

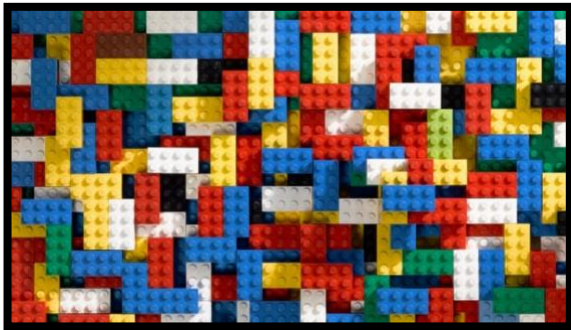
# Square Pegs, in Square Holes

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July 26, 2022  
Scandinavia

Scandinavians are practical people. Their contribution to the world reflects the philosophy that **square pegs belong in square holes.**

Lego is a good example. This wonderful Danish toy has been instrumental in influencing practical young minds, since 1949.



When our kids were young, I remember coming down the stairs in bare feet and stepping on a Lego block. Once I quit swearing, I thought, “*Damn! these things are made of good stuff.*” Even under the full weight of my body, the Lego piece was still perfectly square, it matched the hole in my heel exactly.

And then there is IKEA. If you have ever assembled furniture from this Swedish store, you know that *practical* is the first item they put in the box.

Fun fact: In 1973, IKEA was growing so rapidly it was straining management resources. IKEA executives in Germany accidentally opened a store in Konstanz, 320 km from their intended location of Koblenz. Despite the rapid-expansion blunder, both stores have done very well.



In the 1990 Movie *Crazy People*, Dudley Moore coined the advertising slogan “*Buy Volvos. They are Boxy, but they are Good.*”

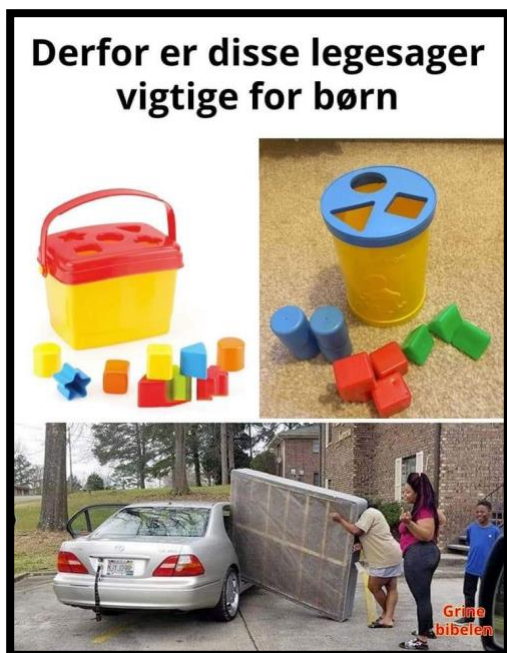


Scandinavian architecture reflects the symmetric nature of the Norse mind.

This Oslo office building, and a Norwegian summer cottage both look like they could have come from Legoland, or IKEA.



Caption says; "Some toys are important for children"



If Scandinavians had created the earth, it would probably look like this...

