

THE Pink BRICK



Story by Rafael Muriel
Photos by Antonio Bellón a.k.a "Legotrón"

As AFOLS, we like to share our hobby as well as our MOCs and collections. We love to talk about it in such scope that we might never finish covering its various aspects, such as techniques, builders, pieces, and of course talking about LUGs. This time we will talk with Fran Fontán, president of the recently created association of LEGO users focused on events supporting cancer research.

HBM: Hi Fran, why yet another LUG?

FF: And why not? It is the eternal question asked by the fan who gets into a "consolidated" LUG and sees that he does not find his place in it, either because it is too big, or because of the groups already created within it, with specific themes, in which he does not find the expected welcome and help to start. So we thought why not do it, but do it our way and the way we would have liked the experience to be when we started. I do not know if we will be better than what we know, but we are going to put a lot of enthusiasm and passion into it. Regardless of the LUG theme, we felt the need to do something more, to do our bit. And so we came up with the idea of combining our hobby with events to support the fight against cancer.

HBM: How was this project conceived?

FF: The idea came after an event we did last year for the AECC (Spanish Association Against Cancer) in Pamplona. Legotron, one of our members, was approached with the idea of doing an event together with the 501st Legion and The Pink Force. At that time, due to personal issues, he could not organize the event, so he started to call people he knew. These people called their acquaintances, and we got together as a small group of people. The experience was positive in every respect, from the event itself to the personal relationships between those who were part of it. Also appealing was the idea of doing something more for others. And all this led us to ask ourselves why not?

HBM: How many members are there at the moment?

FF: Right now there are eleven of us, but we already have five more people interested in joining. We are not looking for an excessively large LUG, as we prefer something small yet committed to our values.

HBM: What was the event or meeting that triggered the idea of creating a new LUG? As clearly creating an association like this is not something that is discussed one afternoon and then up and running the next day.



FF: It was an exhibition we did in Portugalete (Bilbao) at the Rialia Museum, and that's where most of us got to know each other. The event was positive in all respects, both personally and in terms of the exhibition's execution. Everything went smoothly and the exhibition was spectacular. Since that event, a large part of the people that make up this new project "The Pink Brick" have kept in touch.

HBM: Each LUG has its own guidelines and therefore its own direction, so what is the main idea of the group?

FF: To organize, manage and collaborate in events related to LEGO® pieces and products with the aim of promoting and raising funds for the fight against cancer and other diseases, but always trying to foster a space of understanding, good atmosphere and camaraderie among the people who make up this LUG.

HBM: Sometimes this path leads us to others who have nothing to do with LEGO. So do you collaborate with other associations beyond LUGS?

FF: Yes, we have collaborated with the Spanish Association Against Cancer in Bizkaia and Navarra, and also with The Pink Force Foundation and the 501st Legion. We are open to collaborating with other associations or entities related to our

purposes, so any proposal is welcome.

HBM: Do you have a calendar of upcoming events? Have you already held any, and how did they go?

FF: We are preparing some events but still have no confirmed dates. As soon as we know something more, we will post it on our social media. Here are our links:

Facebook: <https://www.facebook.com/profile.php?id=61572290108087>

Instagram: https://www.instagram.com/tpb_the_pink_brick/

YouTube: <https://www.youtube.com/channel/UCUSj3dNQsyfya6SM0tdrGzA>

X: <https://x.com/TPBThePinkBrick>

TikTok: <https://www.tiktok.com/@thepinkbrick>

Web: <https://thepinkbrick.org/>

In April this year we celebrated our first event as THE PINK BRICK in Mungia (Bilbao). It was a weekend event and we were very happy with how it went and the great atmosphere. We collaborated with the AECC by placing collection boxes to raise money.

HBM: What is the group's position regarding other LUGs?

FF: We have the greatest respect for other LUGS, since many of us come from other

associations and still participate in them. As far as we are able we would like to collaborate with anyone in any event with LEGO pieces.

HBM: Do you plan to keep the group open and expand your membership?

FF: The idea is to bring in new people who are interested in what we do and who we are, and who share our interests.

HBM: If someone decides to take that step, how can they contact you?

FF: They can contact us via email at contacto@thepinkbrick.org, mentioning New Incorporation in the subject (it can also be in English of course). We will get in touch with the person in the shortest possible time.

HBM: What challenges have you faced in organizing these events and how have you overcome them?

FF: The main challenge is finding a balance between what the LUG can do, what the organizer has in mind, and the time we are given to put together something new from scratch. Many times people think that making a big diorama is a matter of just a few weeks, while in reality it takes much more time. That is the great challenge, to make people understand that you can do anything you want, but that it requires



significant time to do it. In general, the solution is to put in the hours, with a great team behind every event, from the people who build to the people who organize or manage. Our events would be impossible without all of their work.

HBM: What message would you like to convey to those who support or participate in your exhibitions?

FF: Thank you for the interest and time dedicated to making every event perfect. We hope to live up to everything they contribute, not only to the LUG, but also to the charitable goal behind every event we organize.

HBM: What would you like to say to those who do not yet know about your project but who might be interested in supporting this cause?

FF: We are happy to welcome them and answer any questions they may have about us. We would

like to encourage them to participate from within the association as well as to follow us through the events we are organizing. Do not be scared by the level of the events, because no one is born knowing everything and we are happy to assist each member in the process of joining and learning. We are trying to combine our hobby with charity and solidarity.

HBM: Could you share a memorable story or anecdote about an event or a person who has been impacted by your work?

FF: The truth is that we usually have a great time at all the events we do. Although it may not seem like it at times, in the end we remember and laugh fondly about those anecdotes. The most common thing that usually happens to us is that we forget some part of what we are going to exhibit, in spite of checking everything

exhaustively the day before an installation. On some occasions we have had to improvise on the fly or try to assemble something with what we have left over to replace what we have forgotten. On other occasions it has been necessary for one of the crew to go and look for what had been left behind and make a "little trip".

HBM: What would you like people to remember or value most about the activity of your association?

FF: The level of commitment and dedication we have with every event we organize, from the smallest to the largest. The involvement in making sure that the event goes as well as possible so that it has the greatest positive repercussions. And that people enjoy it, both spectators and organizers.



