

The Invention of LEGO

Colourful little Lego bricks are so popular they can be found in most toy boxes around the world. With just a little sprinkle of imagination, these simple blocks can be turned into almost anything - a house, horse stable, space ship, fortress, car or train - then be pulled apart and made into something completely different! But have you ever sat and wondered how they were invented? Or why? Or by whom? Read on to find out about how this strange little brick turned into a household name around the world.

Origin of the name

The Lego company was established in 1932 by a Danish carpenter called Ole Kirk Christiansen. He decided to name his company Lego, using a combination of two Danish words, Leg Godt, which means 'play well'. What he didn't realise was that one of the Latin meanings of the word Lego is 'I put together.' What an amazing coincidence!

Ole Kirk Christiansen

The founder of Lego, Ole Christiansen, was the tenth son of a relatively poor family from Denmark who fell upon particularly hard times, after losing both his wife and his business in quick succession. However, after the realisation that he still had responsibility for his four sons, he quickly put his new ideas into action. Due to the unused wood from his carpentry practice, Ole decided to build high quality wooden toys, with support from his son. Eventually, after a difficult period, Ole's company regained its success.

Lego Today

Since its creation, different types of Lego building materials have expanded to include larger sized bricks called Duplo for smaller children to build with. Recent additions to the range include Star Wars Lego and the Bionicle range of action figures. There are even Legoland theme parks in Denmark, Britain, the USA and Germany where families can enjoy rides, build with life-size Lego bricks or walk through miniature Lego cities. Well, what are you waiting for?

Today, the Lego brand is known worldwide. What started with the humble building brick, is not a company which has over 120 shops worldwide. The company is now much more than the toy it once was; Lego clothing, books, television programmes, board games, computer games and even a Lego film are all part of the Lego brand. It is now featured on most toy aisles in supermarkets, stocked in most toy shops and in 2015 replaced Ferrari as the 'world's most powerful brand.' The wish to encourage children to explore, experience and express their own world remains at Lego's heart. It is a company which believes that children deserve the best, and we would undoubtedly all agree with that!