



## Cult of LEGO

*Joe Meno, John Baichtal*

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# Cult of LEGO

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## **Cult of LEGO** Joe Meno, John Baichtal

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*

## **Praise for *The Cult of LEGO***

"I defy you to read and admire this book and not want to doodle with some bricks by the time you're done."

—**Gareth Branwyn, online editor-in-chief, MAKE Magazine**

"This fascinating look at the world of devoted LEGO fans deserves a place on the bookshelf of anyone who's ever played with LEGO bricks."

—**Chris Anderson, editor-in-chief, Wired**

"A crazy fun read, from cover to cover, this book deserves a special spot on the bookshelf of any self-respecting nerd."

—**Jake McKee, former global community manager, the LEGO Group**

"An excellent book and a must have for any LEGO enthusiast out there. The pictures are awesome!"

—**Ulrik Pilegaard, author of Forbidden LEGO**

"We're all members of the Cult of LEGO—the only membership requirement is clicking two pieces of plastic together and wanting to click more. Now we have a book that justifies our obsession."

—**James Floyd Kelly, blogger for GeekDad.com and TheNXTStep.com**

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#### **Nelson Berg:**

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