

TWOMORROWS INC. AND BRICKJOURNAL MAGAZINE **PRESENT** 

**Festival for LEGO® Fans** 

**MOTHER'S DAY WEEKEND MAY 7-8, 2011** 

> Hilton North Raleigh/Midtown 3415 Wake Forest Road Raleigh, North Carolina



## Welcome!

I'm Joe Meno, editor of the internationally distributed magazine *BrickJournal*, for LEGO® enthusiasts of all ages, and it's my pleasure to welcome you to the 2nd Annual **BrickMagic LEGO Festival!** Again this year, a lot of hard work and preparation has gone into this event, starting with the exhibitors you'll see—many traveling from all over the US to be here to display their MOCs ("My Own Creations") in the exhibit hall.

These exhibitors are called AFOLs (Adult Fans of LEGO), and they take time out of their busy lives and schedules to get together at events like this to celebrate their hobby, bringing with them a wealth of amazing LEGO creations. Many pieces you see were assembled onsite during the private convention held on May 5-6, which prepared the Exhibit Hall for this ticketed two-day public exhibition. The LEGO Group also unveiled some new products at the private event, and our AFOLs got to hone their skills even more during workshops on building techniques and intensive panel discussions. But there was plenty of other fun to be had, as each exhibitor got a Goodie Bag filled

with LEGO swag, free LEGO sets, free food, and a special discount at the Raleigh LEGO store. Who knows? Work on your own MOCs, and next year, you might be ready to register as an Exhibitor yourself, and take part in the private event!

For the general public, we enlisted Guest of Honor **Sean Kenney** to be on hand to present a panel discussion of his work, and collaborate with the public to build an amazing creation featuring a full-size LEGO bicycle! Also, David Pagano and the fine folks from Shatterpoint Entertainment are

here to demonstrate the art of brickfilming. We've also got workshops on building techniques and making custom minifigures, continuously running animated LEGO films, MINDSTORMS robotics demonstrations, and even a LEGO Stomp Car Derby to make this an unforgettable weekend for everyone.

Let me also thank all our sponsors, who helped fund, support, and promote our second annual Festival for LEGO Fans in Raleigh. I hope you'll return the favor by frequenting their businesses and utilizing their services whenever possible; these good folks in Raleigh deserve all our support!

Now stop reading this, and get out there and enjoy all the LEGO fun! And we hope to see you again next year at **BrickMagic 2012!** 

Joe Meno

#### Glossary of Terms

**AFOL** (Adult Fan of LEGO)

**NLSO** (Non-LEGO Significant Other)

**MOC** (My Own Creation)

TLG (The LEGO Group)

**BURP** (Big Ugly Rock Piece)

**LURP** (Little Ugly Rock Piece)

**POOP** (Pieces—that can be or should be made—Of Other Pieces)

**SNOT** (Studs Not on Top)

**LUG** (LEGO Users Group)

LTC (LEGO Train Club)

**KABOB** (Kid with A Bucket Of Bricks)

#### **ORGANIZERS:**

Joe Meno John Morrow Pamela Morrow

#### **COORDINATORS:**

Trains: Tony Perez
Star Wars: Mike Huffman
Stomp Car Derby & Cool
Car Contest: Bryan and
Jennifer Kearney
FIRST® LEGO League:
Tom Settle
BrickFlix Film Festival:
Will Stroh and David
Pagano

#### **STAFF & PRESENTERS:**

Joe Evangelista Mike Huffman Matthew Kay Brian Korte Cale Leiphart Marilynn Meyer Richard Meyer Debbie Rollins Hadley Rollins Kris Rollins Tom Settle Will Stroh

#### MINDSTORMS EXHIBIT TEAM:

Tom Settle
Becky Settle
Michaela Settle
Alex Settle
TJ Settle
Maria Kim
Isabella Kim
Reid Simpson
Will Pridgen
Andrew Pridgen
Lee White
Lee White
Lee White
Carey Shook



This event wouldn't have been possible without the efforts of a lot of people, including these who deserve special thanks: Jim Foulds and Tormod Askildsen of The LEGO Group, Michael Huffman and Will Stroh, everyone at Island Sound and Big Time Bouncies, Tommy "the Brick Engraver" Armstrong, Gina Stephens at Midtown Magazine, the fine folks at Moe's Southwest Grill and Carolina Ale House of Raleigh, Sean Kenney, David Pagano, Shatterpoint Entertainment, Jared K. Burks, Dan Siskind, the FIRST LEGO League teams, and all the AFOLs who've worked so hard to make this event extra special.

