

# LEGOWORLD Copenhagen 2012

## *A different event*

*By Otum*

From February 16 to 19, LEGOWorld was held in Copenhagen, Denmark, and HispaBrick Magazine® was represented by yours truly. As the title indicates, this is a different event from the perspective of an AFOL.

The event took place in the Bella centre, a kind of convention centre in the outskirts of Copenhagen, during a holiday week for much of Denmark, so there were lots of visitors. As I mentioned earlier, this is a different event to what I am used to visiting and seeing. LEGOWorld is dedicated 90% to children, the visitors, unlike most events an AFOL may visit. There is an AFOL area, where they can display their creations and which I will mention later on, but first let's have a look at what other things you can find at LEGOWorld.

The first thing to draw my attention is the size of the event - the convention centre where it takes place is completely filled

up and divided into different areas, like an enormous LEGO® Store situated near the entrance, a clear example of the success LEGO has in Northern European countries.

It should be said that the purpose of the event is to show the different existing LEGO themes to kids and what better way than to do so with games and activities they can participate in. The space is divided with this idea in mind and so the first thing to comment on is the DULPO area, where parent can leave their children surrounded by DUPLO blocks so they can play and build as they like, the dream of any AFOL... Next to the DUPLO area two things stand out: a small area with display cases showing visitors a bit of the history of LEGO by means of an exhibition of sets that show how the toy has changed over the decades, and next to those something impossible to overlook, the mythical 8880 in real life size!!!!!! Simply incredible. In this area there are two stands for kids who don't





play with DUPLO, a train on a small oval track for kids to ride and see official sets displayed along the ride and another more interactive activity, boxes full of white 2x4 bricks in which 3 Gold bricks were hidden - the finder was eligible for a prize.

Continuing towards the main exhibition area there were stands with creations from kids who are members of the LEGO® Club, followed by a construction of a zoo with animals in show cases - tigers, monkeys, snakes etc. - made with bricks as well as a central area where kids could play with bricks and let their imagination go wild.

The main exhibition area, filling most of the hall, was dedicated to interactive play, except for a small area destined to showing how bricks are made and where with the help of a small moulding machine the injection process was shown explained. Another area that was more informative than interactive was the one dedicated to the LEGOLAND parks, where the new attraction of LEGOLAND Billund was shown, a polar area with a roller-coaster and an aquarium with polar animals among other things. The stand had a track with cars to give the little ones a taste of what the LEGOLAND park is like.

Along the hall there were different areas to display the creations of the kids who built something with the ever present bricks. Special mention should be made of the area dedicated to the new Friends theme, which was full of people and would confirm the current success of the theme. Another outstanding area was the so called Intel area, dedicated to technologies that interact with LEGO without being MINDSTORMS



which was the next stand. The Intel area had things like activities where kids could interact with digital characters or a screen that showed a 3D image of a set if you simply held the corresponding box in front of it. As I said, next was the MINDSTORMS area, full of tables with circuits for bots to complete their tasks on, including a small ring for robot fights which were the delight of many.

The Star Wars™ area had a small stage where anyone brave enough could fight a Jedi with a light sabre. Children could also build any spaceship they liked and display it for others to enjoy. Especially attractive were the Maxifigs of Star Wars™ characters built with LEGO bricks.

The Ninjago area made up of small combat areas where visitors could participate in a tournament while enjoying the official sets displayed in cases. The same went for the LEGO Games section. Between these two areas there was a space for the little ones who wanted to dress up as a princess and show off their dresses on the catwalk. In the Technic area there were large reproductions of two well-known LEGO sets, one of them the 7249 crane and the other a life sized model of the Ferrari 8674 for kids to get their picture taken in. Next to Technic an area dedicated to the new Dino theme, showing the new sets in this range.

I've left the City area for last on purpose as, to me, it contained the largest number of interesting things. It was made up of two sections, one for presenting the new sets for the first half of this year, mainly the forest theme, but the real treasure was hidden in a small display that contained City sets from the last couple of years as well as some surprises, like the new hospital (4429) which is expected to be released this summer. Another treasure trove was the mining scene that showed more sets for the second half of 2012, but more interesting still, the display contained what in all likelihood will be the new parking (4207)!!!!

I'd like to mention a few more things before concluding the part dedicated more to the visitors than to the exhibitors. In the first place there was a spectacular reproduction of a fire truck, almost life-sized, that the kids had to disassemble, and finally the presence of the LEGO Charity programme, which has activities in many places all over the globe. And finally... we can have a look at the Fan hall, the area dedicated to AFOLs.

The Fan zone was located in a hall next to the main hall and contained a central display with several other displays surrounding it. The central display was contained mainly City





elements, with the always spectacular hanging bridge that has been displayed in several events and many small scenes from other themes that were integrated in the main display, giving the whole an added interest.

