



Architecture

LEGO® House

Billund, Denmark





LEGO® House

[“For my family and myself, the LEGO Group has always been much more than just a company and our products more than just products. I am very passionate about play and how children learn through playing with LEGO® bricks.

This is essentially the LEGO idea and what the LEGO House is all about. It has been very exciting seeing this long-time dream of having one place where everyone can experience the LEGO idea come true.”]

Kjeld Kirk Kristiansen,
grandson of the founder and
current LEGO Group owner

Home of the Brick

For many years, LEGO® employees and their guests enjoyed visiting the small museum the company had created in the converted house of the company's founder, Ole Kirk Kristiansen, in the heart of Billund.

All the visitors were thrilled to learn about the history of the company and experience the philosophy behind LEGO play, and many expressed the wish to be able to share this experience with a wider audience. It was this enthusiastic interest that sparked the dream of creating an actual LEGO experience center.

From the very beginning, the ambition with LEGO® House was to create a unique and inspiring, hands-on and minds-on experience, where LEGO fans of all ages could learn all about the company and the endless play possibilities offered by LEGO bricks.

It was quickly agreed that the right location would be in the center of Billund. This is where the LEGO story started almost 90 years ago and the town still serves as the global headquarters of the LEGO Group. Then came the task of finding a partner who could design a distinctive building that would become an integral part of the LEGO House experience.



"The location here in Billund is important. We were founded here, and we want to help develop and create life in the town, making it attractive to both citizens and visitors."

Kjeld Kirk Kristiansen



The original patent certificate for the LEGO® Brick from 1959.



Behind the Design

Bjarke Ingels, Founding Partner of BIG-Bjarke Ingels Group and architect of the LEGO® House, is not only a globally renowned architect, but also an enthusiastic LEGO fan. Before he and his team started working on the LEGO House project, they spent some time playing and building with LEGO bricks. They soon discovered that the systematic creativity of LEGO play often matched the way they approached an architectural task. They also found that the modularity of the LEGO brick inspired them in their work when designing the unique structure that would become the LEGO House.

According to Ingels, the idea for the LEGO® House was to create “a cloud of interlocking LEGO bricks... a literal manifestation of the infinite possibilities of the LEGO brick.” 21 white bricks would be stacked on top of each other and be crowned by the Keystone, which would be inspired by the classic eight-knob LEGO brick.

These huge bricks will not only form internal spaces for LEGO House activities, but also create a covered public square and a series of interconnected terraces and playgrounds for people to investigate and enjoy. In this way, the LEGO House will be enjoyed both by fans who came to experience the LEGO story and by local citizens and visitors to the town of Billund.

“If BIG had been founded with the purpose of building only one single building, it would be the LEGO® House.”

Bjarke Ingels

“LEGO® House gives us the opportunity to show how children learn through LEGO play, and at the same time we tell the LEGO history in an involving way which reflects our values.”

Kjeld Kirk Kristiansen



From Idea to Reality

The completed LEGO® House covers an area of almost 129,167 sq. ft. (12,000 m²), 91,493 sq. ft. – (8,500 m²) above ground and 36,597 sq. ft. (3,400 m²) of basement – and reaches 75.4 ft. (23 m) into the Billund skyline. It consists of four specially themed Experience Zones that offer the guests unique hands-on LEGO play experiences. There is also a historic section underground that presents the company's heritage and relates the story of the development of the LEGO products and Brand.

While the largest part of the building is reserved for paying guests, almost a quarter of the above-ground area of LEGO House – including most of the terraces, plus the café and shop – are open to everyone.



“LEGO® House is a super important project – not only to BIG and myself but to millions of people all over the world.”

Bjarke Ingels



The lower deck of the basement is made up of 3,336 tons (1,390 cubic meters) of poured concrete.



There are 13 different colors on the terraces in the palette of yellow, blue, green, red and white.



The building is covered with white facing bricks with a size of 7 x 23.5 in. (18 x 60 cm), giving the illusion that the building is made of LEGO® bricks.



The surfaces of the colored terraces are made of leftover materials from sneaker production by several different international sports brands.

LEGO® Architecture – then and now

There has always been a natural connection between the LEGO® brick and the world of architecture. Fans who build with LEGO elements instinctively develop an interest in the form and function of the structures they create. At the same time, many architects have discovered that LEGO bricks are the perfect way of physically expressing their creative ideas.

This connection was confirmed in the early 1960s with the launch of the LEGO 'Scale Model' line. It matched the spirit of the age where modern architects were redefining how houses look and people were taking an active interest in the design of their new homes. These sets were designed to be different from the normal, brightly colored LEGO boxes; they also included a book on architecture as a source of inspiration.

Decades later, architect and LEGO fan Adam Reed Tucker revived the idea of expressing architecture using LEGO bricks, and in partnership with the LEGO Group launched the

LEGO Architecture line that we know today. His first models, and the original sets in the current LEGO Architecture series, were interpretations of famous skyscrapers from his hometown of Chicago. Since then LEGO Architecture has developed and evolved, first with well-known buildings from other cities in the United States, and now with iconic structures from Europe, the Middle East and Asia.

The introduction of our LEGO Architecture Studio set echoes the ambitions of the earlier LEGO 'Scale Model' line and widens the potential of the LEGO Architecture series. Now you can enjoy building and learning about specific landmark buildings, or create exciting architectural models from your own fantasy. An inspiring 270-page book, featuring a number of renowned architects from around the world, guides you through the principles of architecture and encourages you in your own creative building.



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LEGO Architecture Studio

References

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