

Brickly

BRICKLY IS YOUR GATEWAY TO THE EXCITING WORLD OF INTERLOCKING BRICK ART AND BRICK ARTISTS.

We believe interlocking bricks (think LEGO) aren't mere toys, but a powerful medium of expression. Our mission is to nurture the interlocking brick community with creative and inspirational content. We are driven to connect diverse brick-related content and communities as well as promote brick artists as true artists, based on their skill and creativity, not just their chosen medium.

We're looking to bring together all different types of artists, enthusiasts, and audiences in one place. For audiences and enthusiasts, it's about expanding their world and providing a new form of enrichment and entertainment. For artists, it's about building new audiences for their work—with growing audiences, come new opportunities.



@legomichiii

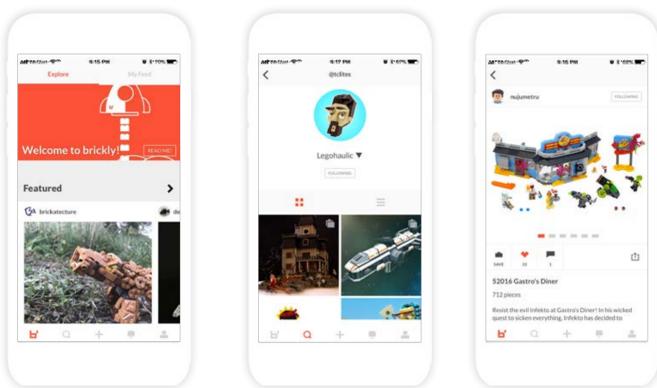


@eldeen



@lanbear

THE APP



While we have our blog and our social media channels — the real experience of brickly comes through in the app. We have begun to build something that is centered around the AFOL community. We use a curated Explore tab to highlight our community of brickly Artists. Next to Explore Screen is My Feed, where you can see the most recent posts from those you follow, interact with your favorite artists and post your own builds.

A feature that's useful to the AFOL community is the multi-image post. Use this feature to tell a story through frames, show multiple angles of an intricate build, or even steps of an actual build! We're excited to see your creativity come through. We always have you in mind, so please reach out and let us know what you wish would exist.

WHO IS A BRICKLY ARTIST?

Brickly Artists are leaders, within the brickly app and the larger AFOL community. They inspire their fellow artists and build new audiences. They take their art seriously, take chances, and look to the horizon, always pursuing new opportunities. Brick artists have a vision for what they want to create and brickly aims to help and support the artists in those endeavors.



1. Jin Kei | b: @jinkei
2. Tyler Clites | b: @telites
3. Amia Ho | b: @kyanghaena
4. Felix Jaensch | b: @felixjaensch



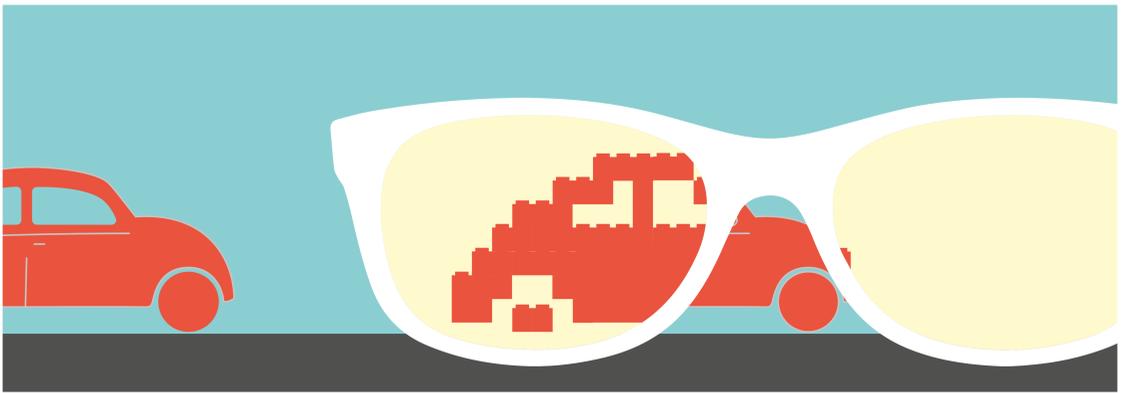
ARTISTS OF THE WEEK

Every week since we announced our beta we have dedicated a space on our Home Screen to highlighting an Artist of the Week. We've had a few months worth of amazing, creative people that we've been able to introduce to the brickly community — Here are three inspiring brick artists who we'd like to re-introduce to you in case you missed them earlier on.

