





## Review 10211: Grand Emporium

*Let's go shopping!*

*Text by lluisgib*

*Images by lluisgib and LEGO® Systems A/S*

Set: Grand Emporium.  
 Set number: 10211  
 Part count 2182  
 Includes: 7 minifigs, changing room, escalator, chandelier,  
 billboard, many complements.  
 Recommended Price in Spain: 149,95€

### Introduction

Normally when I build a set and then make a review, I have already seen pictures on the internet with lots of details or important elements. This time it has been very different and exciting. I got the set about three weeks before its official presentation. Very few images of it had been seen and I didn't know many of its details. I have enjoyed building and discovering its many details a lot.

I believe it is worth starting with the box, as LEGO® have done a great job on this aspect of the set. The box contains numerous images that show many of the characteristics of the set. On the front, as always, you can see the finished building. On the top, the inventory. On one of the sides there is a curious image of the interior, showing a section of all three floors. On the back, many of its secrets are revealed. You can see the interior of the three floors, many scenes of the interior of the building, some of the constructions that decorate the inside

and a composition of the Emporium, the Fire Brigade and the Green Grocer. It's one of those boxes that's worth keeping.

### Construction

As always, I start building the minifigs. In this case there are six, and a seventh that will be built together with the top floor. The set includes a female shop assistant, a customer, a child and two mannequins.

These last two are normal minifigs but with the head turned backwards so there is no expression on their faces. At first I thought they were faces without silk-print, but that would add another reference to the inventory with everything that implies. As in all these sets, the minifigs have the classic smiling face. The customer carries two shopping bags by way of accessories.

After building the minifigs I start with the ground





floor. Since this is a corner building there is more pavement. In front of the door of the store, there is a blue, White and light grey mosaic which, together with a couple of flowerpots, invites passers-by to enter and buy. The rear of the pavement is dark grey with a few touches in front of the shop windows. As always, there are a few manhole covers, a lamppost and a mailbox, in this case the typical Danish mailbox you can find in the city sets of the last couple of years. As an extra, there is also a small ice-cream stall which makes the ensemble of the pavement very complete.

The construction of the building isn't one of the most elaborate ones among the modular buildings. Basically, the wall goes straight up from the ground floor to the first floor. There are a couple of complements that are worth pointing out, like the dark green awnings, made up of two slopes curved 3x3x2 which are new this year. The result is beautiful and breaks the monotony of the colour of the main façade. At the entrance of the building there is a revolving door. From the outside it is really striking, but on the inside it takes up too much space, which prevents you from placing more counters with products for sale. Above the revolving door the name of the warehouse is built with plates, in this case using the generic term "SHOP". It is very interesting to see how the curve has been achieved. Using a Hose as support and by means of Plates with Clip connected to the letters these are fixed to the hose to get the desired curvature. To finish off the corners and the sides of the entrance, there are a couple of columns with lamps that lend a certain elegance to the building.

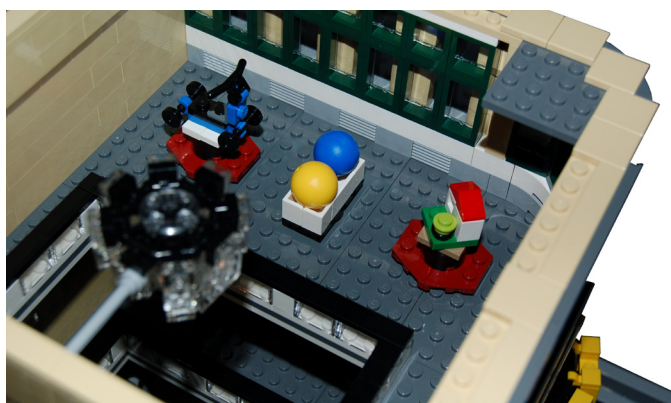


The interior is quite complete. There are two sets of shelving on the wall for trousers for children. A table with perfumes. A fitting room where the minifigs can try on the most fashionable designs. The method used for making the curtains of the fitting rooms is quite curious. They are made with two Darth Vader capes which turn out to be most effective for this purpose. In the shop windows there are two mannequins on one side and two hats on the other. On the backside there is a door that gives access to the rear of the building. Finally, in the centre of the ground floor there is a table with a cash register and below it some jewellery, conveniently protected by a safe showcase so no one can steal the products it contains. When the first images of the Grand Emporium appeared, many were fascinated by the incorporation of escalators. They are one of the most outstanding details of this set. They consist of a Plate 4x10 and a Plate 4x4, to which Cheese Slopes 1 x 2 and Tiles Modified 1 x 2 Grill are connected alternatively. On the sides bricks and above those Hoses for the railing of the escalator. With some Brick, Modified 2 x 1 x 1 1/3 with Curved Top the entrance to the escalator is made. The only detail that has not been well finished is the connection at the top. In

principle the escalator leans against the wall of the next floor, and the cheese slope should be perfectly level with it so that, by means of a decorated Plate 2x2 placed on top of the studs of the wall and the Cheese Slope 1 x 2 it should be perfectly connected. The result is slightly different because the Cheese Slope 1 x 2 is slightly above the required level, and the Plate 2x2 isn't well fixed to the stud and with the inevitable vibrations during construction it ends up coming loose. This doesn't take away the fact that the escalators are one of the strong points of this set.



