



The Blue Zone at LEGO House in Billund has been expended with the new experience 'Build the Change'. The blue zone, visitors use cognitive skills to solve problems and face challenges.

In the new experience 'Build the Change' focuses on themes of sustainability and biodiversity. Visitors are challenged to create creative solutions to real issues facing our planet. For example, designing an environmentally friendly vehicle based on banana peels. Using a wide range of colorful LEGO bricks, visitors create the innovative design, which is then digitally animated and displayed on a large screen.



Photo: LEGO® House

BRUNS

Build the Change LEGO® House

Authority

LEGO® House
Ole Kirks Plads 1
7190 Billund
Denmark
T +45 82 82 04 00
I www.legohouse.com

Location

Billund, Denmark

Bruns started the project with an extensive research process together with LEGO House development team. LEGO designer Søren Hansen Hinge's design was scrutinized, focusing on the technical possibilities of the new experience. As a result, the development of new parts with, in particular, the transparent LEGO bricks, provide a high-quality and innovative update within LEGO House. The prototypes created during the session will be presented in a small exhibition in the main hall.

Following the research process, Bruns brought the design to realization in collaboration with hardware supplier Ata Tech. The experience consist of four different pieces of furniture as a base that are multiple: a brick wall with large LED screen, double-sided briefing stations, building tables and story stations.

'Build the Change' is all about giving children a voice and allowing them to express their hopes and ideas for a better future. LEGO House stimulate children to solve real-world challenges with LEGO bricks and other creative material. And it is all achieve vie Larning through Play.

BRUNS

Build the Change
LEGO® House

Destination

Brand experience

Type of exhibition

Permanent

Project director

John Bootsman

Design

LEGO® House

Søren Hansen Hinge

Ole Kirks Plads 1

7190 Billund

Denemarken

T +45 82 82 04 00

Start

September 2023

Delivery

January 2024



Photo: LEGO® House