

ONCE UPON A

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Meet the Fan Designers:

Connected by a love of LEGO[®] building, Jason and Grant collaborated across national borders (albeit in North America!) in designing the amazing pop-up book. An engineering student, Grant has long been fascinated by pop-up books, and wanted to apply some of the same mechanical ideas to LEGO bricks and then encase them in a LEGO brick book. Jason, a computer software developer, then joined the project. After several iterations and two years of tweaking, they arrived at a design to submit as a LEGO Ideas project.

Both guys have been designing and building custom LEGO sets for years. Jason's interests are in machines, robots and kinetic sculptures (jkbrickworks.com), while Grant's childhood obsession with pirate-themed designs can be seen on his Flickr page at flickr.com/photos/93970753@N05.

> So what does it feel like to have their project chosen as an official LEGO Ideas set? "I was ecstatic!" says Grant, while Jason felt like he was "walking on a cloud all day."

"My favorite LEGO® element? The cheese slope as it is the most versatile LEGO piece ever!" (part 54200)

"The 850 Fork-Lift Truck released in 1977 was my first Technic set and completely blew my mind"



Meet the LEGO® Designers:

Wesley Alan Talbott and Crystal Marie Fontan were the LEGO[®] designers who took up the mantle from Jason and Grant and used their 'LEGO insider' know-how to help develop the (already brilliant) idea into the LEGO pop-up book that you now own.

For model designer Wesley, the project was particularly exciting and meaningful, as he had worked on his own LEGO Ideas set before when the project was still known as Cuusoo. It was this very process that led to him rekindling his interest in building with LEGO bricks, and eventually getting his job as a LEGO designer. He was eager to collaborate with Jason and Grant, and work together to get the pop-up book ready for production.

As for graphic designer Crystal, this was her first LEGO Ideas project and, as a fan of storybooks and fairy tales, she couldn't wait to design the set's graphics and characters; seeing the opportunity to give something old and iconic a fresh new twist, while designing some of her favorite fairy-tale personalities as minifigures.





Pop-Up Books in Time

Pop-up books have a long and fascinating history that actually pre-dates printing culture, going all the way back to the 13th century. Interestingly, the early incarnations of pop-up books were not storytelling devices at all, and certainly not aimed at children.

Early example of a volvelle

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Some say that it was Ramon Llull (ca. 1232-1315), a Catalan mystic and poet who first created interactive paper constructions with moving mechanisms known as a volvelle, to illustrate his philosophical journey to find truth. His version was known as a Lullian Circle.

The Lallian Circle



The 14th century saw the development of "turn-up"-style books, which were popular for medical students learning human anatomy, vividly illustrating the inner workings of the body.

Dating from the mid-18th century and inspired by theater stage sets, tunnel or 'peepshow books' were a set of bound pages with concertinaed strips along the side and a hole in the cover. Through this hole, one could 'peep' inside and see the entire book front to back, revealing the dimensional story inside.

It was not until the very late 18th century that pop-up or 'paper architecture' techniques were applied to books designed for entertainment and eventually for children, as the children's literature genre developed at the time.



Tunnel Book

Liffle Red Riding Hood

The story of the little girl in the red cape goes back to the 10th century and has roots in several European folktales. The first printed version was written by Charles Perrault, and later revised by the Brothers Grimm, who developed and collated these old tales and were key players in creating fairy tales as a genre. There are a few versions of Little Red Riding Hood, some much darker than others. The overall story involves

a little girl in a red hooded cape going to visit her grandmother in the woods, but along the way she encounters a wolf disguised as her grandparent instead. In this set, you will find all the elements needed to re-enact the story in exactly the way you want to. What happens next? That's up to you...

Create your fairy tale!

Jack and the Beanstalk

An old English fairy tale, Jack and the Beanstalk is actually only one of the 'Jack' tales featuring the character. Some say that the story originates over 5,000 years ago in a folkloric tale referred to as The Boy Who Stole the Ogre's Treasure.

In the story, Jack takes the family cow to the market to be sold but instead swaps the cow for some magic beans. The family is impoverished, so his mother is very angry when he

> returns home with a handful of beans instead of money. She throws them on the ground in anger and the next day a huge beanstalk has grown in their garden. Jack climbs up, finds a giant's castle and steals his treasure... Fee Fi Fo Fum! What happens to Jack afterwards, when the giant finds out... is up to you!















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