## **The BrickMagic Challenge**

BrickMagic is not directly affiliated with The LEGO Group, but is sponsored by them. LEGO, the Minifigure, MINDSTORMS, NXT, and the Brick and Knob configurations are trademarks of the LEGO Group of Companies. BrickMagic is a trademark of The Memorray of Companies.





Exhibitors during the private builder convention May 5-6 had their LEGO creations automatically entered in the BrickMagic Challenge! Winners from ten categories receive a LEGO-related prize, and a one-page feature in an upcoming issue of BrickJournal magazine. The "Best of Show" also won \$1000 and a LEGOLand Florida Annual Pass! Be sure to look for this year's winners, and consider being an exhibitor next year for your chance to win!

#### Other US LEGO Fan Festivals:

BrickWorld (Chicago, IL): www.brickworld.us

BrickFair (Washington, DC): www.brickfair.com

Bricks By The Bay (San Francisco, CA): www.bricksbythebay.com

BrickCon (Seattle, WA): www.brickcon.org

## Attention: Rules & Regulations

e want you to have a spectacular time at BrickMagic, but at an event of this size, we need a few rules to keep things running smoothly. So:

1) Our friends at **The LEGO Group** want you to know: Some vendor products offered for sale at BrickMagic are arts-and-crafts style merchandise, including custom-molded elements and re-used LEGO elements modified from their original form. **The LEGO Group does not authorize or endorse these items.** (But check 'em out, cause they're infinitely cool!)



- 2) **DO NOT TOUCH!** Our Exhibitors have worked hard on their custom creations, and want you to enjoy looking at them. But unless expressly specified otherwise, assume all displays are **HANDS OFF!** Parents, please supervise little ones.
- 3) **No strollers are allowed in the Exhibit Hall.** The large crowds won't accommodate them. Please leave them parked outside in the designated stroller parking area.

4) **Wear your wristband at all times.** Anyone without their wristband will immediately be required to pay for admission, or asked to leave the Festival. And please, NO SHARING OF WRISTBANDS. Each person must pay for entry into BrickMagic (although Moms get in HALF-PRICE on Sunday; Happy Mother's Day!).

# Clark Wang Play & Build Room

his year, we've added a special room, dedicated to the memory of AFOL Clark Wang, who passed away earlier this year from cancer. We're sure Clark would be proud to have his name associated with a room containing over 20,000 loose LEGO bricks for kids to play with to their heart's content (and chairs for parents to take a break in!). The bricks for this room were made possible by our sponsor Lay-N-Go,



# Brick Magic is presented by Grand Brick

so be sure to check out their ingenious new storage/play mat.





- BrickJournal is the magazine for LEGO enthusiasts of all ages, sold online, by subscription, in Barnes & Noble stores, and through LEGO retail stores worldwide—and in the Merchandise Area at BrickMagic!
- It spotlights all aspects of the LEGO Community, showcasing events, people, and models every issue, with contributions and how-to articles by top builders worldwide, and new product debuts.
- BrickJournal began as a digital-only publication in 2005. The current print version launched in 2008, and is also available in digital form. It's published six times per year by TwoMorrows Publishing in Raleigh, with support and assistance from The LEGO Group. More information can be found at www.twomorrows.com.

## Facts about LEGO

- The LEGO Group was founded over 50 years ago, and has produced enough bricks in that time for every person on Earth to have 62 bricks. It's played with by over 300 million children around the world.
- The Raleigh LEGO store celebrates its second anniversary in May, and is already one of the top US LEGO Retail Stores.
- The LEGO Group is the world's fifth-largest toy manufacturer, with headquarters in Denmark and Enfield, Connecticut.
- There are over 915 million possible combinations for six 2x4 LEGO bricks of the same color.
- · Minifigures are the world's largest population, and The LEGO Group is the world's largest tire manufacturer.



