



Cult of LEGO

Joe Meno, John Baichtal

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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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Michael Bennett:

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