

lego lord business

lego lord business is a character that has captivated fans of both the LEGO franchise and the broader world of animated films. As the primary antagonist in "The LEGO Movie," Lord Business embodies themes of control and conformity while humorously representing the challenges of creativity and imagination. This article delves into the character of Lord Business, his role in the LEGO universe, the impact he has made on fans, and how he symbolizes the broader themes present in the LEGO brand. Additionally, we will explore the various LEGO sets and merchandise associated with this iconic character, as well as his appearances in spin-offs and other media.

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Introduction to Lord Business

Lord Business, also known as President Business, is a fictional character in "The LEGO Movie" and has become an emblematic figure within the LEGO franchise. Voiced by Will Ferrell, Lord Business is portrayed as a tyrannical ruler who seeks to control the LEGO universe with an iron fist. He is known for his obsession with order and his desire to ensure that everything in his world adheres to a specific set of rules. This desire manifests in his creation of the "Kragle," a powerful adhesive that freezes LEGO characters and structures in place, preventing any form of creativity or spontaneity.

As the story unfolds, Lord Business's character serves as a foil to the film's protagonist, Emmet Brickowski, who represents creativity and the freedom to build. This dynamic highlights the central conflict of the narrative, which revolves around the balance between control and imagination. The character of Lord Business has become synonymous with the struggle against oppressive systems, making him a relatable figure to audiences of all ages.

Character Analysis

Lord Business is designed to be a multi-dimensional character that resonates with both children and adults. His appearance is striking, characterized by a sleek, suit-like design that embodies his corporate persona. The use of unique LEGO pieces to create his figure reflects his meticulous nature and desire for perfection.

Throughout "The LEGO Movie," Lord Business exhibits various traits that define him as a villain:

- **Control:** He is obsessed with order and rules, and he uses the Kragle to enforce his vision of a perfectly structured world.
- **Fear:** His methods create a sense of fear among the citizens of the LEGO universe, as they are afraid of being 'Kragled' and losing their individuality.
- **Comedic Elements:** Despite his villainous nature, Lord Business is portrayed with comedic flair, providing a humorous juxtaposition to the serious themes of the film.

This blend of traits makes Lord Business an effective antagonist. His character arc progresses as he learns about the value of creativity and the importance of allowing others to express themselves, leading to a transformation that resonates with the audience.

Thematic Elements

The character of Lord Business embodies several significant themes that are central to "The LEGO Movie." The film explores the balance between structure and chaos, emphasizing the importance of creativity in a world that often values conformity.

One of the key themes is:

- **Creativity vs. Control:** Lord Business represents the oppressive nature of strict rules and conformity, which stifles creativity and freedom. His character arc illustrates the importance of embracing imagination and allowing for individual expression.
- **Individuality:** The film promotes the idea that every person has the potential to create and innovate, contrasting sharply with Lord Business's desire to suppress uniqueness.
- **Teamwork:** The narrative emphasizes the power of collaboration and teamwork to overcome challenges. Lord Business learns that working together can lead to better outcomes than his solitary rule.

These themes resonate deeply with audiences, making Lord Business not just a villain, but a representation of the struggles many face in a world that often prioritizes order over creativity.

LEGO Sets and Merchandise

As a prominent character in "The LEGO Movie," Lord Business has inspired a range of LEGO sets and merchandise that fans can collect. These products allow enthusiasts to recreate scenes from the

film and engage with the character in a hands-on way.

Some popular LEGO sets associated with Lord Business include:

- **Lord Business's Evil Lair:** This set features intricate details of his headquarters, including various traps and mechanisms that reflect his villainous nature.
- **The Kragle:** This iconic item from the movie is featured in several sets, emphasizing Lord Business's quest for control.
- **Minifigures:** Collectible minifigures of Lord Business are available, complete with accessories that represent his character traits.

These products not only allow fans to engage with Lord Business but also serve as a means of expressing their creativity through building and customization. The LEGO brand's success is rooted in its ability to inspire imaginative play, and Lord Business's merchandise contributes to this ethos.

Appearances in Other Media

Beyond "The LEGO Movie," Lord Business has made appearances in various forms of media, expanding his character and reach within the LEGO universe. His role in these adaptations often emphasizes his comedic aspects while still highlighting the overarching themes of creativity and imagination.

Notable appearances include:

- **LEGO Dimensions:** Lord Business appears as a playable character, allowing fans to interact with him in a video game format.
- **LEGO Movie Sequel:** He makes cameo appearances that continue to develop his character and provide humor.