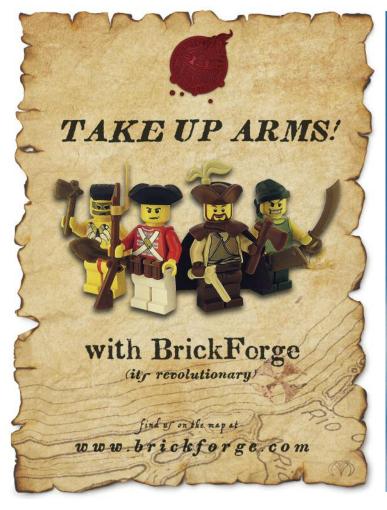
### www.chowrentoys.com

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BrickMagic Exclusive Coupon! Enter coupon code: brickmagic at the check out and receive \$5 off when you spend \$25 or more before shipping. One time use only. Coupon expires 12/31/2011.





## Program Descriptions

See the back cover for schedule and room locations.







#### **Programming Room**

HOW TO MAKE BRICKFILMS: If you've ever wanted to create your own LEGO film, or just appreciate the artform, see how it's done by the experts! Special Guest DAVID PAGANO of Paganomation (Saturday only) and the team from Shatterpoint Entertainment show you props and techniques that make the magic happen. 11:00

**SEAN KENNEY SPOTLIGHT:** Our Guest of Honor presents examples of his incredible work, discusses his working methods, and takes questions from the audience. *12:00* 

**CREATING LEGO MOSAICS:** From simple cartoon graphics to photorealistic images, professional builder BRIAN KORTE from Brickworkz.com shows how to use LEGO bricks to create amazing, eyecatching mosaics! Immediately after the panel, come to the Mosaic Room to help Brian build an actual LEGO mosaic! 1:00 panel in Programming Room, 2:00 mosaic build in Mosaic Room

**LEGO OLD AND NEW:** From the history of the LEGO Group to today's latest releases, *BrickJournal* editor JOE MENO answers questions including how LEGO makes their bricks and designs their sets. **BRICKMAGIC EXCLUSIVE:** See the unveiling of a new LEGO set! 2:00

LUGNutz: GETTING STARTED IN LEGO FANDOM & SHOPPING FOR BRICKS ONLINE: If terms like AFOL ("Adult Fan of LEGO") and MOC ("My Own Creation") are new to you, this panel will teach you the ins and outs of LEGO fandom. It covers everything from joining a LUG ("LEGO Users Group") to finding online sources for buying bricks you can't get at the LEGO store. 3:00

STARTING A FIRST® LEGO LEAGUE TEAM: If your school doesn't already have a team, TOM SETTLE will introduce you to the FLL program and how to get involved, with all you'll need to know to start kids building, learning, and having fun programming MINDSTORMS on a competitive level. 4:00 Saturday, 10:00 Sunday

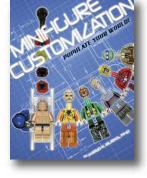
#### Workshops

**BUILDING TECHNIQUE BASICS:** SNOT, BURP, and POOP aren't necessarily bad when it comes to LEGO building, as you'll find when you learn the tricks of top builders in this demonstration/workshop. 10:30

**CUSTOMIZING MINIFIGURES:** Those delightful little LEGO people are the world's largest population, but you don't have to stick with the stock versions available. Special guest JARED K. BURKS shows you fun, unique

ways to make each minifig your very own with this hands-on workshop, which includes a free minifigure for you to customize. Jared also discusses his new book, Minifigure Customization: Populate Your World!, which debuts here in the BrickMagic Merchandise Area. (NOTE: This is a TICKETED EVENT, held twice daily, and limited to 50 participants per work-

shop. You must draw a



ticket at the HELP DESK for a chance to participate.) 12:00 and 3:30 (30 minutes each)

**USING POWER FUNCTIONS:** Take your creations to the next level! CALE LEIPHART shows you the nearly endless possibilities available when you use LEGO's Power Functions motor system to add movement by creating remote-controlled LEGO models. *1:00* 

**LEGO MINDSTORMS NXT:** Learn about the LEGO Robotics kit with an overview of the product and a comparison of the different versions. A demonstration of the intuitive NXT-G development environment will show just a few of the many projects you can do with the LEGO MINDSTORMS NXT. There will be plenty of time for Q&A, so bring your questions for TOM SETTLE! 2:00

