



Bricks en Chile

Hello everyone, my name is Gary Ramos, I am Venezuelan living in Chile and I am the founder of Bricks en Chile, a digital media recognized by LEGO.

My Recognized LEGO Fan Media is called Bricks en Chile, the name is very simple as it joins the word bricks or bricks and the country where I am.

Bricks en Chile emerged in September 2015 as an Instagram account of news in Spanish about LEGO for fans in Chile www.instagram.com/bricksenchile. At that time there wasn't a lot of this kind of media on Instagram, and therefore I found an opportunity to create my own space. The purpose was to unite all LEGO fans in our country in one place, providing news, reviews, and other important information for all types of LEGO fans. Whether you are just starting with LEGO or consider yourself a veteran builder, if you like to take pictures of your minifigures or want to share your creations, everyone is welcome here.

Four years later I found out about the LEGO Ambassadors Network program, I applied and was accepted, now the goal of showing updated news to all LEGO fans in my country is more accurate by being able to post news or a review at the same time it is announced worldwide.

Bricks en Chile is a "One man show". I am the only one who works in this community. I have

required help at certain times, but in the end, this is on my own.

I always want to create more content and new sections for the RLFM, but for that I need to assemble a multidisciplinary team to cover all the aspects I have in mind... that's one of the things I've wanted to do for a while... because my free time is becoming more and more limited. I hope to be able to address several of these gaps by the end of 2021 or early 2022.

My RLFM is financed by myself for all operational things (sending prizes when I do raffles, outsourcing when my videos are edited by someone else, etc.) and mainly by the support of the LAN program, which provides me with new sets to create valuable content for the community.

Bricks in Chile has always been a digital medium, so there have not been drastic creative changes. The biggest addition has been the creation of a Twitch channel where every Saturday from 20:00 Chilean time we meet live to talk about LEGO and comment on the latest news that has come out while I build a set that I will later review. Those who participate can see many details of the construction before the review of that set comes out. You can follow me for free at www.twitch.tv/bricksenchile and join the live streams. This way we get together to share our

passion for LEGO, while taking care of each other at home.

Regarding our relationship with LEGO, it's neither good, nor bad. I like being part of the LAN, being able to create connections with other ambassadors through the LAN, and knowing all the news to show to viewers in my RLFM. Lately, though, I have had problems with customs in my country and that directly affects my community. I hope it will be solved soon.

I would like to see LEGO take notice of Latin American communities in the short or medium term. We are avid LEGO builders and that should be better recognized.

What I have most enjoyed in recent months have been the live broadcasts on Twitch, it is a space of camaraderie with those who connect every Saturday, we all like LEGO and it has become a place where we feel comfortable. Very entertaining things have happened in those shows. It is well known that Chile is a seismic country, it really shakes every day, in greater or lesser intensity, the most curious thing has been that in a live show there was a considerable earthquake and I had to get up because it was already very intense. Ultimately nothing happened, but it was all recorded and I will never forget that moment.