- **Short Films and Specials:** Various LEGO short films feature Lord Business, showcasing his antics and providing additional context to his character.

These appearances have solidified Lord Business's place as a memorable character within the LEGO franchise, appealing to both children and adults who appreciate his humorous yet villainous persona.

Impact on Pop Culture

Lord Business has become a cultural icon since the release of "The LEGO Movie." His character has transcended the film, influencing various aspects of pop culture, including memes, merchandise, and fan art.

Some of the notable impacts include:

- **Memes:** Lord Business's quotes and expressions have been widely shared across social media, creating a lasting legacy in internet culture.
- **Merchandising:** The character's popularity has led to numerous LEGO sets and collectibles, making him a favorite among fans.
- **Fan Interpretations:** Artists and creators have embraced Lord Business, producing fan art, videos, and adaptations that celebrate his character.

This widespread recognition underscores the effectiveness of his character design and the themes he represents, illustrating the enduring appeal of Lord Business in the LEGO universe.

Conclusion

Lord Business stands as a pivotal character within the LEGO franchise, embodying themes of control,

creativity, and individuality. His role in "The LEGO Movie" not only provides humor and entertainment but also serves as a powerful reminder of the importance of allowing freedom of expression. Through various LEGO sets, appearances in other media, and his impact on pop culture, Lord Business has solidified his status as an iconic figure that continues to resonate with audiences around the world. As the LEGO brand evolves, the character of Lord Business will likely remain a significant part of its narrative, inspiring future generations to embrace creativity over conformity.

Q: Who is Lord Business in "The LEGO Movie"?

A: Lord Business, voiced by Will Ferrell, is the main antagonist in "The LEGO Movie." He seeks to impose order on the LEGO universe through the use of the Kragle, a powerful adhesive that freezes creativity.

Q: What does Lord Business symbolize?

A: Lord Business symbolizes the struggle against oppressive systems that stifle creativity and individuality. His character represents the conflict between order and chaos.

Q: Are there LEGO sets featuring Lord Business?

A: Yes, there are several LEGO sets that feature Lord Business, including "Lord Business's Evil Lair" and collectible minifigures of the character, allowing fans to engage with him through building and play.

Q: How is Lord Business portrayed in other media?

A: Lord Business appears in various forms of media, including video games like LEGO Dimensions, short films, and sequels, often maintaining his comedic yet villainous traits.

Q: What themes are explored through Lord Business's character?

A: Key themes explored through Lord Business include creativity vs. control, individuality, and the importance of teamwork in overcoming challenges.

Q: What impact has Lord Business had on pop culture?

A: Lord Business has become a cultural icon, inspiring memes, merchandise, and fan art, highlighting his enduring appeal and significance within the LEGO franchise.

Q: How does Lord Business contrast with Emmet Brickowski?

A: Lord Business serves as a foil to Emmet Brickowski, embodying control and rigidity, while Emmet represents creativity and freedom. Their conflict drives the narrative of "The LEGO Movie."

Q: What is the Kragle, and why is it important?

A: The Kragle is a powerful adhesive used by Lord Business to enforce his control over the LEGO universe. It symbolizes the suppression of creativity and the importance of allowing freedom of expression.

Q: Is Lord Business a one-dimensional character?

A: No, Lord Business is a multi-dimensional character who undergoes significant development throughout "The LEGO Movie," ultimately learning the value of creativity and collaboration.

Q: Can Lord Business be seen as a relatable character?

A: Yes, many viewers find Lord Business relatable as he represents the pressures of conformity and the challenges of balancing control with creativity, making his journey resonate with a wide audience.

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lego lord business: Animated Mischief Brian N. Duchaney, David S. Silverman, 2023-09-28 Over the last century, the medium of animation has served as an expression of childhood as well as a method of subverting the expectations of what society has promised for the future. Separated into three parts, this work assembles various explorations of taste, culture and passion through animation. Section I features essays that outline the historical changes in art and society that gave rise to an outsider culture that found a home in animation. In the second section, essays examine the practical use of animation as a voice for the underserved. Finally, in Section III, essays analyze the ways in which animation has reshaped the acceptance of outsider status to embrace otherness. Featuring everything from feature-length films to self-produced YouTube videos, the essays in this text reflect a shared love of animation and its unique ability to comment on society and culture.

