

Beat: Lifestyle

## CHRISTMAS SHOW LEGO

### Year Rich in Events and Anniversaries

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**USPA NEWS** - LEGO is a Line of Plastic Construction Toys that are Manufactured by The Lego Group, a Privately held company based in Billund, Denmark. The Company's Flagship Product, Lego, consists of Colourful Interlocking Plastic Bricks accompanying an Array of Gears, Figurines called Minifigures, and Various Other Parts. Lego Pieces can be assembled and connected in Many Ways to construct Objects including Vehicles, Buildings, and Working Robots. Anything constructed can then be taken apart again, and the Pieces used to make other Objects.

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The Lego Group began manufacturing the Interlocking Toy Bricks in 1949. Supporting Movies, games, Competitions, and Six Legoland Amusement Parks have been developed under the Brand. In February 2015, Lego replaced Ferrari as Brand Finance's "World's Most Powerful Brand. Lego's Popularity is demonstrated by its Wide Representation and Usage in many Forms of Cultural Works, including Books, Films and Art Work. It has even been used in the Classroom as a Teaching too. Lego Pieces of all Varieties constitute a Universal System. Despite Variation in the Design and the Purposes of Individual Pieces over the Years, each Piece remains Compatible in some way with Existing Pieces. Lego Bricks from 1958 still interlock with those made in the Current Time, and Lego sets for Young Children are compatible with those made for Teenagers.

Their Motto "Our mission : To inspire and develop the Builders of Tomorrow"... "All Children have the Right to Fun, Creative and Engaging Play Experiences. Play is Essential because when Children Play, they Learn."

Since the 1950s, the Lego Group has released Thousands of Sets with a Variety of Themes, including Space, Robots, Pirates, Trains, Vikings, Castle, Dinosaurs, Undersea Exploration, and Wild West. Some of the Classic Themes that continue to the Present Day include Lego City (a Line of Sets depicting City Life introduced in 1973) and Lego Technic (a Line aimed at Emulating Complex Machinery).

Over the Years, Lego has Licensed Themes from Numerous Cartoon and Film Franchises and even some from Video Games. These include Batman, Indiana Jones, Pirates of the Caribbean, Harry Potter, Star Wars, and Minecraft. Although some of the Licensed Themes, Lego Star Wars and Lego Indiana Jones, had Highly Successful Sales....For the 2012 Summer Olympics in London Lego released a Special Lego Minifigures Serie and for the 2016 Summer Olympics and 2016 Summer Paralympics in Rio, Lego released a Kit with the Olympic and Paralympic Mascots Vinicius and Tom.

Lego also initiated a Robotics Line of Toys called 'Mindstorms' in 1999, and has continued to expand and update this Range ever since. Related Products : Videos Games, Board Games, Films and television, Books and magazines, Children's clothing. Different Brands : DUPLO, CLASSIC, FRIENDS, DISNEY, UNIKITTY, CITY, NINJAGO, TECHNIC, BOOST, JURASSIC WORLD, HARRY POTTER, SUPER HEROES, STAR WARS.

Source : Press Day on September 26, 2018 in Paris @ Loft Bastille (Paris-France)

---- LEGO is present at "MONDIAL DE L'AUTO" Fair @ Porte De Versailles from October 4 To October 14 , 2018. Exclusivity "LEGO Technic - Bugatti Chiron" by its Designer Aurélien Rouffange.

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