

1. Record Nr.	UNINA9910483127603321
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Titolo	Deconstructing LEGO : the medium and messages of LEGO play // Jonathan Rey Lee
Pubbl/distr/stampa	Cham, Switzerland : , : Palgrave Macmillan, , [2020] ©2020
ISBN	3-030-53665-3
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource : illustrations (some colour)
Disciplina	688.725
Soggetti	LEGO toys Play - Social aspects Popular culture - Study and teaching Culture - Study and teaching Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1.Theorizing LEGO Bricolage: Medium, Message, Method -- 2.Housing Play in LEGO Construction Toys -- 3.Playing House with LEGO Friends -- 4.Digital Analogs: Bricks, Worlds, and Dimensions -- 5.Story Toys: Transmedia Play in LEGO Star Wars -- 6.Toy Stories and Attachment Play in The LEGO Movie and The LEGO Movie 2.
Sommario/riassunto	This book investigates a paradox of creative yet scripted play—how LEGO invites players to build ‘freely’ with and within its highly structured, ideologically-laden toy system. First, this book considers theories and methods for deconstructing LEGO as a medium of bricolage, the creative reassembly of already-significant elements. Then, it pieces together readings of numerous LEGO sets, advertisements, videogames, films, and other media that show how LEGO constructs five ideologies of play: construction play, dramatic play, digital play, transmedia play, and attachment play. From suburban traffic patterns to architectural croissants, from feminized mini-doll bodies to toys-to-life stories, from virtual construction to playful fan creations, this book explores how the LEGO medium conveys ideological messages—not by transmitting clear statements but by

providing implicit instructions for how to reassemble meanings it had all along. Jonathan Rey Lee teaches at Cascadia University, USA. In the spirit of “hard fun,” he deconstructs material play media such as toys and tabletop games. Jonathan lives and plays in Seattle and has previously published articles on the material philosophy of the LEGO System and the ideology of creativity in The LEGO Movie.