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lego lord business: *100 Greatest American and British Animated Films* Thomas S. Hischak, 2018-04-20 Animation has been a staple of the filmmaking process since the early days of cinema. Animated shorts had been produced for decades, but not until 1937 did a major studio venture into animated features when Walt Disney produced *Snow White and the Seven Dwarfs*. Of the hundreds of animated feature films made since, many have proven their importance over the years while also entertaining generations of audiences. There are also many recent animated movies that promise to become classics in the field. In *100 Greatest American British Animated Films*, Thomas S. Hischak looks at the most innovative, influential, and entertaining features that have been produced since the late 1930s—from traditional hand-drawn works and stop-motion films to computer-generated wonders. These movies have been selected not simply because of their popularity or critical acceptance but for their importance. Entries in this volume contain plot information production history critical reaction commentary on the film's cinematic quality a discussion of the film's influence voice casts production credits songs sequels, spin-offs, Broadway versions, and television adaptations awards and nominations Each movie is also discussed in the context of its original release as well as the ways in which the film has lived on in the years since. Familiar favorites and lesser-known gems are included, making the book a fascinating journey for both the avid animation fan and the everyday moviegoer. With a sweeping look at more than eight decades of movies, *100 Greatest American and British Animated Films* highlights some of the most treasured features of all time.

lego lord business: *We Need to Talk about Family* Roberta Garrett, Tracey Jensen, Angie Voela, 2016-08-17 We are the first generation in recent history to not know if our children will have a better life than us. Over the past thirty years, the dream of upward mobility and stable and securely paid employment has dissipated. This collection draws together insights from the disciplines of cultural studies, literary theory, psychoanalysis, psychosocial studies, social policy and sociology, in order to explore the complex and contested status of "the family" under neoliberalism. At one end of the spectrum, the intensification of work and the normalisation of long-hours working culture have undermined the time and energy available for private family life. At the other end, the fantasy of the nuclear family as a potential "haven in a heartless world" is rapidly unravelling, supplanted with a hypercompetitive, neo-traditionalist, mobile, neoliberal family seeking to capitalise on the uneven spread of resources in order to maximise the futures of its own children. As neoliberalism has always been split between socio-economic realities and the expectations of where we "should" be, we are always living with the anxiety of being left behind and the hope that the best is yet to come. The chapters in this collection signal the troubles of the neoliberal family: in particular, the gulf between the practical conditions of family life and the formation of new fantasies. The volume addresses the neoliberal family in a range of contexts: from the domestic, reproductive and bio-political regulation of family life, the representations of the neoliberal family on television and across social media, to the negotiation of family dynamics in maternal memoirs. The work provides a much-needed corrective to the critical emphasis on the macrostructures of the neoliberal world.

lego lord business: *Trans* Jack Halberstam, 2018-01-24 This title is part of American Studies Now and available as an e-book first. Visit ucpress.edu/go/americanstudiesnow to learn more. In the last decade, public discussions of transgender issues have increased exponentially. However, with this increased visibility has come not just power, but regulation, both in favor of and against trans people. What was once regarded as an unusual or even unfortunate disorder has become an accepted articulation of gendered embodiment as well as a new site for political activism and political recognition. What happened in the last few decades to prompt such an extensive rethinking of our understanding of gendered embodiment? How did a stigmatized identity become so central to U.S. and European articulations of self? And how have people responded to the new definitions and understanding of sex and the gendered body? In *Trans**, Jack Halberstam explores these recent shifts in the meaning of the gendered body and representation, and explores the possibilities of a nongendered, gender-optional, or gender-queer future.

lego lord business: Focus On: 100 Most Popular 2010s Adventure Films Wikipedia contributors,

lego lord business: LEGO Studies Mark Wolf, 2014-11-13 Since the Automatic Binding Bricks that LEGO produced in 1949, and the LEGO System of Play that began with the release of Town Plan No. 1 (1955), LEGO bricks have gone on to become a global phenomenon, and the favorite building toy of children, as well as many an AFOL (Adult Fan of LEGO). LEGO has also become a medium into which a wide number of media franchises, including Star Wars, Harry Potter, Pirates of the Caribbean, Batman, Superman, Lord of the Rings, and others, have adapted their characters, vehicles, props, and settings. The LEGO Group itself has become a multimedia empire, including LEGO books, movies, television shows, video games, board games, comic books, theme parks, magazines, and even MMORPGs. *LEGO Studies: Examining the Building Blocks of a Transmedial Phenomenon* is the first collection to examine LEGO as both a medium into which other franchises can be adapted and a transmedial franchise of its own. Although each essay looks at a particular aspect of the LEGO phenomenon, topics such as adaptation, representation, paratexts, franchises, and interactivity intersect throughout these essays, proposing that the study of LEGO as a medium and a media empire is a rich vein barely touched upon in Media Studies.

