

## DFD receives a tour of the LEGO House on a visit to the brand's hometown

By **Jas Ryat** on December, 16 2019 | Gifts & Children's Products



Simon Stansfield Bast, Head of Sales, Travel Retail Americas and Middle East, The LEGO Group Travel Retail, and Tatiana Pinto, Brand Manager - LEGO, Duty Free Dynamics, pose for a picture in the LEGO house

LEGO opened its headquarters' doors to Duty Free Dynamics (DFD) during the visit of Tatiana Pinto, Brand Manager - LEGO, Duty Free Dynamics, to Denmark.

Duty Free Dynamics has been appointed LEGO Master Franchiser for the Americas travel retail markets and is scheduled to open a series of LEGO Airport Stores (LAS) in the upcoming months. This tour was not only an opportunity for Tatiana to be trained in the entire range of LEGO products and latest innovations of 2020, but also discover the LEGO house - a concept only available in Billund (LEGO's mother city).



The Masterpiece Gallery, where three giant LEGO dinosaurs are on display with the three main collections: Duplo, System and Technic



Tree of Creativity, the largest LEGO construction ever built; the tree is made up of 6 million bricks, stands 15 meters tall and weighs close to 11 tons

The LEGO House is a 12,000-square meter interactive house that required more than four years of construction. The objective of the attraction: to create an original and distinctive place where visitors can build a close connection with the brand. Directly inspired by the LEGO bricks, the house stacks 21 parallelepipeds to display a three-dimensional sculpture and its bright colors represent the game's iconic palette.

Described as a real, oversized 2x4 LEGO brick, the highest cube is called Keystone. Located inside the building, 25 million LEGO bricks are used for many experiments in different areas: the green zone focuses on social interaction, the yellow zone plays with emotions, the red zone encourages visitors to explore their creative skills and the blue zone allows them to test their cognitive skills such as memory.

Since the LEGO Group remains as the world's leading toy manufacturer, this concept will not be reproduced outside of Denmark. Therefore, it will remain unique to the brand's hometown.