

for the love of lego™

DEAN BARRY OF BRICKNOWLEDGE BRINGS IMAGINATION TO LIFE

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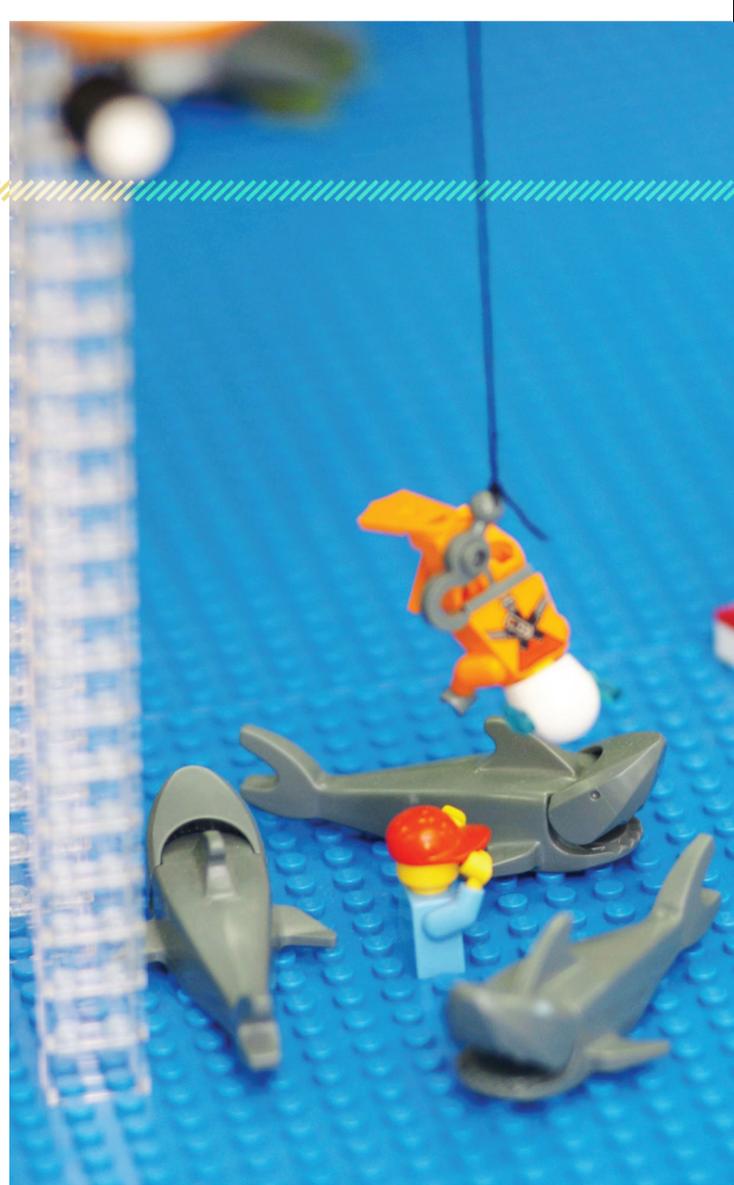
WHEN YOUR ONLY LIMIT IS YOUR IMAGINATION, there's no telling what you might accomplish. When you were a kid, you probably played for hours, constructing towers and other creations, only to take them apart, look at your resources in a different way, start over, and build something new. For Dean Barry, that childhood pastime proved prophetic. In 2014, he gave up a 20-year career in technology to pursue his dream, and opened a shop devoted to his lifelong hobby, Lego.

Bricknowlogy is Dean's dream come true. Part store, part museum, and part play space, it's the mecca for enthusiasts in search of all things Lego. The name represents "a blending of bricks, learning, and technology, all coming together." And it's quite a sight to see.

A collection of vintage mini figures greets you as you enter the shop, instantly transporting adults back to childhood days. From the familiar, primary-colored bricks to the complex sets replicating objects from movies like Star Wars, it's all here. In fact, Dean's mind boggling collection of Lego sets might just set a world record.

The current Guinness World Record for Lego collections is 1,700 sets. By Dean's estimation, he has in excess of 6,000 sets, which would clearly earn him the world record. It's just a matter of doing the paperwork. That could take a while, though, because he's busy running his shop, located in Eagle, just off State Highway 44 and Eagle Road, and easily accessible from Boise.

Bricknowlogy attracts customers from Kuna, Nampa, Star, and all over the Treasure Valley, for its incredible selection and



low prices. "It's phenomenal the pull we have," Dean admits. "It's a big draw because what we have is so unique. We offer real value for our customers. Many of them make the drive to save some money, and discover that they get a selection they can't get anywhere else. It's become a destination."

Most people can't help but spend at least an hour in the store, checking out new arrivals or reminiscing over the classic pieces Dean offers. You can



customize mini figures with your child's name (or yours), trade in an old set, buy loose pieces to replace ones that have gone missing, or check out some of the cool vintage sets Bricknowlogy stocks. Plus they host great birthday parties. Dean notes they see both boys and girls at these parties, an indicator that Lego is fun for everyone.

What started as a one-man operation has grown to a staff of five employees, with three teenage volunteers, who help sort pieces, assist with parties, and earn service hours. Creating a few jobs in his neighborhood and working with schools in STEM-based education are Dean's ways of giving back. Bound only by his imagination, he's living proof that if you don't like what you've created, you can always tear it down and start over again.

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