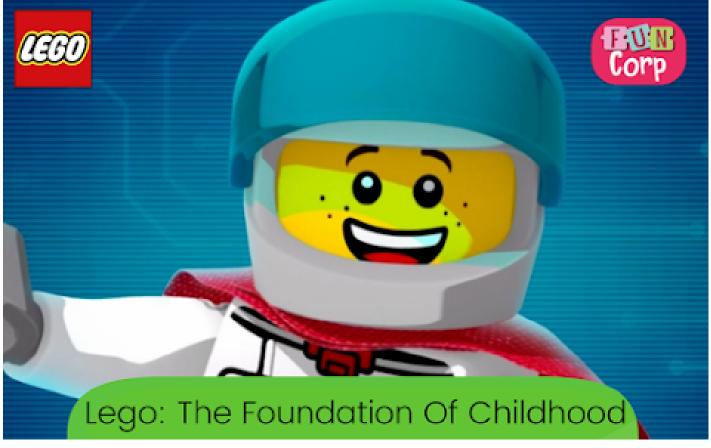


Lego: The Foundation Of Childhood



Lego is the most loved toy, amongst all the horizons. From young children to grown-ups, all use legos are an escape to reality. The building of blocks, and encasing one block into the other, is oddly satisfying. It is fascinating to see how small blocks, when bought together, can form a tight chain of figures.

Legos were first introduced on 10th August 1932. The <u>Lego</u> Group began in the carpentry workshop of Ole Kirk Christiansen, the founder, in Billund, Denmark. In 1916, Kristiansen procured a woodworking shop in Billund, which had been in business since 1895. The shop majorly dealt with the construction houses and furniture. They also had a small staff of apprentices on board with them.

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