#### **Theater**

**BRICKFILMS:** Continuously running stop-animation and computer animated LEGO fan films. *All day* 

JERICHO: THE PROMISE FULFILLED: Screenings of the award-winning LEGO animated retelling of the Bible story, by ANTHONY, MARK, WENDY, and JESSICA RONDINA of Shatterpoint Entertainment. 10:30 & 12:00

#### **MINDSTORMS Activity Room**

**CREATURES:** Play with LEGO alligators, bi-peds, bugs and more. Hands-on demonstration experience. *All day* 

**AUTO COURSE:** Drive a remote-controlled NXT car around a LEGO obstacle course. Hands-on demonstration experience. *All day* 

**TANK BATTLE:** Drive a MINDSTORMS NXT Tankbot equipped with dart launcher and see if you can take out your opponent before they get you. Hands-on demonstration experience. *All day* 

**LEGO SUMO:** Run a Sumo robot against an opponent to see which robot can remain in the ring. Hands-on demonstration experience. *All day* 

**NXT PROGRAMMING STATION:** Learn how to program a LEGO MINDSTORMS NXT robot to solve a FLL mission on the Body Forward Challenge from 2010. Hands-on demonstration experience. *All day* 

**FIRST LEGO LEAGUE EXHIBITION TOURNAMENT:** See area FLL teams compete with their robots. Learn about this exciting activity and how to join in the fun. 3:00

#### **Mosaic Room**

See examples of LEGO mosaics by professional builder BRIAN KORTE from Brickworkz.com, and help him build an actual LEGO mosaic! All day display, 2:00 build

### Get your Mother's Day Tulip Kit

Stop by the Merchandise Area outside the Exhibit Hall to purchase your Mother's Day Tulip Kit! It's the perfect gift for Mom, and available only at the BrickMagic Festival. This Limited Edition kit is custom designed by **BrickJournal** editor Joe Meno, and contains 111 LEGO® pieces, plus full instructions, all for only \$12! If you pre-ordered yours online, one is reserved for you, so be sure to pick it up before you leave. (If you're reading this at home and just realized you forgot to get yours, please call 919-449-0344 to make arrangements to get it after the event is over.) A limited number will be available each day of the Festival on a first-come, first-served basis.



# The Stomp Car Derby & Cool Car Contest MIDTOWN



The **Stomp Car Derby** is a competition between two teams of 4 players each. We provide the LEGO Stomp Racers—you smack the pump with your foot, aiming the car toward a "bullseye" target to score the most points for your team. Every player gets 2 tries, and after all 8 players "stomp", the team with the most points moves to the next round.

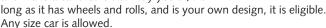
On both Saturday and Sunday, there'll be 16 teams competing (64 kids total, ages 16 and under), eliminating down to 2 teams for the finals. The 4 members of the winning team each day get to take home their LEGO Stomp Racer as the prize!

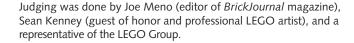
To register, just show up at the HELP DESK at 12:30 and draw a ticket. If your ticket has a number on it, you're on that team, and you should report to Room 7 at the time listed on your ticket. (There will be extra racers for teams to practice with while they're waiting for their turn.)

Judged and displayed at the BrickMagic Festival, the Cool Car Contest lets kids make a car that is uniquely theirs. Entries were delivered to the North Raleigh Hilton for judging on Friday night, May 6, between 6-8pm. All entries are kept on display throughout the BrickMagic Festival, and should be picked up between 4-5pm on Sunday, May 8.

#### **Cool Car Contest Rules**

- There are three separate groups: Ages 8 & under, 9-12, and 13-16.
- There is a maximum of 25 entrants in each age group, and registration was submitted at www.midtownmag.com.
- · Requirements: Judging is based on the most creative use of LEGO bricks. (No stock LEGO cars allowed; your entry MUST be a custom creation. This is your chance to be creative, and make a car that is distinctly yours!) As





The First Place Winner received a year's subscription to BrickJournal magazine, a Goodie Bag (filled with lots of fun LEGO items), and a special prize provided by LEGO. Second and Third Place Winners each received a year's subscription to BrickJournal magazine.





