*“A good puzzle, it’s a fair thing. Nobody is lying. It’s very clear, and the problem depends on just you”*

* Erno Rubik

The Rubiks cube, the best selling product of all time, over 100 million units sold in the 2 years after its release. The biggest puzzle craze ever, but what makes the cube so special, why did it get so much attention.

The Rubiks cube belongs to a family known as ‘permutation puzzles’ a group of puzzles not unfamiliar with huge booms of popularity. The first puzzle to really make it big in the mainstream was the fifteen puzzle, popularised by puzzle creator Sam Loyd