



"Inspire and develop the builders of tomorrow"

INTRODUCTION TO DESIGN MANAGEMENT

CASE STUDY **LEGO**

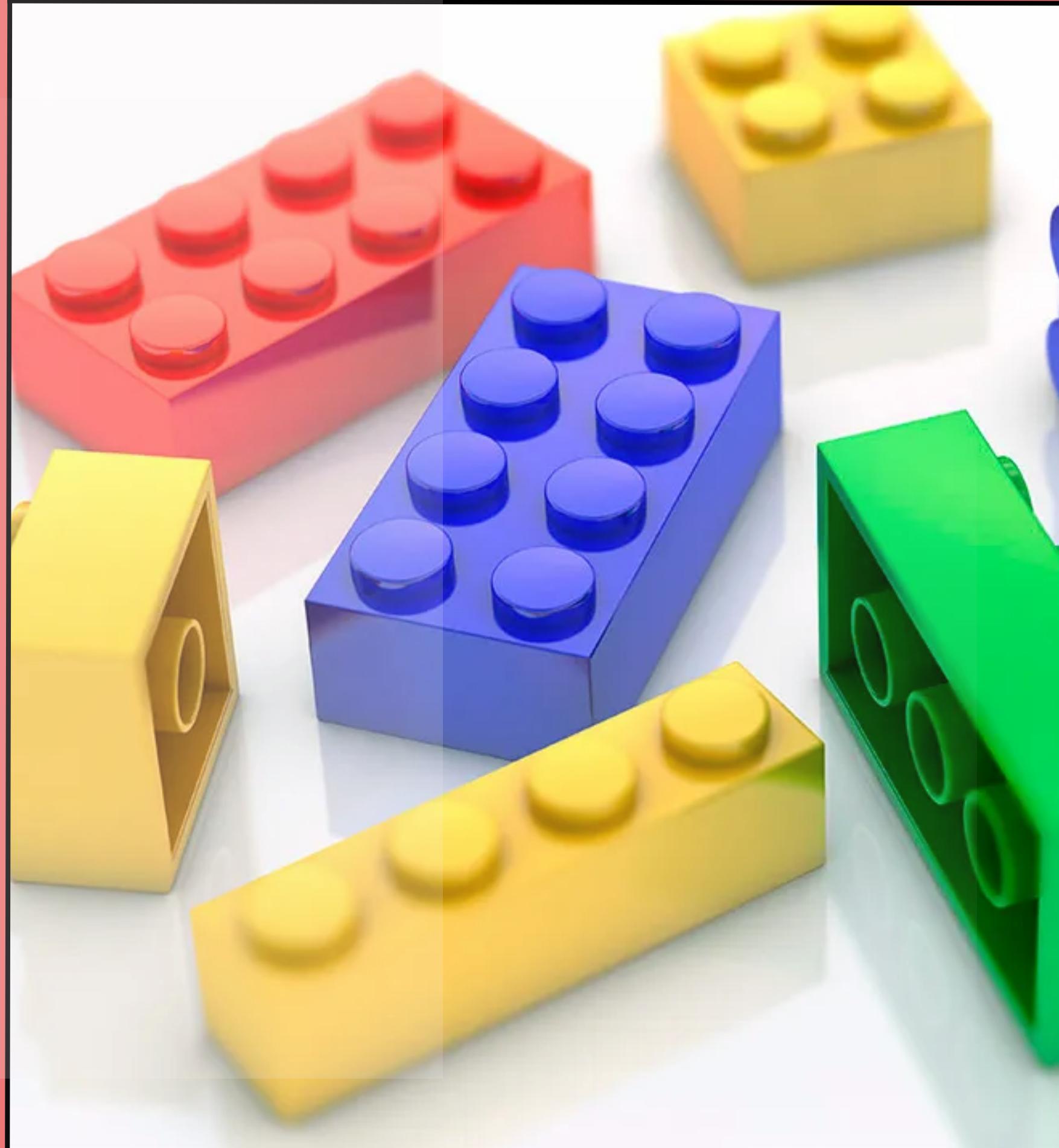


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LEGO DESIGNER'S BIOGRAPHY

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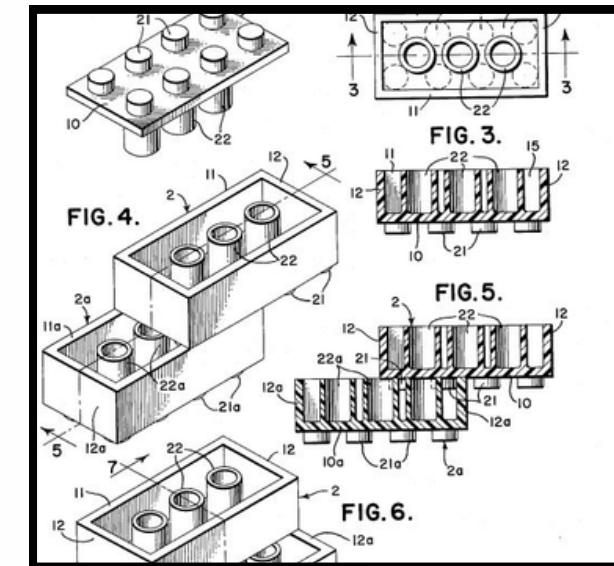
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Pioneer of Lego Designer