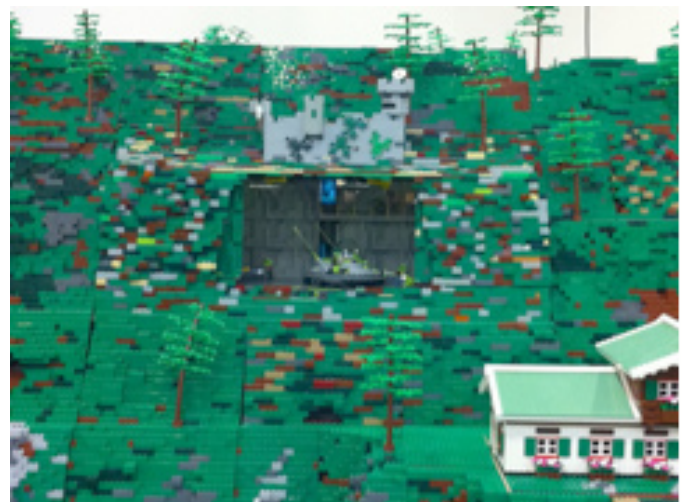
The constructions around the central display were very diverse, starting with a series of constructions dedicated to Star Wars™, an excellent Naboo battle scene, as well as the entire palace buildings with hangars and flying ships included. Next to that was a reproduction of Westminster Abbey with interiors and lots and lots of minifigs. Then of course there was the LEGOLAND scale display which showed the most famous cars from the history of cinema, like ECTO I, the A-Team van and a long list of other vehicles, as well as a train in the same LEGOLAND scale.

Another two displays were dedicated to Power Functions, the first of which represented a harbour with cranes for loading and unloading ships in a size somewhat bigger than the typical minifig scale and with lots of moving functions. The second display showed a space shuttle that could be controlled by means of a joystick and make any manoeuvre short of actually flying. Since we are talking about movement, I shouldn't fail to mention a curious display that contained 9V rails on two levels on which a continuous flow of 9V and RC trains from official LEGO® sets circulated. Of course there was also a GBC display, addictive and hypnotising as ever and with a significant and interesting variation. In order to have a longer circuit and



to make better use of the available space, the designers chose to make mini circuits inside the main loop so each stretch of display was made up of a zig zag of different modules.

The central mega display consisted of two areas that were connected by the bridge I already mentioned. The first linear area, split into two parallel blocks with a central corridor for the exhibitors. Starting with the exterior one, the display started off with a Far West scene with an enormous mountain that housed an Indian village. It was followed by a typical Far West village, including dancers in Can-cans. After that there was a hotel complex with pool with moving water!!! that connected to



a reproduction of the harbour of Copenhagen with a beautiful three-master. The block was finished by a display containing a train station with a very detailed interior.

Looking at the first part of the central display, but in the interior, the first thing you come across is a Pirates fortress, Treasure Island and Jack Sparrow included. On the coast of this display there was a typical port city of the time. From here it went on to an area representing the Danish countryside and a typical coastal village. Finally, and before arriving at the bridge there



Following the block in the interior, after the mountains topped by a beautiful castle the first thing you see is a small village followed by a group of houses that again remind you of the modular buildings, but with less height and a railway platform. On the outskirts of the houses there is a semi-futuristic police station, which is followed by a fun area. In this part there are a number of attractions, like bumper cars with movement, but what really draws attention is the mega concert reproduced in bricks with a large camping site for the festival goers, a shopping area, music and a large and interesting curved stage. This beautiful creation gives way to the last reproduction, the Viking museum in Copenhagen, including reproductions of several ships.

Finally a few more things from the AFOL area. First off there was the interior of a two floor house with furniture and electrical appliances all made of bricks, as well as small reproductions of a minifig head, C3-PO and

were modular houses, including the Town Hall, in a City display that ended in a building the shape of two consecutive waves and a waste recycling plant.

After crossing the bridge there is a mountainous area which on the interior side shows typical mountain scene, with cabins and ... a hidden alien base!! On the exterior side there is another typical mountain scene with a ski station and ski lift. Following the exterior and bordering the mountain you reach an incredible scene of the square of a city with constructions that look like modular buildings and a little tramway that travels around the square. This beautiful square gives way to an apartment building that connects to a display that represents an East Asian rural area. To finish off, this part has a medieval display, consisting in a walled city under siege with a coastal scene and Rapunzel and her hair waiting for prince charming.



R2-D2. There was also a presentation of the new LEGO® CUUSOO MineCraft set, and a fun activity, namely a contest in which you had to align the largest possible number of green minifigs in a limited time and then make them fall like dominoes - the winner was the one getting the longest domino effect.

In short, a different event, more geared towards children than what AFOLs are used to, but nevertheless highly recommendable if you have the chance to visit.

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