relationship?**

A relationship of understanding was immediately established with LEGO since the 2013 LEGO Fan Weekend where the idea of becoming an RLUG was born. In 2014 the official Recognized status arrived.

Our relationship with LEGO has always been excellent. The boys of the CEE Team are available and smart; we have no improvements to suggest. Our hope is to be able to continue to cultivate this passion by sharing it with LEGO in the most genuine way possible.

We have not yet had the pleasure of having TLG representatives at our events, though we hope this may be possible in the future.

**Can you share any anecdotes about your community?**

In October 2016 our LUG was granted the opportunity to visit Billund for a mini inside-factory tour. This was a trip from Italy to Denmark with 5 campers and 25 AFOLs. It was an unforgettable journey, and afterwards our LUG gave TLG a huge 2x4 red marble brick (a typical granite from our area) very faithful to the original plastic, made in collaboration with the Marble School of Sant'Ambrogio di Valpolicella (VR), in 1:18 scale with a weight of 20kg.

**What challenges have you faced due to Covid-19 and how have you adapted to them?**

With the Covid situation we had to transform our being RLUG, having no more physical events to organize, we got busy. We started organizing online events, contests etc., to guarantee the safety and social distances imposed by the Italian government. In general LEGO for us means being together share and talk about the same passion by attending us and seeing us, with covid this is all more difficult, but we hope to return to normal soon!!!