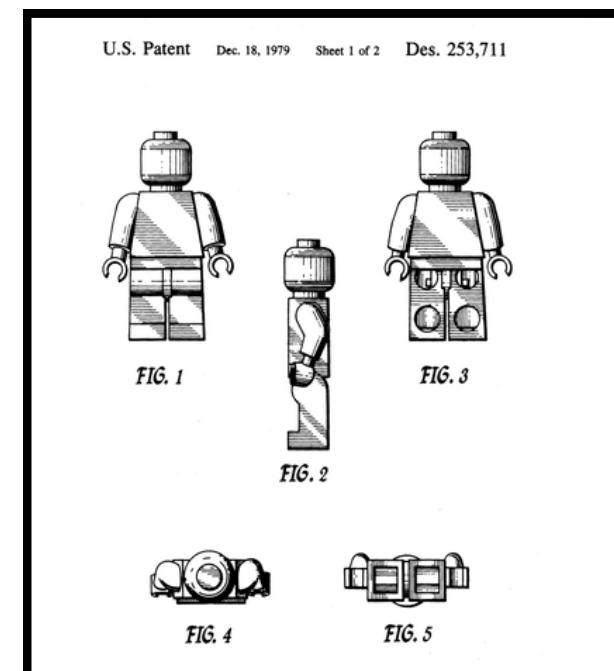
Ole Kirk Kristiansen

- First Designer and Owner of LEGO.
 - Designer of **LEGO Bricks**.
 - Worked 30 years in LEGO.
 - Born on 7 April 1891 in Denmark and died on 11 March 1958 in Denmark (66 years).



Jens Nygaard Knudsen

- Designer of **LEGO Mini Figure**.
 - Worked 32 years in LEGO.
 - Born on 25 January 1942 in Denmark and died on 19 February 2020 in Denmark (77 years).





LEGO HISTORY DESIGN

LEGO DESIGN HISTORY

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The first toys of the LEGO Company were from wood.



LEGO Company Logo Design's passing the years.



The first LEGO moveable brick train .



Millenium Falcon, Star Wars (1999)

1932 to **1949** LEGO's early products were wooden toys with simple features and classic designs.

1958 to **1978** In the 1960s and 1970s, LEGO introduced new subjects like space, trains, and pirates as part of its ongoing innovation.

2000 to **Present**

In recent years, LEGO has continued to innovate and evolve its design philosophy in a sustainable vision.

1949 to **1958** Introduction of LEGO's plastic bricks revolutionized the toy industry.

1978 to **2000** Late in the 1970s and early in the 1980s, LEGO started to emphasize authorized Companies as (Marvel Comics; DC Comics; Disney).





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LEGO VALUES, GUIDING IDEAS, GOAL

LEGO VALUES, GUIDING IDEAS, GOALS

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LEGO Values

- Imagination
- Creativity
- Fun
- Learning
- Caring
- Quality

LEGO Guiding Ideas

- Playful Learning
- Creativity
- Quality
- Inclusivity
- Continuous Improvement
- Responsibility
- Fun

LEGO Goal

- Building, un-building, rebuilding, thereby **creating new things and developing new ways of thinking about ourselves, and the world.**

