Google, a world leading innovative company, employs the three primary colors “red”, “blue”, and “yellow” in its company logo. It’s not widely known that this color scheme originates in Lego block basics.

The Google co-foudners, Sergey Brin and Larry Page, are enthusiasts for Lego blocks. They claim “Lego is a great tool that stimulates creativity”, they even built “Lego playground” in the office where the employees drive their creativity. Also, Google’s employment examination had once included Lego session. Plus, Google achieved forming business partnership with The Lego Group last year. Google’s smartphone now under development also reflects their Lego preference in its concept, which says “Lego-like modular phone”.

In automotive industry, one new production system is drawing attention where in “Lego concept” is interpreted. Such that common components are assembled like blocks, then producing variant models. It’s considered as an antithesis of “adjustive integral style” that Japanese manufacturers had adopted for a long term. The German Volkswagen promptly implemented such Lego model, pursuing the world automotive giant Toyota.

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