# Special Guests: Jared K. Burks & David Pagano





David Pagano is the "brains" behind Paganomation, a production studio in New York that specializes in stopmotion LEGO animation. In addition to independent films like "Little Guys!" and "Playback", David has done LEGO animation work for ABC News, The Wall Street Journal, and LEGO itself. His commissioned work for LEGO includes the Space Police series,

Adventures of Max, Cool Creations with Flappy, and music videos for the LEGO Club Show. David's most recent undertaking was a stop-motion Toy Story series, which appeared on the LEGO Toy Story website.

David traveled to Raleigh to host the BrickFlix Film Festival, and is our Special Guest on Saturday at BrickMagic 2011, where he'll be demonstrating the making of animated LEGO brickfilms, which will be running continuously in our Theater Room!

(Although David Pagano can only be with us at BrickMagic on Saturday, on both Saturday and Sunday, we'll present a special screening of the award-winning animated film JERICHO: THE PROMISE FULFILLED, and a panel discussion with the filmmakers, for further insights into the making of brickfilms.)

Jared K. Burks (known online as Kaminoan at his amazing website. www.fineclonier.com) has created thousands of custom minifigures over the last 13 years, and writes a regular column on the subject for BrickJournal magazine. His work has also been featured in several other magazines and books including Standing Small: A Celebration of 30 Years of the LEGO Minifigure.

Jared is debuting his new book Minifigure Customization: Populate Your World! at BrickMagic 2011, and will be on hand to autograph copies, and holding free minifigure workshops both days!



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## Guest of Honor: Sean Kenney

e're delighted to have Certified Professional LEGO Builder Sean Kenney as our Guest of Honor at BrickMagic 2011. For over 30 years, Sean has been turning ordinary LEGO® bricks into contemporary sculpture, corporate commissions, and personalized gifts for people around the world. Based in New York City, he has created pieces for television, celebrities, tourist attractions, galleries, museums, and companies like Google, Mazda, Nintendo, JP Morgan Chase, and Samsung. He and his work have been featured in The New York Times, The Wall Street Journal, BBC news, ELLE, Good Morning America, and numerous documentaries and retrospectives about LEGO, including a full-length documentary about Sean himself. Sean also runs MOCpages.com, the world's largest LEGO fan community.

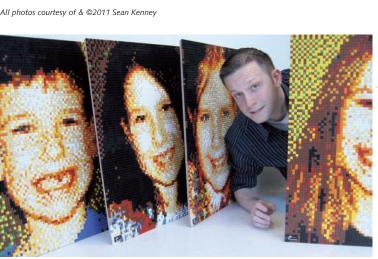
Sean's a big supporter and advocate for transportation alternatives he doesn't own a car, and he rides a bike to work every day in New York City. As part of his goal of reducing traffic and making streets much safer and more enjoyable for everyone, at BrickMagic he'll be letting fans of all ages use LEGO bricks to build the gnarliest, worst, clogged up traffic jam in the world, while he adds a FULL-SIZE BICYCLE towering over it, made entirely of LEGO bricks! You'll be amazed by Sean's building techniques, and have a blast helping him build it!

You can see more of Sean's work at his website, www.seankenney.com.



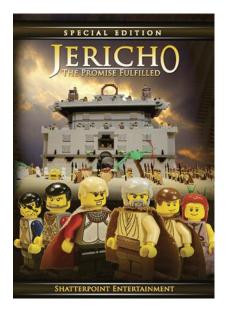














# Continuously Running

# **BrickFilms!**

BrickFilms are animated fan-produced films, which utilize LEGO elements. But don't let the word "fan" confuse you; these flix are of amazing quality, and produced with the love and

care only a dedicated LEGO fanatic could muster! They're touching, hilarious, thought-provoking, and running continuously in the Theater both days of BrickMagic. So take a break from the Exhibit Hall, and watch a few, including our special screenings of Shatterpoint Entertainment's awardwinning JERICHO: THE PROMISE FULFILLED.





(above) Anthony, Mark, Wendy, and Jessica Rondina of Shatterpoint Entertainment.





