



# **LEGO® FESTIVAL FOR SHOPPING CENTERS**

**E-MOTION 2017**

# ABOUT US

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**EMOTION**  
EVENTS AND SALES PROMOTION

- 20 years of experience in the event business
- 7 years on the market with the licensed concept of LEGO® Festival
- Realizations in Czech republic, Slovakia, Slovenia, Croatia, Bosna and Herzegovina, Romania, Bulgaria, Macedonia, Latvia, Lithuania
- References: CBRE, ECE, SES Spar, Rodamco, Atrium, AFI, CC Real etc.
- Coordination of activities with national LEGO offices
- The only LEGO® branded touring concept for shopping centers in the region
- Continuous development of LEGO events on international level



# MAIN FEATURES OF LEGO® FESTIVAL

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- LEGO® Festival is a touring exhibition concept
- Takes place around 3 weeks per mall
- Combines unique exhibits designed for LEGOLANDS with building experience
- “Toy of Century” in numerous forms and shapes

## Highlights of LEGO Festival for SC

- Opportunity to contract it as 1st the city/country
- Opportunity to organize a tour of several malls with unified campaign
- Highly probable success based on multiple experience from several countries

## Potential involvement of SC in the setup of festival

- Proposal of the floor plan and festival’s layout
- Master Visual – potential adjustments can be done in the provided approved template of visual
- Organization of weekend events
- Creation of additional activities, contests and quizzes

- Fun and Joy for all generations
- Continuously updated content
- Building experience supporting creativity
- Creates positive emotions in the venue



# LEGO® FESTIVAL – RICH CONTENT

LEGO® Festival attractively combines the exhibition with hands-on activities



LEGO Play zone



Original LEGO 3D Models



Hands-on Event



LEGO Models in Showcases



LEGO Info Zone



LEGO Art exhibits



# LEGO 3D MODELS DESIGNED FOR LEGOLANDS

## Major attraction of the exhibition



Licensed models – Star Wars



LEGO Themes



Animals



Big Models – WOW Effect



LEGO Art Heads

Content is enriched by private collection of art heads built by Dirk Denoyelle from Belgium – LEGO Certified Professional (Only 15 LCPs in the world)



# LEGO® FESTIVAL – WEEKEND EVENTS



# LEGO® FESTIVAL – WEEKEND EVENTS

## Option of organization of the weekend events by SC

- Interactive assets included
- Building contests
- LEGO Crocodiles “fishing”
- LEGO Friends zone
- LEGO Quizzes
- Building tables and others



# LEGO® FESTIVAL – PLAY ZONE

- Play zone can be active for all the period of festival
- DUPLO pools – free building for smaller kids
- LEGO tables – free building for schoolers
- Models of animals (cows, sheeps) dedicated for vertical building activities
- Soft bean bags to comfort the parents
- SC is to hire the hostesses to operate the play zone daily





# LEGO® FESTIVAL – MASTER VISUAL

Master visual can be adjusted in agreed limits.



The master visual for the LEGO Festival is set against a bright yellow background. In the top left corner is the red LEGO logo. In the top right corner is a red box containing the text "LOGO OF SHOPPING MALL". The central focus is four LEGO minifigures: a police officer holding a sign that says "N: 50380", a firefighter holding a hose, a person in a blue winter suit, and a person in a white and black striped shirt. To the left of the minifigures, the text "LEGO® Festival" is written in a large, bold font, with "Timing of the exhibition" below it. At the bottom left, the text "Website address" is followed by a yellow rectangular box. At the bottom center, the text "Logos of partners of LEGO® Festival" is displayed within a yellow rectangular box. A small copyright notice at the bottom center reads: "LEGO, the LEGO logo, the Minifigure are trademarks of the LEGO Group. © 2015 The LEGO Group."

**LEGO**

**LEGO® Festival**

Timing of the exhibition

Website address

LOGO OF SHOPPING MALL

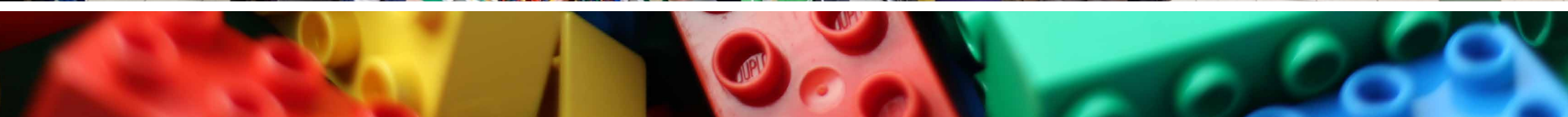
N: 50380

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Logos of partners of LEGO® Festival



# LEGO® FESTIVAL SIMPLY WORKS!



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EVENTS AND SALES PROMOTION

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