lego lord business: Rapprochement Between Fathers and Sons Louis Rothschild, 2023-11-23 Following Freud's rather cold conception of fathers and a relative neglect of their role in psychoanalytic theory is a challenge to continue more recent efforts to develop a psychoanalytically affirmative portrait of fatherhood. Here, fathers are attuned to relational mutuality and intimacy as a source of flourishing. Rapprochement is understood as a sub-phase of child development marked by a dramatic expression of conflict such as, Hear me, see me, give me space, don't give me space. In addition, rapprochement is considered to characterize conflicts between autonomy and dependency across the lifespan. An often muted and subtle tension between holding and letting go persists. Working with what is felt entails entering a never fully completed negotiation marked by misreadings, bias, and illusion. 'Father' is understood to be a name pointing to a parenting function. With material that includes the grief of failed reunion, particular stories are mediated through thinking alongside philosophy and psychoanalytic theory in order to further explore the difficulty of integrating nurturing capacities into conceptions of masculinity. As a critique of gendered rigidity, a case is made for a social surround that declares mutual vulnerability to exist in a state of permanent inquiry and relational curiosity. Such openness can function to aid parents, clinicians, and respective community members to privilege the development of increased frustration tolerance. By extension, a good-enough father is one who recognizes breakdown, a need for refueling, and possesses and practices a willingness to encounter uneven rhythms in human dimensions. This thoughtful work brings fresh insight into the role of the father and masculinity and is essential reading for mental health professionals.

lego lord business: *Recollecting Collecting* Lucy Fischer, 2023-04-04 *Recollecting Collecting* interrogates and illustrates the meaning and practical nature of film and media collections while considering the vast array of personal and professional motivations behind their assemblage.

lego lord business: *The Semiotics of Toys and Games* Theo van Leeuwen, Staffan Selander, 2024-10-17 Drawing on extensive research over more than two decades, this book focuses on toys and games as resources for play. It analyses their functionalities as well as their symbolic meaning potentials, exemplifying how they are used in different contexts, such as home and preschool, and how these uses are regulated by parental, pedagogic and marketing discourses. Building on the work of semioticians such as Barthes, Baudrillard and Krampen, as well as on the social semiotics of Halliday, Hodge, Kress, and others, the book introduces a framework for the multimodal semiotic analysis of physical objects, and the ways in which they are digitally translated into words, images and sounds. It also introduces a multimodal framework with a focus on designs for and in learning. It then applies these frameworks to a range of toys and games for young children including teddy bears, dolls, construction toys, war toys and digital games. Throughout it shows how the toy and games industry contributes to changing the nature of childhood and the way children learn about

the world. Accessibly written, the book will not only be relevant to students and scholars of multimodality and semiotics, but also to early childhood educators and parents of young children.

lego lord business: *The Ultimate Player's Guide to LEGO Dimensions [Unofficial Guide]* James Floyd Kelly, 2016-07-15 The Ultimate Player's Guide to LEGO® Dimensions™, Unofficial Guide Your Adventure Begins! In LEGO® Dimensions™, you can bring together all your favorite heroes, from Batman™ to Scooby-Doo™, or The LEGO® Movie to The Lord of the Rings™. To master this great game, you need a great guide. Here it is! You'll love this full-color book no matter how old you are—whether you're a player or a parent who wants to help your kids succeed. It will help you discover Dimensions' most powerful secrets—and it's so easy! James Floyd Kelly guides you through everything: setup, rules, characters, vehicles, puzzles, game play, strategies, and more. You'll get started quickly, explore the entire Starter Pack, master all the adventure worlds...even the Bonus Levels! You won't just read: This is your complete traveler's notebook, packed with space for planning your travels, sharing your discoveries, and even displaying your own game pictures! · Set up the game and start your adventure · Explore and fix the broken gateway · Survive meltdown at Sector 7-G, and beat the Joker-Bot · Team up Wyldstyle, Batman, and Gandalf to defeat Master Chen · Overcome Cybermen and Daleks in your Doctor Who™ adventure · Defeat Sauron and Two-Face in the streets of Metropolis · Liberate Minas Tirith from The Riddler and his army of orcs · Master the tricky new puzzles in LEGO Movie Story Mode · Transform yourself to escape the citadel and defeat Lord Vortech · Enter DC World with Batman, Superman, Wonder Woman, Joker, or Bane · Save Bricksburg! Restore the Saloon, Billboards, Rainbow, and Octan Tower · Master six bonus levels: Back to the Future™, The Simpsons™, Portal™ 2, Doctor Who, Ghostbusters™, and Mystery World Bonus: Available online only are two appendixes: "Character Abilities" and "Vehicles and Upgrades." See the table of contents for more information.

