

# The LEGO Group opens two new stores at Changi Airport



An exterior shot of the new LEGO® Airport Store at Singapore Changi Airport Terminal 3

The LEGO Group marks its entry into the travel retail space in Singapore with two new stores, the LEGO® Airport Store (LAS) at Singapore Changi Airport Terminal 3 and Terminal 4. The new stores showcase the brand's "Retailtainment" concept, which feature its latest store design and retail experiences designed to inspire creativity, build brand love and encourage hands-on play.



An interior shop of the new LEGO® Airport Store at Singapore Changi Airport Terminal 4

In time for the holiday season, the brand will also bring creative play to traveling consumers with a series of launch activities and exclusive promotions at its newest LAS from November 2 – December 13, along with a variety of LEGO sets to make the perfect gift for creative play during the holidays.

Both stores will display Singapore-exclusive mosaic walls featuring the HSBC Rain Vortex – the world’s tallest indoor waterfall located in Jewel Changi Airport. Created by homegrown artist and LEGO® Certified Professional Nicholas Foo, the impressive mosaic artworks comprise 41,472 pieces each and offer a day and night depiction of the iconic 7- story waterfall.

Families and LEGO fans in transit can pose next to an exclusive 3D LEGO Model featuring local landmarks such as a Merlion Minifigure and the Changi Airport Tower. Specially designed and hand built by the LEGO Group with 35,832 LEGO bricks, the models’ welcome visitors into the new stores by recreating the popular tourist attractions. Shoppers are also invited to visit the stores to customize their own LEGO characters at the LEGO® Build A Minifigure stations.

“The LEGO Group is all about inspiring the power of creative play, and now with an expanded focus on travel retail, we will grow our presence and bring meaningful LEGO play to more kids and families across the region. As one of Asia’s most connected aviation hubs, we are pleased to partner with Singapore’s Changi Airport Group to bridge the world of aviation and the world of endless possibilities,” says Eric Maugein, Regional President, LEGO Group Asia Pacific said.

The LEGO Group’s “Retailtainment” store format has been developed following two years of customer research. The store features retail experiences that are unique to the LEGO brand, while also allowing customers of all ages to share their ideas and creativity. Store visitors will get to visualize the assembled LEGO models with a special AR interactive Digibox kiosk and get up close with the details of the sets with an interactive disruptor unit and moveable magnifying feature.

From November 2 - December 13, travelers can “soar into the world of creative play” with a series of launch activities on selected weekdays. From a hands-on LEGO® Merlion Microbuild Make & Take activity to an interactive LEGO® Minifigure Travel social media contest, customized LEGO postcards and exclusive promotions, visitors can elevate their pre-flight experience with store-exclusive elements.

Plus, from November 2, shoppers will get a chance to participate in the Spin and Win lucky draw with a minimum spend of US\$88 at the LAS for the opportunity to win a LEGO set or redeem an exclusive 40528 LEGO® Store with a minimum spend of US\$150 at the LAS, while stocks last.

“We are thrilled to welcome the LEGO Group to the Changi Airport community. The addition of this iconic brand brings a new level of creativity and imagination to our diverse tenant mix. The LEGO Group's commitment to inspiring play and learning aligns perfectly with our goal to provide enriching experiences for travelers. We believe this partnership will not only captivate the hearts of LEGO fans, but also introduce a world of fun and discovery to even more passengers at Changi Airport,” added Chandra Mahtani, Senior Vice President of Airside Planning & Leasing and T5 Planning at Changi Airport Group.

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