

## Meed the Fun Designers:

3 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?
"The 850 Fook-lift Truck relensed in 1977 was ny first Teemicic set and completely blew ny nind"

Meet the $1500^{\circ}$ Designees:
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.




## Juck ond the Benstalk

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!

Build your oum story...









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