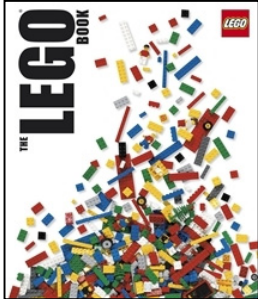


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## The LEGO® Book Slipcase Edition

Includes the 96 page book **Standing Small**  
A celebration of 30 years of the LEGO minifigure

**Publication Date: 1<sup>st</sup> October 2009 Price: £24.99**

### The amazing story of LEGO history

The LEGO® Group is one of the most instantly recognisable, most respected and best loved toy brands in the world. The first LEGO brick was invented in 1958 and celebrated its 50<sup>th</sup> birthday in 2008. In this new ultimate guide from DK, you can explore the fascinating story of the humble LEGO brick and how it became one of the world's most favourite toys.

**The LEGO Book** begins with how the company started back in the 30's and developed from a small family run business into one of the world's leading providers of creative, developmental play products. Broken down into five main sections, this unique guide explores the various groundbreaking achievements and main LEGO toy systems including a timeline highlighting the key moments in LEGO history.

Illustrated with images from the pictorial archives of the LEGO Group, many never been seen before, **The LEGO Book** reveals how just a few simple bricks have become an inspiration to professional artists, architects, film makers and designers. There is also information on the LEGOLAND theme parks and their amazing animated models, along with the spectacular movement into the world of video games, art, collectables plus much more.

**The LEGO Book** is packaged in a stylish slipcase and includes the additional guide **Standing Small**, a 96 page guide to the LEGO minifigure. This fun and fascinating book looks over the last 30 years of the LEGO minifigure and is packed with hundreds of images from the extensive archives of the LEGO Group - a must-have for any collector or LEGO fan.

Written by an expert on all things related to the minifigure, **Standing Small** presents some of the first minifigure prototypes right up to the amazing *Star Wars*™ figures and *Indiana*™ characters.

Whatever your age, both **The LEGO Book** and **Standing Small** will keep the whole family entertained - a treasure trove for fans of all ages.

Also publishing this October - LEGO® *Star Wars*™: The Visual Guide and LEGO® BrickMasters

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