lego lord business: *Nostalgic Generations and Media* Ryan Lizardi, 2017-05-31 Nostalgic Generations and Media: Perception of Time and Available Meaning argues that the cultural rise in nostalgic media has the multi-generational impact of making the subjective experience of time speed up for those who are nostalgic, as well as create a surrogate nostalgic identity for younger generations by continually feeding them the content of their elders. This book is recommended for scholars interested in communication, media studies, and memory/nostalgia studies.

lego lord business: *Craft Notes for Animators* Ed Hooks, 2016-12-01 If Disney's Snow White and the Seven Dwarfs represented the Animation industry's infancy, Ed Hooks thinks that the current production line of big-budget features is its artistically awkward adolescence. While a well-funded marketing machine can conceal structural flaws, uneven performances and superfluous characters, the importance of crafted storytelling will only grow in importance as animation becomes a broader, more accessible art form. Craft Notes for Animators analyses specific films – including Frozen and Despicable Me – to explain the secrets of creating truthful stories and believable characters. It is an essential primer for the for tomorrow's industry leaders and animation artists.

lego lord business: *Making Love with Scripture* Jacob D. Myers, 2015-11-01 Nothing has been more contentious in the history of Christianity than the meaning of the Bible, and that debate continues today. Arguments over scripture have divided denominations, churches, and families, and these squabbles have led many to abandon the faith altogether. Jacob D. Myers, a rising young scholar, has a solution to the problem with scripture. The instability of the Bible's meaning, he argues, is not a weakness but a strength, and it can benefit conservatives and liberals alike. In a conversational style peppered with pop culture references, Myers provides a variety of tools for readers of the Bible, helping the experienced and inexperienced alike appreciate the sacred text in new ways. Finally, he proposes the intriguing alternative of an "erotic" interpretation, one that makes love with the Bible and opens new vistas of understanding.

lego lord business: *Politics for the Love of Fandom* Ashley Hinck, 2019-03-13 Politics for the Love of Fandom examines what Ashley Hinck calls "fan-based citizenship": civic action that blends with and arises from participation in fandom and commitment to a fan-object. Examining cases like

Harry Potter fans fighting for fair trade, YouTube fans donating money to charity, and football fans volunteering to mentor local youth, Hinck argues that fan-based citizenship has created new civic practices wherein popular culture may play as large a role in generating social action as traditional political institutions such as the Democratic Party or the Catholic Church. In an increasingly digital world, individuals can easily move among many institutions and groups. They can choose from more people and organizations than ever to inspire their civic actions—even the fandom for children's book series Harry Potter can become a foundation for involvement in political life and social activism. Hinck explores this new kind of engagement and its implications for politics and citizenships, through case studies that encompass fandoms for sports, YouTube channels, movies, and even toys. She considers the ways in which fan-based social engagement arises organically, from fan communities seeking to change their world as a group, as well as the methods creators use to leverage their fans to take social action. The modern shift to networked, fluid communities, Hinck argues, opens up opportunities for public participation that occurs outside of political parties, houses of worship, and organizations for social action. Fan-based citizenship performances help us understand the future possibilities of public engagement, as fans and creators alike tie the ethical frameworks of fan-objects to desired social goal, such as volunteering for political candidates, mentoring at-risk youth, and promoting environmentally friendly policy. *Politics for the Love of Fandom* examines the communication at the center of these civic actions, exploring how fans, nonprofits, and media companies manage to connect internet-based fandom with public issues.

