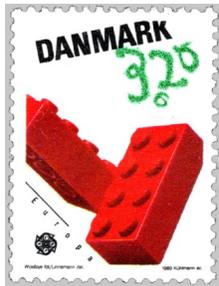


Brick by Brick: A Short History of Lego

The Lego Group is a Danish toy production company primarily known for creating interlocking plastic bricks called Lego. The word lego originates from two Danish words *leg* and *godt* meaning “play well.” In Latin, it translates to “I put together” or “I assemble.” The Lego company was founded on August 10, 1932 in the carpentry shop of Ole Kirk Christiansen of Billund, Denmark.



Denmark 1989 - EUROPA Stamps
Children's Games



Netherlands KLM Airways-Amsterdam to Billund, Denmark
First Flight Cover, October 25, 1992 (reduced)



Gibraltar 1996
Lego Christmas Set



Sweden 2000
Toys



Denmark 2015-Lego S/A stamp
14.5k, Scarce with original backing

Ole Kirk built houses and furniture so his business was negatively impacted by the Great Depression. To stay afloat, he began creating wooden miniatures of his furniture. By 1932, Ole Kirk's shop was making wooden pull toys, piggy banks, cars, trucks, and even yo-yo's. In the mid 1940's, Ole began producing plastic toys, the first of which was a truck that could be disassembled and reassembled. Manufacturing of the first Lego bricks began in Denmark in 1947 and has now spread to factories worldwide. Ole Kirk Christiansen died in

1954 and his son Godtfred took charge of the company.



Left: Singapore 2002-
Children's Games.
Center: Malaysia 2017
Children's Holiday
Activities-Legoland.

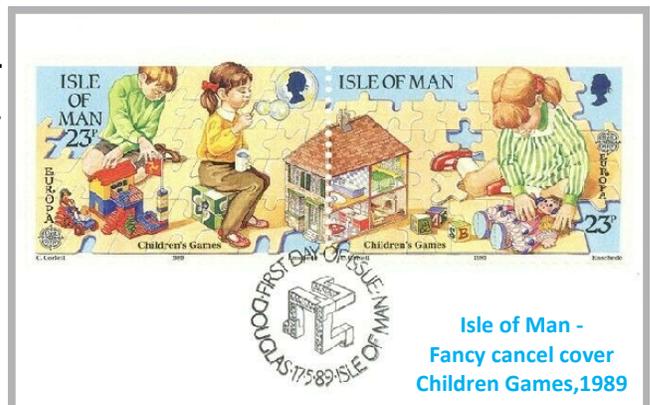


Greenland Special Stamp cancelled SDR.
Strømfjord Legoland 6.5.1975

In addition to bricks and toy sets, the Lego company also built eight amusement parks around the world, each of which is named Legoland. The first Legoland park opened in Lego's hometown of Billund, Denmark. This was followed by parks in England, the United States (U.S.), Germany, Malaysia, Dubai, Japan and Korea. The Lego Group also operates 148 retail stores worldwide, with 83 of them in the U.S.

Lego's final patent expired in 1989 resulting in fierce competition. Despite this, the Lego Group became the world's largest toy company in 2015. In 2018, the company made the Forbes top 100 World's Most Valuable Brands list. In 2020, the company produced \$1.6 billion in revenue and had assets totaling \$6.1 billion. Today, Lego bricks and products remain the most commonly used building toys.

Maria T. Gentile



Isle of Man -
Fancy cancel cover
Children Games, 1989