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 basic block.

The Google co-foudners, Sergey Brin and Larry Page, are enthusiasts for Lego blocks. They claim “Lego is a great tool which 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.

Creativity Induction Even NASA Relies

Also in education field, people aware that Lego could be an outstanding educational tool. In contrast to passive leaning style where students sit and just input knowledges, they’re getting aware of the importance of “education with experience”. In this new scheme, students are required to express their experience-based opinion or thought by their own way. Lego has attracted lots of attention as one of the powerful way to express something. A variety of Lego-based teaching material has been invented, which are found from infant’s educational toys through NASA training programs.

Not only stimulating creativity in top-class internet companies, Lego also has a variety of application to provoke innovation, as a tool that helps us create edged business concept, or as educational materials, etc. The Lego influence reaches beyond toy field up to industry or society domain.

Why such a simple block toy has spread around the world? One of the reasons is that the toying process “assemble blocks” is the best way to materialize ideas.

Combination becomes 24 with 2x4 sized 2 blocks presented upper-right side of the graph on page 27. 3 blocks produces 1060 combinations, and 6 blocks produces over 1 billion combinations. People have found unlimited possibilities in such flexibility that allows us to “build anything”.

Well, this reasoning only explains why the block has spread so widely.

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