

The LEGO History In Short

The LEGO Group is a family owned company with a long history. Here is a short summary of the most important historic events:

1932

Master carpenter, Ole Kirk Kristiansen, started making wooden toys.



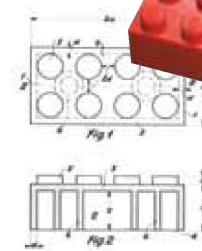
The 1930s



The 1940s

1955

"The LEGO® System of Play" is introduced together with the first "Play and Learn" Concept, emphasizing the importance of learning through play.



The 1950s

1950

Godtfred Kirk Christiansen takes over as Managing Director of the LEGO Group after his father, Ole Kirk Kristiansen.



The 1960s

1962

The company re-invents the wheel and starts experimenting with motors.

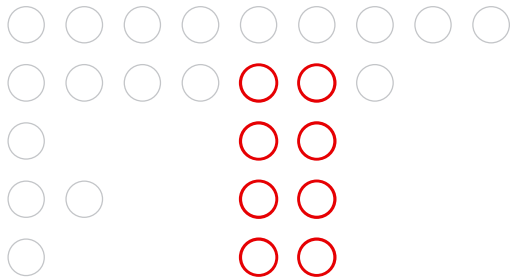


1958

The LEGO brick is launched with a new coupling system and thereby lays the foundation for the toy of the century.

A patent application for the building unit is filed at the Danish Patent and Trademark Office in Copenhagen

THE LEGO GROUP 2011



The 1980s

1966

The first LEGO® train is introduced complete with rails and a 4.5 volt motor.

1968

LEGOLAND® park opens in Billund.

1969

LEGO® DUPLO® is launched for the youngest children. The bricks are twice the size of regular LEGO bricks on all dimensions, so they are easy to build with.



1974

The LEGO figure is born. The figures represent a brand new LEGO concept where role-play and characters become an integral part of the LEGO play experience.



The 1970s

1977

LEGO Technic is introduced. The product challenges older children to construct vehicles and other machines.

1978

Godtfred Kirk Christiansen's son, Kjeld Kirk Kristiansen, introduces the "System in a System" concept. The various product programs must to a higher extent take into consideration the needs and skills of children at various ages.

1979

Kjeld Kirk Kristiansen becomes President and CEO of the LEGO Group.

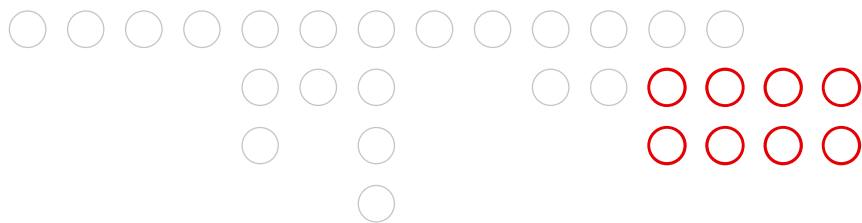
LEGO themes are introduced and attention is drawn to story-telling and role play.

1984

The LEGO Group initiates a visionary partnership with Media Laboratory at the Massachusetts Institute of Technology, USA.

1980

The Educational Department is formed and changes its name to LEGO Dacta. LEGO Dacta, now called LEGO Education, develops and launches educational teaching materials.



The 1980s

1986

LEGO® Technic Computer Control is launched as one of the first outcomes of this partnership. LEGO products for use in schools highly benefit from this invention.



1998

LEGO® MINDSTORMS® is launched based on the collaboration between the LEGO Group and Medialab at Massachusetts Institute of Technology, USA.

The LEGO Group enters into a license agreement with Lucasfilm Ltd. obtaining the right to develop, manufacture and market LEGO sets based on the Star Wars™ films. Later, the LEGO Group enters similar agreements with, among other companies, Disney, Hit Entertainment and Warner Bros.

1993

LEGO Kids' Wear from Kabooki A/S is launched based on a license agreement.

The 1990s

1995

LEGO PRIMO™ is launched for babies and toddlers up to 24 months.



1996

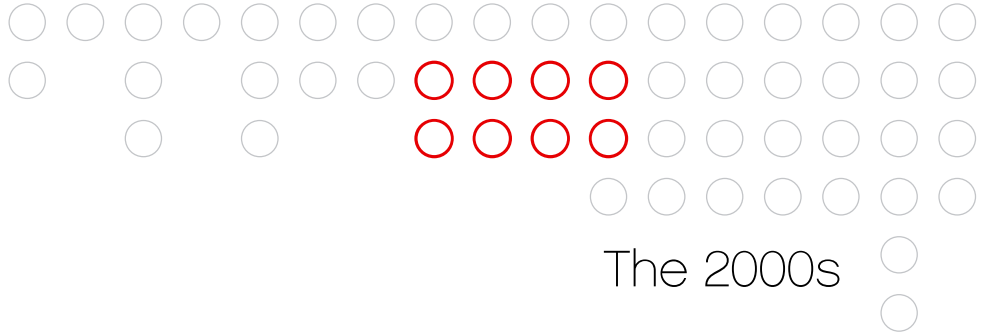
www.LEGO.com is introduced.

