

Originally only made in red and white, Legos are now made in almost every color imaginable in 1700 different shapes.



The history of Legos

How “Invention is the mother of necessity”

The Great Depression of 1929 was a time where jobs were hard to find all over the world. Ole Kirk Christiansen from Denmark, was an out-of-work carpenter who needed money to support his family.

In 1932, he began making and selling everyday items. He made ironing boards, stepladders, and wooden toys. After one year, his products were in high demand and he was having fun creating them.

Mr. Christiansen decided to become a full-time toy-maker. He named his new company “Lego” from two Danish words, *leg* *godt* meaning “play well.”

At first, his company only made wooden dolls, blocks, rocking horses & marionettes. But, he was a clever man; always thinking, whittling and creating. After one year in

business, they began making toys out of plastic in 1933. One day in 1949, he began making interlocking plastic cubes. They had studs on the top and hollow underneath and he called them Automatic Binding Bricks. They were sold in toy stores all over Europe and flying off the shelves.

In 1954, he changed the name to Lego Bricks and eventually, just Legos. It wasn’t until 1961 that Legos reached the United States market. By 1971, Legos were the most loved and best-selling toys among US children.

Today, Legos are more than just blocks. There are Lego people, trees, ramps & animals in order to create your own Lego world. There are even real Lego worlds called Legoland in Denmark, England, California and Florida.

-Jennifer Jones