lego lord business: The Capitalist Comeback Andrew Puzder, 2025-04-08 Andy Puzder, the former CEO of Carl's Jr. and Hardee's, says that capitalism is not a dirty word, and thankfully President Trump understands this; his pro-business policies will bring back economic growth and secure our future. As a successful CEO in the restaurant industry, Andy Puzder uniquely understands how important the profit motive is to our country's ultimate prosperity. Furthermore, as the grandson of immigrants, the son of a car salesman, and someone who worked his way up from earning minimum wage to running an international business, he has a first-hand view of how America's exceptional capitalist spirit can lift everyone to success. In 2016, the American people faced a stark choice between two very different presidential candidates. Hillary Clinton spent most of her adult life involved in politics and promised to uphold and advance the progressive legacy of President Barack Obama who had first won the White House on promises to spread the wealth around. Donald Trump, on the other hand, came from the business world, was an unapologetic capitalist, used his own personal wealth as inspiration, and promised simply to Make America Great Again. By choosing Trump over Clinton, the American people put a stop to decades of government expansion under progressive leadership, and they might just have saved our economy by doing so. America was once a land where everyone was encouraged to seek their fortune - the more prosperous our citizens, the more our whole society could in turn prosper. But leftist forces in the United States have been seeking to tarnish the pursuit of prosperity and to paint profit as an evil motivation fit only for greedy plutocrats. Andrew Puzder understands this first-hand after a progressive smear campaign stopped him from joining President Trump's cabinet. As Puzder explains in his new book, *The Capitalist Comeback*, this was an act of desperation from a left wing facing irrelevance with a pro-business president in the White House. From its roots in the Progressive Era to labor unions to education to entertainment to its political resurgence with avowed socialist candidates such as Bernie Sanders, Puzder traces the development of the anti-profit forces in the United States and shows how, under President Trump, they can be vanquished for good.

lego lord business: Making Media Matter Benjamin Thevenin, 2022-06-09 This book is an essential resource for media educators working to promote critical thinking, creativity, and civic engagement through their teaching. Connecting theory and research with creative projects and analyses of pop culture, it models an integrated and practical approach to media education. In order to prepare learners to successfully navigate rapid shifts in digital technology and popular culture, media educators in both secondary and university settings need to develop fresh, innovative

approaches. Integrating concepts and practices from the fields of media studies, media arts, and media literacy, this book prepares teachers to help their students make connections between their studies, uses of media, creative expression, and political participation. As educators implement the strategies in this book in their curricula and pedagogy, they will be empowered to help their students more thoughtfully engage with media culture and use their intelligence and imagination to address pressing challenges facing our world today. Making Media Matter is an engaging and accessible read for educators and scholars in the areas of media literacy, media and cultural studies, media arts, and communication studies. The Open Access version of this book, available at <http://www.taylorfrancis.com>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

lego lord business: Understanding Film Theory Ruth Doughty, Christine Etherington-Wright, 2017-08-30 This essential core textbook provides an approachable and extensive introduction to film theory, written by two highly experienced senior lecturers. Bringing a fresh, contemporary and accessible approach to what is often perceived to be a challenging and old-fashioned area of film studies that requires time and effort to grasp, the text illustrates why theory is important and demonstrates how it can be applied in a meaningful way. The book's sixteen chapters are clear and comprehensive and provide an insight into the main areas of debate, using clear definitions and explaining complex ideas succinctly. The ideal entry point for any student studying film, the book is designed for use on courses on film theory on undergraduate and postgraduate degree programmes within film, cinema, media and cultural studies. New to this Edition: - An expanded introduction, plus a new chapter looking at Adaptation - Contemporary case studies exploring popular and topical films, such as *The Hunger Games* (2012), *Blue is the Warmest Colour* (2013) and *The Lego Movie* (2014) - An expanded introduction, plus a new chapter looking at Adaptation - Additional genre-based case study on the British Gangster film - Additional actor-based case study on Ryan Gosling - A greater focus throughout on the relevance of film theory to students undertaking practical film degrees and units

lego lord business: *The Runaway Species* David Eagleman, Anthony Brandt, 2018-06-19 This enlightening examination of creativity looks "at art and science together to examine how innovations . . . build on what already exists and rely on three brain operations: bending, breaking and blending" (The Wall Street Journal) *The Runaway Species* is a deep dive into the creative mind, a celebration of the human spirit, and a vision of how we can improve our future by understanding and embracing our ability to innovate. David Eagleman and Anthony Brandt seek to answer the question: what lies at the heart of humanity's ability—and drive—to create? Our ability to remake our world is unique among all living things. But where does our creativity come from, how does it work, and how can we harness it to improve our lives, schools, businesses, and institutions? Eagleman and Brandt examine hundreds of examples of human creativity through dramatic storytelling and stunning images in this beautiful, full-color volume. By drawing out what creative acts have in common and viewing them through the lens of cutting-edge neuroscience, they uncover the essential elements of this critical human ability, and encourage a more creative future for all of us. "The Runaway Species approach[es] creativity scientifically but sensitively, feeling its roots without pulling them out." —The Economist

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