

Visit the LEGO® Store in Shanghai

by Lluís Gibert



In 2018 a new LEGO® store opened in Shanghai. There was already one at Disneyland, but it was far from the city centre. This second store is right next to People's Square in downtown Shanghai.

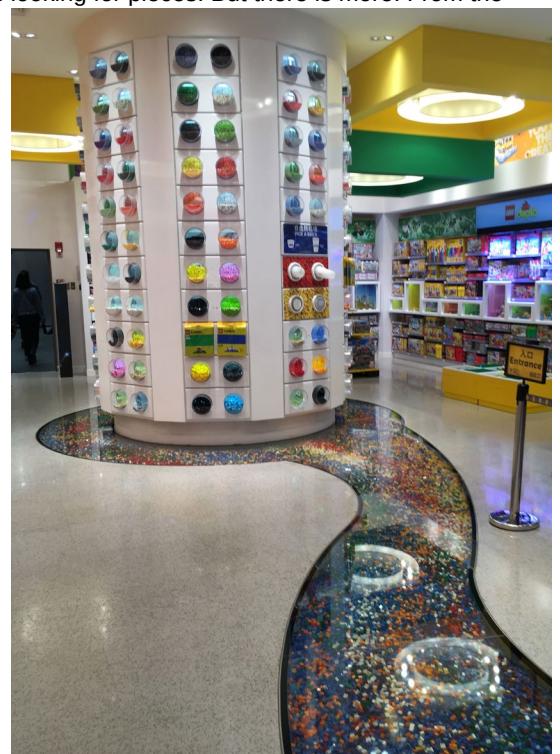
It's easy to locate the store. You walk through EAST NANJING RD and find a giant LEGO® sculpture with "I LOVE SH". Right behind it is the LEGO® store. Being EAST NANJING RD one of the main shopping streets in Shanghai, finding this sculpture, when there is no other commercial reference in the middle of the street is a very positive point for LEGO® and its commercial relations.

Thanks to the Community Manager of China, Jacky Chen was able to give me a guided tour together with Nick, the Store Manager. Although a guided tour of a store may seem a little absurd, Nick explained some concepts that have been applied to the new store for the first time, which will be applied to more stores in the future.

The store has 2 floors, where all the LEGO® lines are distributed. The interesting thing about the store is that the concept connects the two floors in a very original way. Let's start with the fact that instead of the typical wall for the Pick-a-Brick (PaB) there is a column.

Obviously the main function of this PaB column is to supply bricks to avid fans looking for pieces. But there is more. From the floor of the column a kind of river full of pieces, covered by a transparent lid that you can step on, evolves along the tent until it reaches another column in the shape of a tower, from which the tail of an animal made of bricks is born.

When you go up to the top floor, that tail turns into a beautiful dragon. So it is a kind of metaphor, where the dragon is born from the PaB. Very original!



Like in any LEGO® store there are sculptures. In this case, the ground floor features a Rickshaw that you can sit in to take your picture. On the top floor there are several sculptures of famous buildings from all over the world, such as the Statue of Liberty, the Brandenburg Gate, or the Rialto Bridge with Big Ben in the background.

But the decoration of the shop does not end here. There are two more elements that stand out.

In the shop window there is a reproduction of the Eastern Pearl Tower on a miniature scale. The sculpture is colossal and is as high as the two floors of the shop.



On the wall that covers the stairs to the upper floor there is a 3D mosaic that reproduces a commercial street, probably the same one where the shop is located. In addition, some signs have been added that contain the words representing the values of LEGO®.

There are more new concepts, more focused on customers. For example, in the Friends area there are some shelves in the shape of a doll's house. It is useful to be able to do activities in the store that help to decorate it, or to build the sets that have been bought and "test" them in this environment.



There are also some 360-degree immersion bricks in a LEGO® theme. Children (and also some adults) crawl in and in the middle there's a cylinder that you stick your head in and you're surrounded by a set of LEGO® models with a particular theme.

Another novelty is a display case dedicated to showing special or exclusive models that can only be purchased in the store, with digital support made from vertical TV screens that show images and videos of the set being promoted.



There is a play area around a futuristic city, and in which you have to help build models to complete that city.

Since I was there during the first month of the opening of the store, I had the opportunity to buy the exclusive key ring of the store (Limited Series of 10,000 units) and get the precious stamps for my LEGO® passport. In addition, Nick was kind enough to give me the store's exclusive BrickHeadz.

The Shanghai LEGO® Shop - People's Square is a gift for the eyes of any fan. The concepts that have been tried and tested for the first time I think are very successful and give added value to the purely commercial part. The most remarkable thing in my opinion is the PaB column that leads to a beautiful dragon and that is a very well achieved metaphor. If you have the opportunity to go to Shanghai, mark on the itinerary a visit to this LEGO® Store. It's well worth it.

I'd like to thank Jacky Chen and Nick for their kindness and for making the LEGO® Store tour easy for me.

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