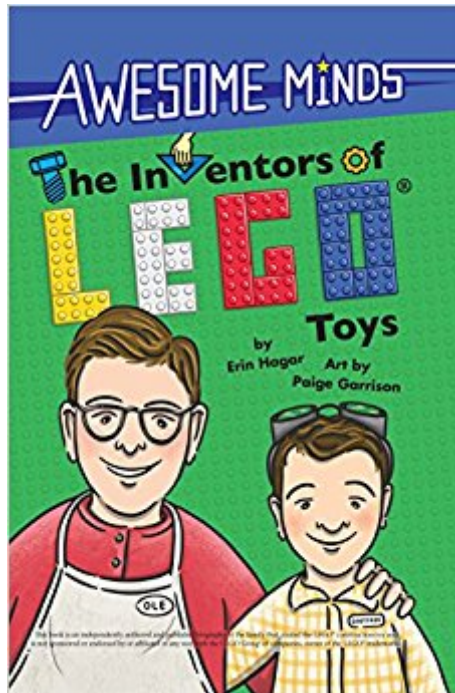




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# The Inventors Of LEGO® Toys (Awesome Minds)



## Synopsis

Everyone has played with LEGO® toys, but not many people know who is behind this awesome invention. This fun and engaging book tells the story of how a Danish carpenter and his family turned a desperate situation into the most popular toy in history. With full-color illustrations and lively text, and chock-full of interesting facts, *Awesome Minds: The Inventors of LEGO® Toys* is the perfect read for those with creative spirits and curious minds. This book is an independently authored and published biography of the family that created the LEGO® construction toy and is not sponsored or endorsed by or affiliated in any way with the LEGO Group of companies, owner of the LEGO® trademarks. Lexile Level: 970L Guided Reading Level: R4

## Book Information

Lexile Measure: 970 (What's this?)

Series: Awesome Minds

Hardcover: 48 pages

Publisher: Duo Press (April 12, 2016)

Language: English

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Product Dimensions: 6.2 x 0.3 x 9.2 inches

Shipping Weight: 4 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 12 customer reviews

Best Sellers Rank: #456,318 in Books (See Top 100 in Books) #195 in Books > Children's Books > Education & Reference > History > Europe #234 in Books > Children's Books > Science, Nature & How It Works > How Things Work #2727 in Books > Children's Books > Biographies

Age Range: 7 - 12 years

Grade Level: 1 - 7

## Customer Reviews

Gr 2-5 • With fascinating trivia, vibrant cartoonlike illustrations, and a format similar to that of an easy reader, this title has the potential (like LEGOs themselves) to appeal to a variety of ages. Hagar writes in a clear and accessible tone, covering a wide range of LEGO history, from creator Ole Kirk's childhood to present-day initiatives to reduce the use of plastic. This slim volume contains an abundance of information, although the overcrowded layout might distract younger

readers (with text, illustrations, sidebars, and diagrams often appearing on a single spread). Sidebars provide historical comparisons, occasionally mentioning complex topics such as friction and carbon footprint (the term carbon footprint is defined in the back glossary, but friction is not). The variation in skill level makes this offering most suitable for confident readers. VERDICT While the length and illustrations might attract young readers, this selection is best for upper elementary readers with an interest in architecture, inventors, and LEGO history. A sound purchase for most libraries.

—Laura Lintz, Henrietta Public Library, Rochester, NY

"The story of Ole Kirk and the LEGO company origins hasn't ever been told with such charm and accessibility as this new book by duopress. . . . The smart writing and wealth of information makes this a very charming book. I'm going to add this to the BrickNerd library. It's that good. I give it 5 out of 5 Nerdly."

—Tommy Williamson, LEGO® artist and founder of BrickNerd (bricknerd.com)"This book could be the building block for the next great toy inventor."

—Ed Sobey, Ph.D., Founder of the National Toy Hall of Fame"Awesome Minds: The Inventors of LEGO® Toys is colorful and engaging, just like LEGO® bricks themselves. Over the course of 48 pages, the book deftly mixes words and a whole host of interesting visuals to tell the origin story of the Danish company behind the iconic toy. Knowing the backstory behind the toy makes you appreciate it in a whole new way."

—Todd Coopee, author of Light Bulb Baking: A History of the Easy-Bake Oven and Toy Historian"The Inventors of LEGO® Toys is a must read for your child."

—Bruce Pascal, author of Hot Wheels Prototypes"The Inventors of LEGO® Toys, tells the history of this toy in a wonderful way that children of all ages, and even the parents, will not want to put the book down."

—Bruce Pascal, author of Hot Wheels Prototypes"LEGO® is a part of our everyday world;a huge part, for many families. In clear, accessible text and art, Erin Hagar and Paige Garrison show how the world got to be that way. Their book creates a terrific gateway through which LEGO®-loving kids can journey for a deeper appreciation of the family, company, and history behind their favorite toy."

—Chris Barton, Author of Shark vs. Train and Whoosh! Lonnie Johnson's Super-Soaking Stream of Inventions"Hagar and Garrison explain the Lego backstory to readers who can't envision a time before the interlocking bricks. The beloved toys were the brainchild of a Danish carpenter, Ole Kirk Christiansen, who developed the idea with the help of his son, Godtfred. Hagar describes Christiansen's early attempts to create a toy that would sell big; he even rode the wave of the yo-yo's popularity, which taught him, 'Don't worry about what's popular. Instead, make good toys that give kids new ways to play.' As the

manufacturing of plastic expanded, Christiansen bought an injection-molding machine for his burgeoning toy company in 1947 and began making prototypes of the now-iconic plastic bricks. Hagar's conversational narration and an early reader-esque format, augmented by sidebars and Garrison's efficient cartooning, should make the book particularly appealing to newly independent readers—and Lego devotees, of course." Publishers Weekly

Very awesome story about Lego bricks! My son loves to read it! Well written, full of information, and it really made him excited about reading more non-fiction books!

Fantastic book! Any kid who loves Legos (and who doesn't?) will enjoy learning about how they came to be. As an educator, I can see how this book can be used for teaching science, engineering, history and more. What a great way to meet kids where they are, get them engaged and integrate reading, science, history and engineering. What a gem of a book!

The kids loved this! Well written, entertaining, cool for kids who love their legos & also like to understand "why? why? why?"

Terrific book. My grandson is constantly creating with Legos and he is happy to learn more about their origins.

My son loved learning about the history and wrote his book report on Ole Kirk Christensen and his family. Good job.

Great story of how LEGO came to be and very well written. My 7 year old loves it. Sturdy!

I hope they do more books like this. My son and I loved reading and learning from this book. Just saw the one about Steve Jobs and can't wait to read it.

I love it, my kids love it and I read it to my students in the preschool where I work.

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The Inventors of LEGO® Toys (Awesome Minds) Captain Awesome 4 Books in 1! No. 2: Captain Awesome to the Rescue, Captain Awesome vs. Nacho Cheese Man, Captain Awesome and the New Kid, Captain Awesome vs. the Spooky, Scary House 5th Grade Us History: Famous

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