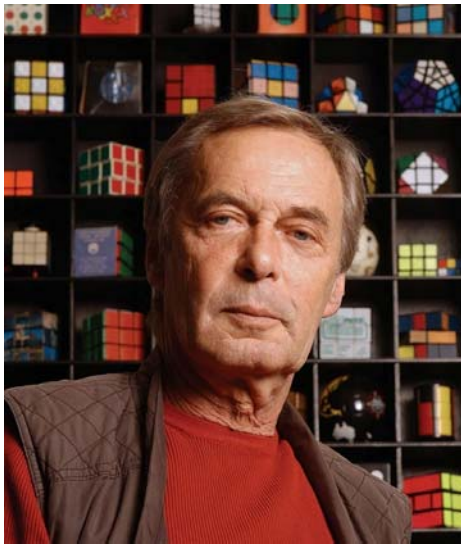


## 2007 Rubik's World Speedcubing Championship



# FAST CUBE FACTS



The legendary Rubik's Cube was invented in **1974** by Hungarian Professor **Erno Rubik**, then a lecturer at the Department of Interior Design at the Academy of Applied Arts and Crafts in Budapest. It was originally called the **Magic Cube**. Over a quarter of a century has passed since Professor Rubik's mind-boggling puzzle first appeared in the shops, and it's been entertaining us ever since.

The Cube is the world's biggest-selling toy EVER. It has sold in excess of **300 million units** worldwide. It is estimated that at least **9 million Cubes** will be sold this year.

The Cube has **43 quintillion different possible configurations** (43,252,003,274,489,856,000 to be precise) and only **ONE** solution.

If you made a single turn of one of the Cube's faces every second, it would take you **1,400 million million years** to go through all the possible configurations. (By way of comparison, the universe itself is only 14 *thousand* million years old.)

Its worldwide launch took place in **1980**. Hungarian actress Zsa Zsa Gabor was chosen to host the Rubik's Cube's launch in America, at a Hollywood party.

**Cubaholics Anonymous**, a voluntary organisation to help Cube addicts to 'kick the habit' was founded in 1980 by Augustus Judd, a self-confessed Cubomaniac.

Frau Schmit of Dusseldorf, Germany, sued her husband for divorce in 1981, citing the **Cube as co-respondent**: "Gundar no longer speaks to me and

when he comes to bed, he is too exhausted from playing with his Cube to even give me a cuddle.”

The **most expensive Rubik's Cube** was the Masterpiece Cube, produced by Diamond Cutters International in 1995. This actual size, fully-functional cube features 22.5 carats of amethyst, 34 carats of rubies, and 34 carats of emeralds, all set in 18-carat gold, and has been valued at approximately **1.5 million US dollars**.

So compulsive can Cube solving become, it has given rise to two medical conditions experienced by some hardcore enthusiasts – **Cubist's Thumb** and **Rubik's Wrist**.

## Erno Rubik – Quotable quotes



**“Nobody has been able to improve on the basic design, which pleases me as a designer, or on the engineering, which pleases me as an engineer.”**

“It’s simple but it’s complex; it’s stable but it’s flexible; it’s easy to understand, but it’s hard to work out the solution.”

“The Cube is part of me because I designed it, I created it. It’s my child, if you like. But it’s not a newborn. When you have children you spend a lot of time with them when they’re young, nurturing them. But when they grow up they develop a life of their own and you don’t need to be with them all the time anymore. The Cube is like that.”

**“For me, it was never about speed, it was about looking at a problem and finding the solution. So I can solve it, but not very fast.”**



## Cube Solving Records

In official Rubik's Speedcubing competitions (run by the World Cubing Association), timing is done with a special StackMat. It's **average times that count**: contestants solve 5 Cubes in each round, with the fastest and slowest times being discounted.

Visit [www.speedcubing.com](http://www.speedcubing.com) for full, up-to-date information on all official events and records.

The **first official World Rubik's Championship** was held on **5 June 1982** in Budapest. The winner was American **Minh Thai**, who solved a standard (3x3x3) Rubik's Cube in **22.95 seconds**.



The current World Champion is **Jean Pons** of France, who was crowned at Disney's Pop Century Resort, Florida in 2005 – having defeated 140 players in the 3x3x3 cube competition - with an average solving time of **15.1 seconds**. Jean will be defending his title at the **2007 World Championship**, to be held in Budapest, Hungary, in October of this year.

The previous World Champion was US software designer **Dan Knights**, who won the **2003 World Championship**, held in Toronto, with a fastest average time of **16.71** seconds.

**Europe's Champion Speedcuber** is currently **Joel van Noort** of Belgium – his official time at the Paris European Championship last September was **14.97** seconds.

At the official Speedcubing events organised by the World Cubing Association, as well as the 'showcase' 3x3x3 and the hard-fought 4x4x4 and 5x5x5 competitions, other official records are also fought for, including solving the Cube **one-handed, blindfold** - even using only the **feet!**



## WORLD RECORD HOLDER

The current 3x3x3 **World Record holder** (rated for performance in an 'official' WCA event) is Frenchman Thibaut Jacquinot, who solved the Cube in just **9.86 seconds** at the Spanish National Championship on 5<sup>th</sup> May 2007.

A previous holder of the title was 17-year-old American **Toby Mao**, who set a time of **10.48 seconds** at the US National Championship in San Francisco in 2006. Toby and his brother Tyson taught actor Will Smith to solve the Cube, for his role in *Pursuit of Happyness*.



## **JOURNALISTS AND BROADCASTERS: 2007 WORLD RUBIK'S SPEEDCUBING CHAMPIONSHIP**

If you want some really cool facts about Speedcubing, visit The World Cubing Association's site – [www.speedcubing.com](http://www.speedcubing.com) – which, apart from telling you all about the World Championship, is fully up-to-date with all the fantastic Cube records, including the fastest time for solving the Cube blind-folded, underwater, one-handed – even for solving it with your feet!! There are also mountains of other sites dedicated to this finger-twisting phenomenon – and you can find loads of interesting facts and solution ideas at the **official 'Cubist' website** – [www.rubiks.com](http://www.rubiks.com).

**For more information/high resolution pictures,  
please contact our Worldwide Press Officer:**

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**London-based David Hedley Jones, Worldwide Director of the Rubik Brand,** is available for interview... as is **Dan Harris, the UK Rubik's Speedcubing Champion** – he can do it in **13.06 seconds**.

*Please call us to arrange a date/time.*

**We have produced a brand new Rubik's World Championship B-roll of useful footage – including an **interview with ERNO RUBIK** himself, sequences from the last World Championship, archive shots, Budapest panoramas, etc. (See over)**



To access the

**RUBIK'S WORLD CHAMPIONSHIP B-ROLL**

please go to [www.thenewshub.net](http://www.thenewshub.net)

**LOG IN:**                    **Username:** rubik2007  
                                  **Password:** worldchampionship

Click on '*Video Production*'. Then click on '*View Footage*'

Once viewed, to request hard copies of this footage please contact James Myers at the Television Consultancy:

[james@tvconsultancy.co.uk](mailto:james@tvconsultancy.co.uk)    Tel: + 44 (0) 207 535 5800