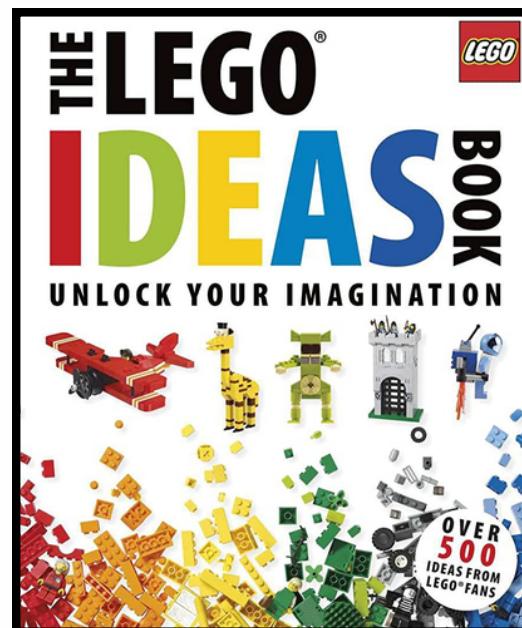




LEGO PRODUCTS DESIGN

LEGO PRODUCTS DESIGNS

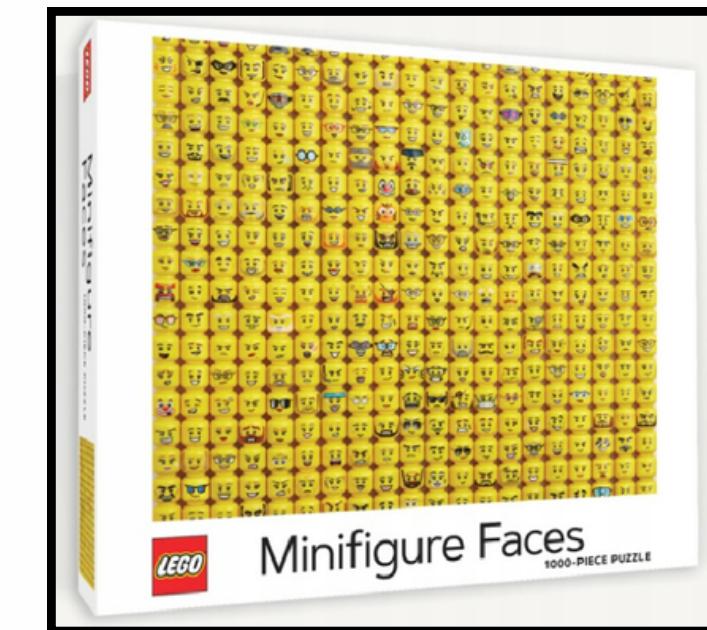
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LEGO Book - THE LEGO IDEAS UNLOCK YOUR IMAGINATION



LEGO Video Game- The Jurassic World



LEGO Puzzle- Minifigure Faces



Ferrari LEGO Technic- Line of LEGO that connects plastic rods and LEGO bricks



LEGO Plush Toy



LEGO Key Chain



LEGO Bricks

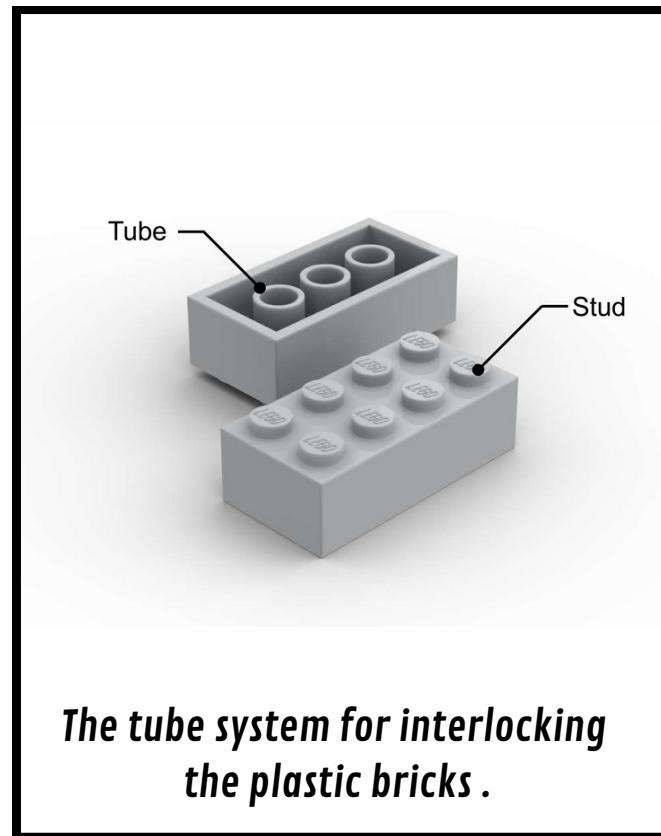




LEGO KEY INNOVATIONS/ UNIQUE FEATURES DESIGN

LEGO KEY INNOVATIONS / UNIQUE FEATURES DESIGNS

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LEGO CONTROVERSIES

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If Lego is really safety for kids ?

Lego is safe for kids but needs the **supervision of one adult** because the bricks are easier to be ingested. They are very bad for health because they are from **plastic materials**.

If Lego is really safety for environment?

Lego has a **huge negative impact on the environment** because Lego bricks are made of high-quality plastic materials (**they can last many years**). But Lego imposed until the year 2030, only uses sustainable products, instead of using plastic materials.



If Lego contributes for Violence?

Lego **does not support any violent activities**, but **any person is free to use their imagination to contribute to violent ideas**, for example how to create, or improve their design a weapon.

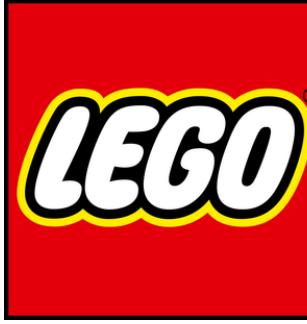




LEGO DESIGN MANAGEMENT AND DESIGN MANAGEMENT IN OTHER'S COMPANIES

LEGO DESIGN MANAGEMENT AND DESIGN MANAGEMENT

OTHER'S COMPANIES

			
Limits	Innovation Costs; Children Safety; Environment Impact.	Innovation Costs; Differentiate the products from their competitors.	Innovation Costs; Lower Brand Recognition taking into account of their competitors.
Recommendations	Invest in new industrial Products, and invest even more in Innovation.	Invest in new industrial Products; Higher Communication of Cross-Functional.	Management of Innovation Costs; Expand Distribution Channels.
Strengths	World Brand Recognized; Many partnerships with franchises.	Customer-centered design; Innovative Design.	Good Communication between each department; Huge Variety of Customizable Designs.





THANK YOU FOR

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YOUR ATTENTION!