THE VALUE OF IDEAS OVER PIECES

BY: MAX ENGEL

FROM THE BLOG



AS A CHILD, LEGO HAD BROAD THEMES THAT BUILT ON ASPIRATIONS OF THE IMAGINATION. I COULD JOURNEY INTO SPACE, BUILD MYSELF A CASTLE, OR RUN MY OWN BUSTLING METROPOLIS. WHILE SETS SERVED AS THE INITIAL BLUEPRINTS FOR CONSTRUCTION, THEY WERE MERELY A JUMPING-OFF POINT. THE REAL FUN CAME WITH THE ACT OF RECREATION, WHEN YOU HAD A FLOOR FULL OF BLOCKS IN FRONT OF YOU AND STARTED TO EXPLORE WHAT YOU COULD CREATE BRICK BY BRICK.

I always joke when people are looking at my LEGO set collections that they don't need to treat them gingerly because you can't break a LEGO set, you can only break it apart. While this may be a line I use in jest, it does speak to the intrinsic brilliance of interlocking blocks: it is about the output and not the components.

The LEGO Group was not always the juggernaut it is today. The company was nearly insolvent in 2003, but managed to turn itself around. My favorite part of their comeback story is that LEGO actually reduced the number of bricks it offered to its designers. This not only simplified costs and the supply chain, but stimulated creativity through scarcity. When the capacity for designers to have custom pieces fabricated and instead had to work with more common blocks, it sparked ingenuity through scarcity.

This notion of finding inspiration in limitation has always been at the heart of building with LEGO bricks. We all haven't had the luxury of official designers with every part at their disposal, but instead had to find a way to create something new from our personal stud-laden wreckage. Many of us who grew up playing in front of a minefield of pieces have kept their love interlocking bricks as they've grown. For some, it may carry a minifig keychain while

for others it might be picking an Architecture set. Yet for a select, dedicated few, they grow up into AFOL's (Adult Fans of LEGO's).

This vibrant, LEGO User Group has been thriving through meet-ups, LEGO Group Creators (LUGs), message boards, conventions, and more. An entire cottage industry has grown, which has spawned trading sites like BrickLink, set guides such as Brickset, and a bevy of blogs including The Brothers Brick and my own site, Brickd. Builders share their MOC's (My Own Creation) on Flickr, MOCpages, and more.

As the community has grown, so too has its exposure. Now we have world-renowned artists like Nathan Sawaya, exhibits at major galleries, and commissioned works hanging in offices for companies like Google. The LEGO Group certainly hasn't been unaware of the public's increasing interest in MOC's, and has launched its own crowdsourcing platform: LEGO Ideas.

Despite all of the attention that bricks are getting these days, anyone walking down the building play sets aisle of their local toy store will notice that the themes now focus on licensed properties or unique IP with TV tie-ins, and other means of making interlocking bricks just another way to lock consumers into a marketing machine.

However, while this may be discouraging to many who yearn for the nostalgia of their youth, you don't need to look further than the meteoric rise and ubiquity of Minecraft to see where the spirit of freeform building has gone. The success of the biggest Swedish sensation since Abba not only led to a \$2.5 billion acquisition by Microsoft but also speaks to intense demand for open-ended creative play.

The lesson I take away from witnessing Minecraft's age-defying ubiquity is that the ability to turn a thought into an object, be it virtual or tangible, is the true joy of building. We've reached a point where the physical plastic piece no longer is the valuable commodity. Instead, it is the idea itself that has proven to be the most powerful asset.

Now that technology has empowered us to transact in ideas as opposed to being limited to goods, a whole new world of play, crowdsourcing, crowdfunding, and peer-to-peer marketplaces is unfolding. For the brick builders out there, there is an opportunity for a new type of community to thrive that believes that MOC's can be art, that creations are more powerful than what they are created from, and that everyone should have the chance to share what they build to inspire others. Brickly is built upon these principles, and we're excited to be taking this journey together.