# 90 Years of LEGO® Play

90 years ago, a Danish carpenter started making toys in his small workshop, ensuring they were always of the highest quality. He gave his company the LEGO® name meaning "Play Well" - and over the last nine decades, playing well is exactly what the LEGO Group has helped millions of children and families do around the world.

Here's a few milestones to show how big things came from the LEGO Group's small beginnings (and even smaller bricks).



1932

Master carpenter and joiner,

Ole Kirk Kristiansen, starts

making wooden toys in

Denmark

## LEGO

1936 Ole Kirk gives his company the LEGO® name, combining

the Danish words LEg GOdt

meaning "Play Well"



1946

Ole Kirk buys the company's first plastic injection moulding machine



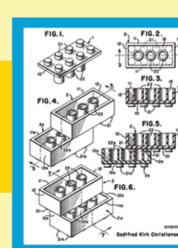
1949

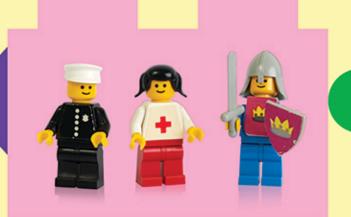
The company's first plastic brick is created, the Automatic **Binding Brick** 



1955

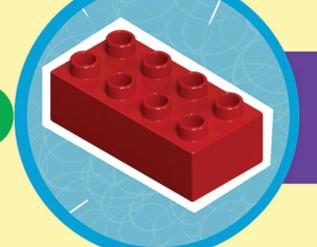
Ole Kirk's son Godtfred establishes the LEGO® System in Play - the more bricks you have, the more you can build





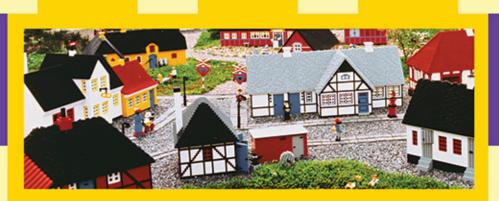


Small but mighty, the first LEGO® Minifigures are introduced



1969

The first toddler-focused bricks: LEGO® DUPLO® launches globally



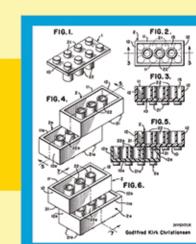
1968

The first LEGOLAND® park opens in Billund, Denmark



1962

The LEGO® wheel rolls into LEGO sets for the first time



#### 1958

The LEGO® brick we know today is patented with a unique coupling principle that creates endless building possibilities



1978

Ole Kirk's grandson Kjeld introduces the first official LEGO® themes like Castle, Space and Town



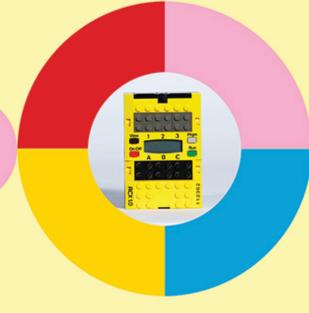
#### 1980

Pencils down - a department (now LEGO® Education) is set up to help educators bring learning through play to the classroom



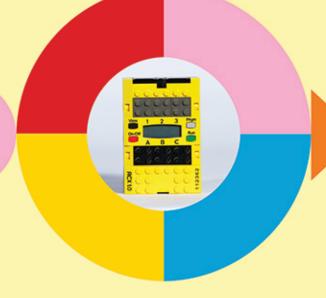
# 1995

The first LEGO® video game, LEGO Fun to Build, launches in Japan



#### 1998

The first LEGO® MINDSTORMS® with a programmable brick launches, introducing children to robotics through the LEGO System in Play



#### 1999

The **LEGO** Foundation

The LEGO Foundation, set up by the Kirk Kristiansen family, acquires 25% ownership of the LEGO Group, meaning a portion of company profits helps children around the world access play and learning



#### 2017

LEGO® Life goes live, creating the first safe social online community for under-13s



#### 2017

Master Builders, assemble! LEGO® MASTERS airs for the first time



#### 2014

'Everything is Awesome!' -THE LEGO® MOVIE premieres in cinemas around the world



# 2012

The launch of LEGO® Friends welcomes a new mini-doll figure for even more playful adventures



#### 2008

LEGO® Cuusoo – now lovingly known as LEGO® Ideas - launches to celebrate fan creativity by turning their ideas into real **LEGO sets** 



Plants from Plants - the first LEGO® elements made from sugarcanebased plastic are introduced in botanical shapes

2018



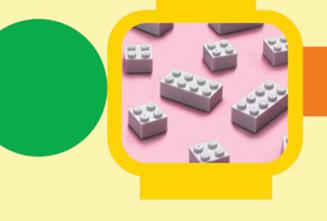
#### 2020

Ole Kirk's great-grandson Thomas becomes Chairman of the LEGO Group marking the fourth generation of family ownership



#### 2020

The LEGO Foundation and the LEGO Group launch LEGO® Braille Bricks to bring playful learning to children with vision impairment



### 2021

A prototype LEGO® brick made from recycled plastic PET bottles is unveiled - another step towards making LEGO products from more sustainable materials



#### 2021

The LEGO® Everyone is Awesome set launches to celebrate the diversity of our fans and the world around us