LEGOLAND® park opens in Windsor, England.



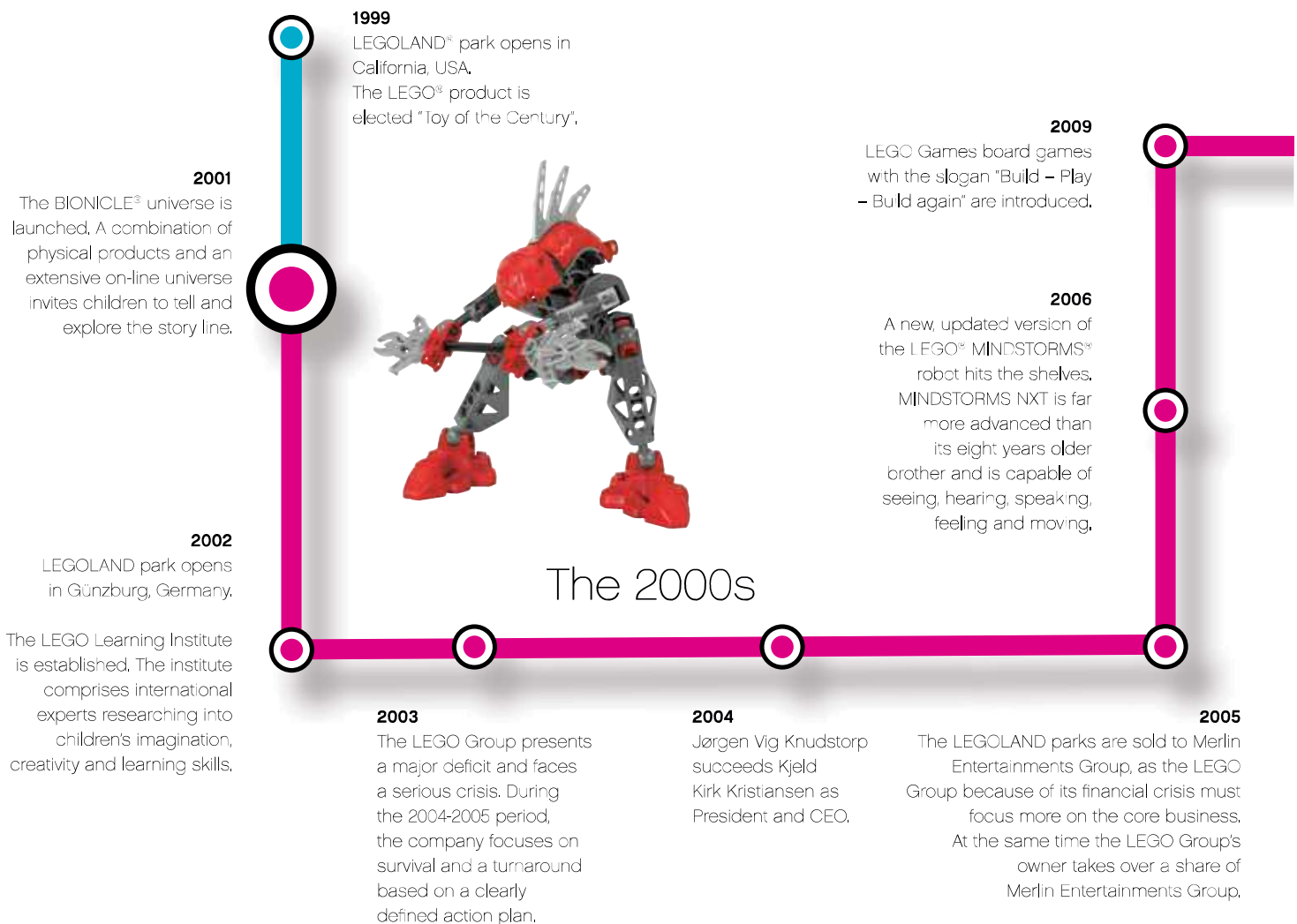
1997

The first computer game is released.



The 1990s

The 2000s



The 2010s



2010

A multiplayer on-line game, LEGO® Universe, is launched. In a virtual environment players can experience the same fun, creativity and quality as when playing with a physical LEGO product.



Did you know...

...grown-ups also build with LEGO bricks? Just below five percent of the LEGO sales goes to a large and loyal group, called AFOLs – Adult Fans of LEGO. Many of these fans meet in clubs, where they plan large exhibitions in order for the fans to show their creations.

