LEGO MOVIE AND THE MAKER MOVEMENT



The Lego movie – just another merchandizing effort? A bit more than this, I think.



Emmet, an ordinary construction worker, meets up with the Master Builders to combat big business who want everything locked down and controlled in their Lego world. Emmet discovers the maker in all of us. I liked the message – a celebration of what the Maker Movement now stands for – free form rapid prototyping, or "play". As opposed to top-down carefully managed design and construction, anxious of failure.

I do remember the first great merchandising campaign to reach the UK –

1190

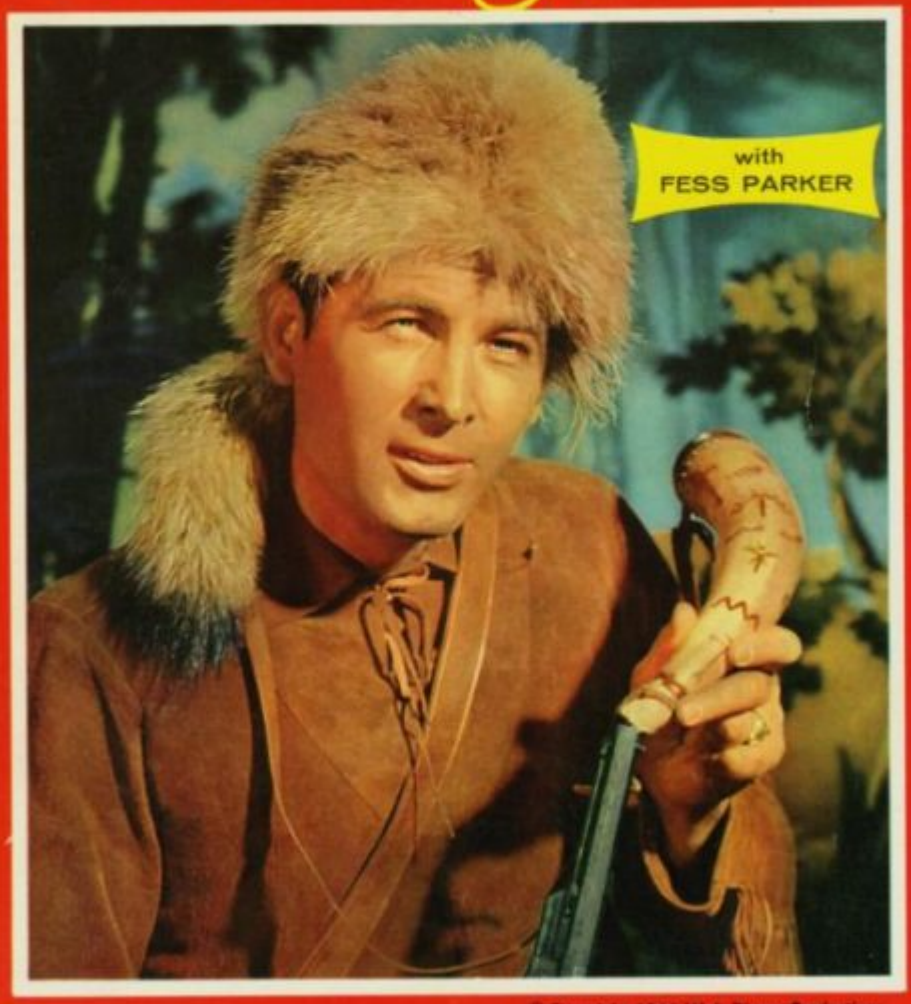
25¢

WALT DISNEY'S

Davy Crockett

KING OF THE WILD FRONTIER

Coloring Book



© Copyright 1955 Walt Disney Productions

Whitman

• AUTHORIZED EDITION •