



## LEGO® DUPLO® and Child Development

Playing with LEGO® DUPLO® toys means having fun, being creative and learning. All at the same time. With DUPLO toys your child can build a new adventure every day, while exploring and investigating the world around him / her.



### Learning about yourself and others through role play – Social development

When children play, they take on different roles all the time. One minute they are a fireman, the next minute a zoo keeper and a second after a train driver.

As grownups we like to think that children's role play is a product of their vivid imagination. There is actually more to it than that. Children role play because it helps them to learn about themselves and others.

#### Trying out different feelings

When your child takes on the role of a fireman, he is trying out what it feels like to help others. And as a zoo keeper he is investigating how to be responsible and take care of others. Even when he races through the living room as Batman or dresses up as a cowboy, there is a deeper meaning to it. Through role play children develop their own identity. It teaches them to express their feelings and needs – not to mention recognize the feelings and needs of others.

#### Being part of something

Learning how to be part of a group or a community. When children play "house" it's not just a game of mimicking mom or dad or the family dog. It's about developing the social skills that enables them to function and interact with others. From the day care center to their future workplace. This explains why children play "house" no matter where in the world you go.

#### Learning what to say

Children play loud. Even when they play by themselves, you will hear them talking and making outbursts. Because just like they are testing different emotions, they are practising how to express them. How to say what you feel. What to say in different situations. Children build their communication skills through role play – just like role play helps them build their understanding of who they are and how to relate to other people.

Role play helps your child's social development by

- encouraging your child to take on different roles and try out different scenarios
- developing your child's identity and helping him/her to express his/her own feelings
- teaching your child how to interact with and relate to other people
- helping your child build his/her communication skills



## Learning by building – Fine motor skills

Ever wondered why small children spend a long time building towers – just to knock them down again?

The fun is not wrecking the tower. It's the fun of building over and over again that keeps the children going. Because building and stacking is a lot more than a game. It's a way of learning how to control your arms and hands.

### Eyes? Hands? Go!

When you are a small child, the simple game of stacking bricks demands quite a lot. You can tell just by looking: the concentrated look when your child puts one brick onto another. The silent amazement, when his new tower actually stands: "I did it!" It's almost a matter of instincts. Children love to build and stack, because it helps them develop hand-eye coordination and motor skills. Pretty important things, when the next thing in line is learning to eat by yourself or putting on your shoes.

### "Patience, my dear"

But it isn't just about learning to control your movements. When your child builds a tower, a house or some imaginary construction, he/she is practising patience and determination. Re-building the fallen tower for the fifth time teaches a thing or two about patience. And when his efforts finally pay off, his self-esteem rises as well. The pride of creating something all by yourself is a true confidence booster for all children.

Building and stacking helps your child develop his

- hand-eye coordination and motor skills
- understanding of shapes
- patience, determination and self-esteem



## Making sense of the world around you (Shapes and colours)

Children are good at making a mess. But did you know that they have an even bigger talent for arranging and putting things into order? Think about how many times your child has asked you about a person, an animal or a car that he saw. Or how many times he has lined up his toy cars. It's all a part of figuring out how some things fit and others don't. He is sorting out the world in his head.

### Playing is investigating

Children gain an understanding of the world by investigating the differences and similarities in the things that they see every day. One of the ways that they investigate is through play. For instance, if your child plays with toy zoo animals, he will also have his own little lesson in sorting and organizing the animal world: "The giraffe and the elephant are friends, because they are both big. The tigers have to be in their cage, or they'll run away." As cute as it seems, it's also an important way of learning.

### How do DUPLO bricks taste?

Children urge to make sense of the world sets in at a very young age. This is one of the reasons why babies put everything in their mouth. They want to find out if the red DUPLO brick tastes different than the blue one. Or how a ball feels compared to a piece of paper. As your child grows up, his "experiments" will become more advanced – and become part of his play. Suddenly, he will build three different kinds of fire trucks with his DUPLO bricks. "Because this one has the ladder, this one has the water, and this one is for driving *fast*." Sorting, arranging and categorizing sounds like a very adult thing to do. But it's actually a natural thing to do when you are a child.

When your child plays, he learns to

- recognize shapes and colors
- distinguish between different shapes and different colors
- arrange and organize
- make sense of the world around him



### Creative play builds active minds

Give a three-year-old a box of LEGO DUPLO bricks and he will start to build houses and towers right away. It's almost like an instinct. Children build and make things with their hands, because it's a natural part of their development. When you're a child, creative play is a way building your skills and growing your mind.

### From creative children to successful adults

The more you stimulate your child's imagination, the better he will develop his creative skills. And the better he will do later on in life. Scientists have documented that children who are encouraged to use their imagination and express themselves creatively develop into adaptable, innovative, and creative individuals.

From his first "dog" made of two green bricks to the giant castle with four towers. The DUPLO bricks offer your child endless possibilities of building his own creations. Having a toy that can change whenever a new idea pops into his head, encourages your child to explore new options and build more advanced creations day by day. From dogs, to zoos to cars to castles.

DUPLO bricks offer your child endless possibilities of building his own creations. This will stimulate his imagination and creativity.

Creative play is good for your child, because

- it stimulates his imagination
- it stimulates his creative skills
- it builds other important skills, like problem-solving
- it allows him to develop at his own pace