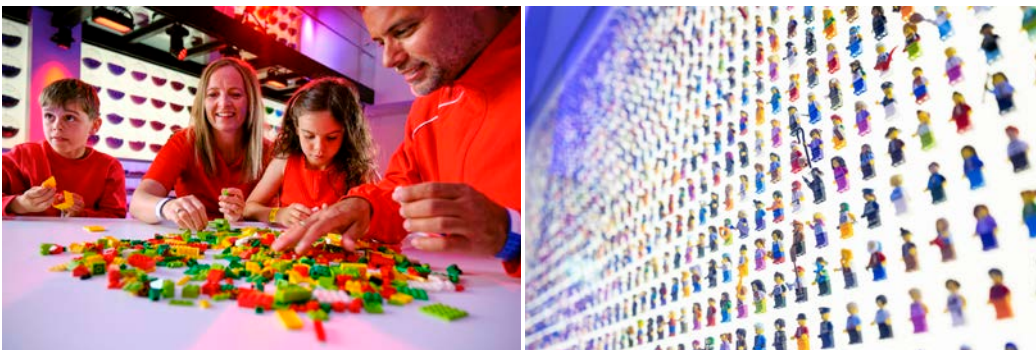




The LEGO® Masters Academy is a new interactive experience in LEGO House in Billund, Denmark, where visitors get hands-on as a LEGO Master. Guided by a 'presenter', participants build and experiment in challenges. The space is a specially designed academy, inspired by the well-known LEGO Masters programs and the playful learning philosophy of LEGO House.

In the academy, the focus is on building together, creative thinking, and learning by doing. Visitors receive challenging building assignments that encourage collaboration, exploration, and experimentation. Making mistakes is part of the process: it is an essential element of the creative process and of discovering everything that is possible with LEGO bricks.

The experience is designed as an energetic and accessible environment for young and old alike, where play, learning, and imagination come together and every visitor is challenged to actively participate.



BRUNS

LEGO® House Masters Academy

Authority

LEGO® House
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Location

Billund, Denmark

Projectdirector

John Bootsman

LEGO® House Masters Academy

In the LEGO Masters Academy, Bruns was responsible for the engineering, production, and installation of all custom-made furniture within the experience. The realized interior includes, among other elements, the iconic yellow LEGO door, ten height-adjustable build tables, a stage, a Mini Figure wall, projection walls with frames, a Pick a Brick wall, a Trophy Plinth, and mobile Pick a Brick units. In addition, Bruns delivered the shelving and editing furniture in the backstage. The scope of this project consisted entirely of the physical construction and finishing of the furniture.

Bruns worked in close collaboration directly with the LEGO House team. Through this collaboration, Bruns provided not only the production but also the installation of all furniture components on site. The direct lines of communication with the LEGO House team made it possible to move quickly and to carefully align decisions with the high quality standards of the experience.

The added value of Bruns lay in its in-depth knowledge, from previously realized projects, of the LEGO Groups quality requirements and philosophy. The furniture was developed as spatial translations of LEGO 'blown ups', in which material selection, detailing, and finishing are essential to the overall experience. The result is a high-quality, robust, and playful interior that seamlessly aligns with the look and feel of LEGO House. As with all LEGO projects, the standards here are exceptionally high, and only absolute precision in design and execution is sufficient.

Destination

Brand Experience

Type of exhibition

Permanent

Delivery

September 2025

