A Closer Look at Lego’s Plan for a Kid-Friendly Metaverse



Even at 90 years old, there’s a lot of love for the Lego brand, which ranks consistently high globally in both reputability and coolness. Through the years, the humble brick has cemented its status as a cultural icon by evolving to keep up with the times. A movie franchise, Amazon Alexa skills, virtual builders and augmented reality (AR) products—you name it, Lego has done it.

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