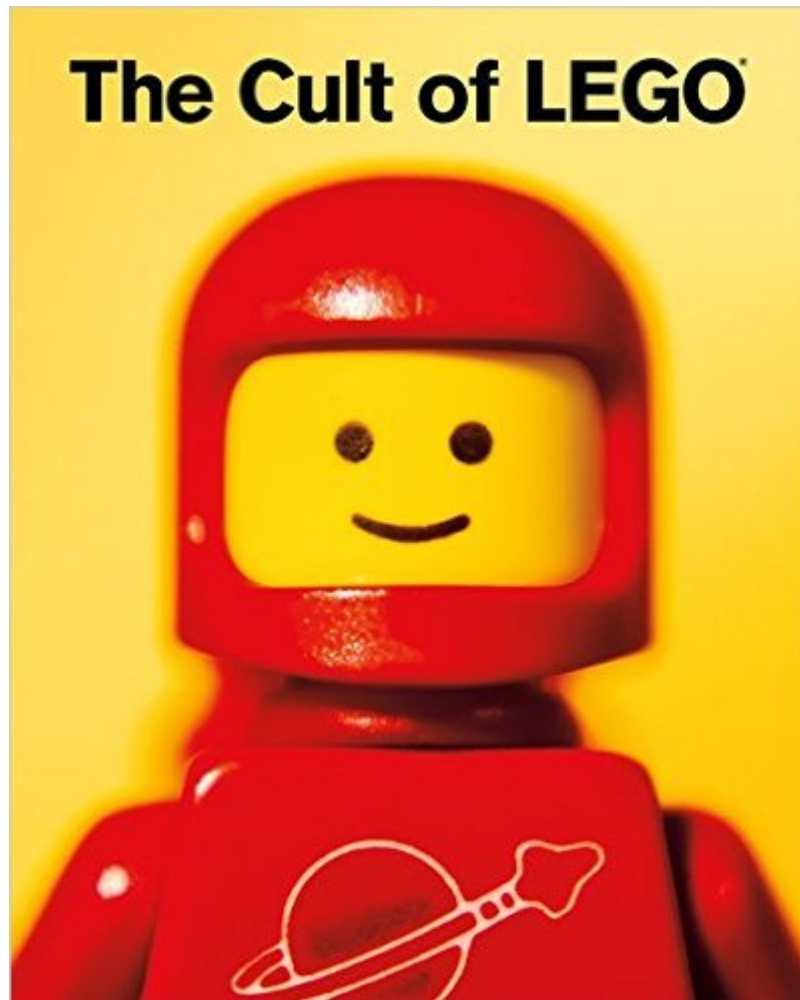


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# The Cult Of LEGO



## Synopsis

No, this isn't a book about joining some fringe cult. It's a book by LEGO fans, for LEGO fans, and you and your kids will love it. In *The Cult of LEGO*, Wired's GeekDad blogger John Baichtal and BrickJournal founder Joe Meno take you on a magnificent, illustrated tour of the LEGO community, its people, and their creations. *The Cult of LEGO* introduces us to fans and builders from all walks of life. People like professional LEGO artist Nathan Sawaya; enigmatic Dutch painter Ego Leonard (who maintains that he is, in fact, a LEGO minifig); Angus MacLane, a Pixar animator who builds CubeDudes, instantly recognizable likenesses of fictional characters; Brick Testament creator Brendan Powell Smith, who uses LEGO to illustrate biblical stories; and Henry Lim, whose work includes a series of models recreating M.C. Escher lithographs and a full-scale, functioning LEGO harpsichord. Marvel at spectacular LEGO creations like:- A life-sized Stegosaurus and an 80,000-brick T. Rex skeleton- Detailed microscale versions of landmarks like the Acropolis and Yankee Stadium- A 22-foot long, 350-pound re-creation of the World War II battleship Yamato- A robotic, giant chess set that can replay historical matches or take on an opponent- A three-level, remote-controlled Jawa Sandcrawler, complete with moving conveyor belt- Whether you're a card-carrying LEGO fanatic or just thinking fondly about that dusty box of - LEGO in storage, *The Cult of LEGO* will inspire you to take out your bricks and build something amazing. Gold Medal, Independent Publisher Book Award, "IPPY" for Pop Culture Silver Medal, 2012 ForeWord Book of the Year Awards for Crafts and Hobbies Grand Prize, 2012 San Francisco Book Festival Selected for the Communication Arts 2012 Design Annual

## Book Information

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## Customer Reviews

The Cult of LEGO is a book that I am proud to adorn my coffee table with. This 304 page treasure is chock full of pictures, and a comprehensive history of LEGO from its humble beginnings.. to today's worldwide sub culture of LEGO fanatics. The Cult of LEGO is an easy and enthralling read, which opens you up to a whole world of LEGO that you may have never known to exist. Colorful pictures on practically every page pique your interest, and get you itching to turn the page to see what's next. I was a huge LEGO fan as a kid in the 80's, and remained so during the 90's when my son started playing with them. However, this book schooled me at the turn of practically every page. Here are just a few (and I do stress a few) of the interesting facts I gleaned from this book..-There is a whole set of lingo and terminology that would suit one well to learn, if delving into the hobby and or subculture of LEGO maniacs. For instance.. if you are an adult fan of LEGO, you are an AFOL, whereas an adult female fan of LEGO is an AFFOL. The term KKK refers to a LEGO group owner and former CEO of LEGO, Kjeld Kirk Kristiansen. Also, if you make your own custom LEGO creations, they are referred to as MOC, meaning "My own creation".-LEGO's are helpful with autism therapy.-A LEGO brick will happily snap into almost any other brick in existence, from a 1958 brick to one fresh off of the production line today.-Architecture firms have made architectural models from LEGO's to help visualize and pitch projects.-There are LEGO conventions, user groups, robotics leagues, and artists worldwide. This book has a treasure trove of information for LEGO enthusiasts.

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