## **The BrickFlix Film Festival!**

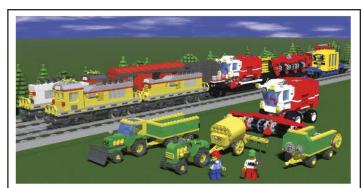


Last Wednesday night, BrickMagic presented the second annual **BrickFlix Film Festival** at the historic **Carolina Theatre** in Durham, North Carolina! Fans were treated to an amazing assortment of animated BrickFilms and other LEGO-themed shorts during two showings (7pm and 9pm).

Special guest **David Pagano,** a professional animator whose resumé includes work for the LEGO Group (including Space Police and the LEGO Club Show), was on hand to demonstrate how his films are made, and take questions after each screening.

The early showing was for all ages, and featured one hour of films, followed by a 30-minute Q&A with David Pagano. The late show was for ages 16-up (due to some scenes that may have been too intense for very young viewers), and was followed by a more in-depth discussion with Pagano.

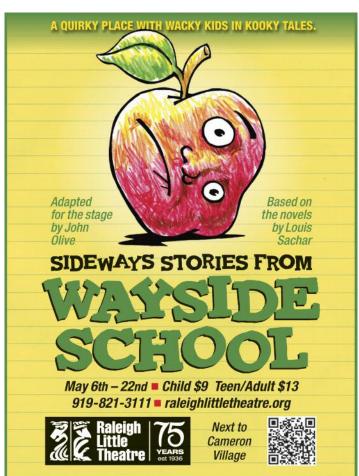
Tickets were only \$4.75 each, and were available in advance at the Carolina Theatre box office, and at the door. BrickFlix is an annual event, and the Call for Entries for 2012 submissions will be going out soon. So if you're inspired by what you see at Brick-Magic, and want to try your hand at an animated short, or just be entertained by these amazing films, stay tuned to our website for the official announcement of **BrickFlix 2012!** 



Like what you see? Buy the CD! Visit our booth at the show or stop by miltontrainworks.com



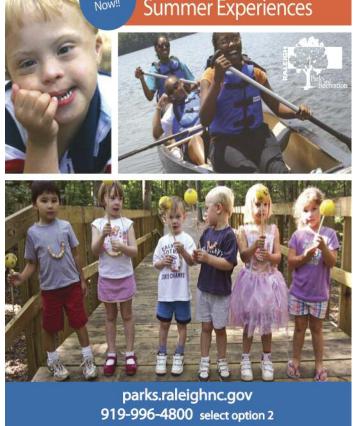












Register

inflatables | slides | dunk tank





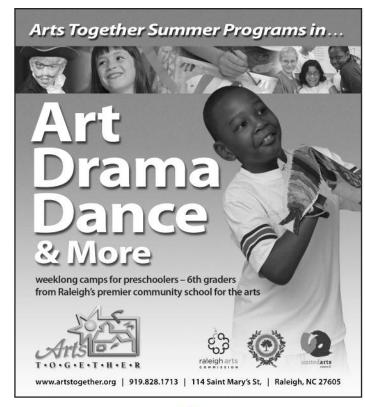


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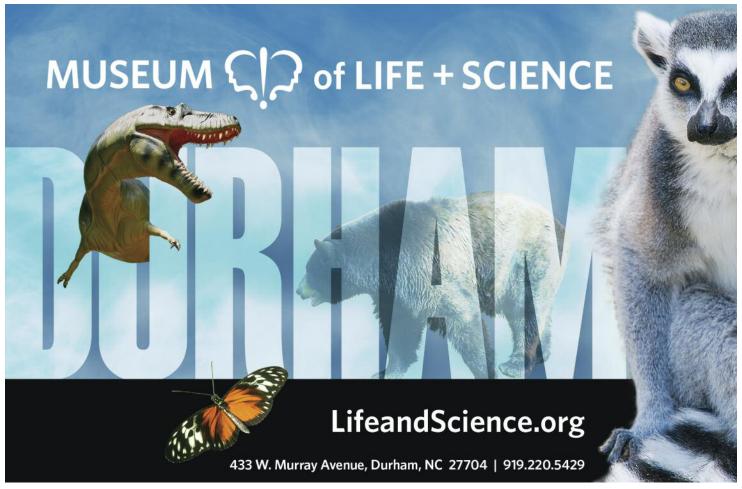


