



by Bruno Kurczyn

**H**ello, my name is Bruno Kurczyn, and I am the ambassador for the RLUG Estado de México. The main idea for our LUG was to create a group of LEGO fans in Mexico, which in its time didn't exist, and to have a place where we could have all the LEGO news and share parts, MOC's, etc. We were also thinking about doing set unboxing and sharing it with the community.

Over time, and with the recognition of LEGO, the club took off with more and more followers. The idea of unboxing was not pursued because of school and work. But the community continues to grow little by little. We share more and more news and the events we have had have also helped. For example, we received an invitation from Warner Bros for the launch of the LEGO Worlds game and from the University of Valle de Mexico, where we are already a regular club that they almost always invite to interact with the students.

There are currently three people working on our website. One is my sister and the other is a friend from university, whom I know from the beginning and they help me to share news about LEGO on the website, coordinate events, etc.

One goal we have is to make the group grow even more, to be able to continue with the idea of unboxing sets to share with the community. Another plan we have is to share a type of inventory of sets and costs from various shops in the city so that fans, in case they are looking for a specific set, can know where it is sold and at what price. In Mexico we don't have LEGO Stores, so they have to be bought from other shops.

My dad was very keen on using TENTE since

he was little and he collected it all his childhood. When I was a kid, my dad used to lend them to me and he started to give me LEGO as a gift/buy it and I've always been a fan. One day while surfing the internet I saw that there were LEGO fan clubs in the world and looking for them in Mexico, there were none, so I decided to create one to have a LUG here in Mexico. Now the community is quite big, it's very participative and that helps a lot to grow.

Covid-19 has had a considerable impact on our community. We had three events scheduled this year and we had an anniversary meeting planned which also had to be postponed. But at the same time it has changed, because it gives us more







time to look for more news or plan better for the future of the community.

Since our community was recognised by LEGO, our relationship with the company has been very good. However, I believe that specifically in Mexico it can improve since it is not possible to have support directly from LEGO, since LEGO here in Mexico has no communication with fans. I would love to be able to establish good contact with LEGO in Mexico and so be able to support us for events or visits, etc.

We have had several curious anecdotes. At our first event we were invited to a YouTube channel that was doing LEGO unboxing and was going to hold an event for the fans. When we arrived, we realised that the fan community in Mexico is huge, we didn't imagine we had so many people. They were expecting 300 people and we had about 4000 people, not including the press.

Another anecdote was that Warner Bros Games contacted me so that we could support them in the launch of the LEGO Worlds video game. They gave us games for the community, we went

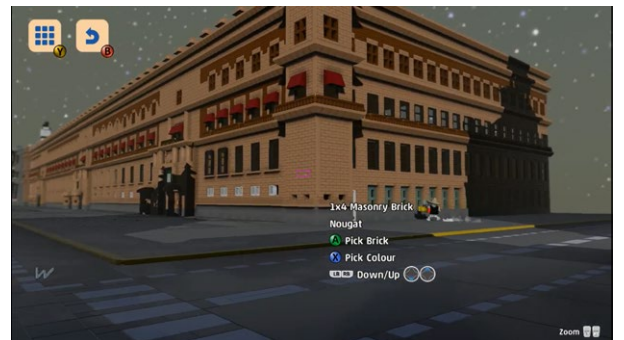


to support them in several activities in the city and I was interviewed by several magazines and gamer channels. In turn, they invited me to be part of a project with a Mexican architect, which was to create a perspective of a Zócalo (Mexico City's main square) in a post-apocalyptic world. They asked me for support in order to create this world in the video game to scale. The project was published and it was a unique experience, as a LEGO fan. The video game helped a lot to see the LEGO world in a different way.

In 2017 we had a competition where you could win several LEGO sets. I seem to remember that they were the Yellow Submarine and the LEGO Worlds game. The competition consisted of designing a logo and the logo with the highest number of votes won. We received six or seven proposals and this was the winner.

Now, because of Covid-19 one of the biggest challenges is that we have not been able to get the team together for planning and strategy. We would get together, brainstorm for events, competitions, etc. What we have done so far since quarantine, is to meet through Teams or Zoom. It's very different to brainstorm in a group in person from a distance but it has worked quite well for us, the team has bonded.

We plan to improve our website, with a more pleasing design and to add a forum. On the facebook page we are planning competitions to build on this community and we are in discussions with a publicist to help grow our community in social networks and thus continue to grow our community.



The Palacio Oriental (above) is the place where every year on the 15th of September the president of Mexico proclaims independence. Together with the metropolitan cathedral (left) they are located in the main square of Mexico City. We created virtual versions with LEGO bricks to include them in LEGO Worlds.