

AN INTERESTING STORY

Who is this man?



Ole Kirk Christiansen

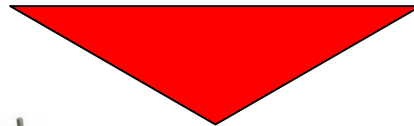
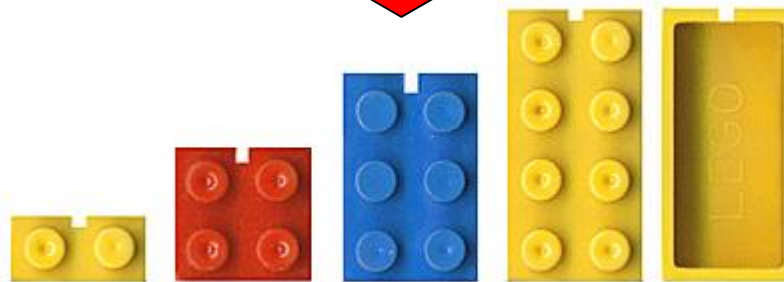
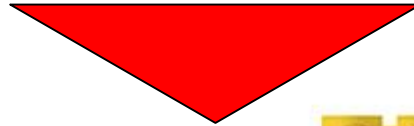
The founder of the company...



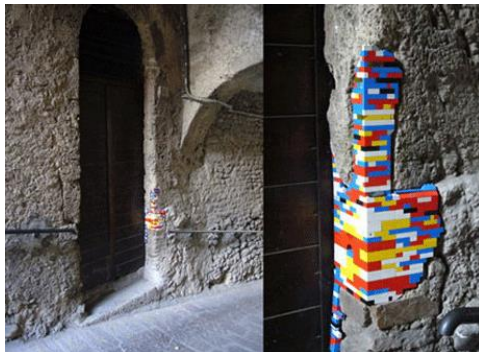
... which in 1949 launched the automatic binding bricks...



... changing focus from products to components ...



... enabling the co-creation of countless products



Going modular required two major changes

- Move focus from products to components and interfaces
- Involve the client in designing the final products