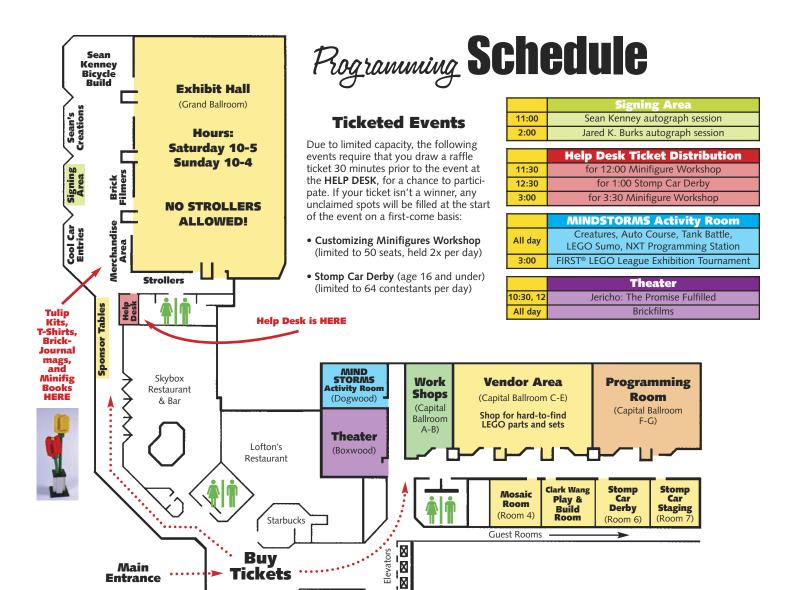












Saturday Programming				
	Programming Room	Workshops	Other Areas	
10:00			Theater, Mosaic, Vendor, and Play & Build Rooms open	
10:30		Building Technique	Jericho: The Promise Fulfilled	
11:00	How to Make BrickFilms with Paganomation and Shatterpoint Entertainment	Basics	screening (Theater)	
11:30			Ticket Distribution for 12:00 Minifig Workshop (Help Desk)	
12:00	Sean Kenney Spotlight	Customizing Minifigures with Jared K. Burks (TICKET REQUIRED)	Jericho: The Promise Fulfilled screening (Theater)	
12:30			Ticket Distribution for 1:00 Stomp Car Derby (Help Desk)	
1:00	Creating LEGO Mosaics with Brian Korte from Brickworkz.com	Using Power Functions with Cale Leiphart	Stomp Car Derby (Room 7) (TICKET REQUIRED)	
1:30				
2:00	LEGO Old and New with Joe Meno (featuring LEGO new product unveiling)	LEGO MINDSTORMS NXT with Tom Settle	Mosaic Build with Brian Korte from	
2:30			Brickworkz.com (Mosaic Room)	
3:00	LUGNutz: Getting Started in LEGO		Ticket Distribution for 3:30 Minifig Workshop (Help Desk)	
3:30	Fandom & Shopping for Bricks Online	Customizing Minifigures with Jared K. Burks (TICKET REQUIRED)		
4:00	Starting a FIRST® LEGO League (FLL)			
4:30	Team with Tom Settle			
5 PM	PUBLIC I	HOURS END: THANKS F	OR ATTENDING!	

Hotel Lobby

Rusiness

Center

Gift

**Entrance** 

Sunday Programming				
	Programming Room	Workshops	Other Areas	
10:00	Starting a FIRST® LEGO League (FLL) Team with Tom Settle		Theater, Mosaic, Vendor, and Play & Build Rooms open	
10:30		Building Technique Basics	Jericho: The Promise Fulfilled screening (Theater)	
11:00	How to Make BrickFilms with Shatterpoint Entertainment			
11:30			Ticket Distribution for 12:00 Minifig Workshop (Help Desk)	
12:00	Sean Kenney Spotlight	Customizing Minifigures with Jared K. Burks (TICKET REQUIRED)	Jericho: The Promise Fulfilled screening (Theater)	
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4 PM	PUBLIC HO	URS END: SEE YOU AT	BRICKMAGIC 2012!	

All programming is subject to change. Please consult the menu boards outside each room for last minute revisions.