The first and second floor have basically the same design, with the small modifications caused by the fact that the first floor has an escalator to go to the next floor and the second doesn't. The exterior design is based on a couple of columns which end in arcs and behind those big windows which allow for great luminosity and visual access to the interior. On the corner the façade is finished with a Fence Spindled 4 x 4 x 2 Quarter Round with windows on the back side, placed on top of a White Brick, Round Corner 4 x 4 Macaroni Wide with 3 Studs. On the first floor there are some blue and red flags which contrast nicely with the colour of the façade. The interior consists of two counters with household items (wine glasses and plates). The barrier around the gap for the escalator is made with transparent bricks, which transmits the feeling of a glass wall. At the top of the escalator there is a window which gives it a bit more light. The window has been placed here because it doesn't interfere with the walls of the adjacent buildings and because the door that gives access to the rear is right below it.



On the second floor there is a toys department with some balls, a little house and a skateboard. But what is most striking is the finishing of the stairwell which is a big chandelier. Although it is simple it is very beautiful and you immediately want to incorporate some kind of LED to be able to switch it on and let it do its job. It is fixed to the wall with an antenna, which means it doesn't hang from the ceiling and you can see it when you remove the roof. Apart from that this floor is practically identical to the one below.

On the roof there are several elements that are worth





mentioning. On the one hand there is big skylight right above the stairwell and the chandelier. In order to build it the 12 stud windscreen of the Model Team line has been reused. With two of these a pyramidal skylight is made and the inside can be seen very well.

To make the cornice, the designers have used a new element which is very useful for this kind of cornice or as a support for balconies. On the corner, a flower provides a touch of distinction. On the other side of the roof a big billboard crowns the roof, with the logo of the shop. This logo has been divided into two parts. One of them is a reproduction in tiles of the head of a minifig. The other part is a gift box in relief. Three floodlights illuminate the billboard making it virtually identical to a real billboard.

To finish off construction, a building with many windows need a window cleaner. In this case we don't get only the window cleaner, but also a platform that is suspended from the cornice to allow the window cleaner to do his job. It is the final touch that measures up to the rest of the construction.



### The ensemble

What is so nice about these sets, compared to more commercial sets, is that when you finish building them you don't get this empty feeling, that is to say, that what you see on the box appears to be more than what you get. From the beginning of modular buildings we have seen a great chromatic variety, from the Dark red of the Café Corner to the Light Blue of the Market Street and the Dark Green of the Green Grocer. In this case the tan building adds another colour scheme to our street.

In my opinion, the balance between the outside and inside of the building is very good. The outside isn't as elaborate as in other buildings, but the inside is an improvement. On each floor there are details worth mentioning, from the escalators to the chandelier or the billboard on the roof of the building. The variety of products that can be sold in a shop of this type has also been taken into account and has been included: clothes, perfumes, jewellery, household articles, toys... Having 7 minifigs is a luxury and it adds life to the building.

### Conclusions

The building is very elegant. The combination of colours is rather sober, but the result is brilliant. The exterior design isn't spectacular like in other building, but that doesn't mean it isn't beautiful. All the extras on the inside allow you to enjoy the construction from the beginning to the end. From bottles of perfume to toys or jewellery, each step is a discovery of new surprises. At no time does it become tedious even though there are two similar floors. Each one has its small touches that make building pleasant. The minifigs are varied and make the set very playable. The winks to the AFOL community, like the use of the Model Team Windscreens, are very much appreciated. To many those parts will evoke past times (and I suppose good times).

There are few things that can be criticised and they have already been mentioned in the construction process. These small defects go unnoticed when you have the whole building in front of you.

It is going to be very difficult to top this, but my mind is already thinking about how LEGO will surprise us with the next modular building. We will probably have to wait another year to see it, but I'm certain that the designers will surprise us once again.

There is only one thing left to say... Let's go shopping!

Thanks to: LEGO® Systems A/S, TECHNIC design department for providing the set. LEGO® Iberia S.A, Joachim Schwidtal, Rosa Seegelken and Alejandro Cano for the official images.

#