

LEGO a colourful crowd favourite at Icons of Porsche 2024

09/12/2024 Looking more like the global premiere of the new 911 itself, the entrance queue to enter the LEGO pavilion at Icons of Porsche stretched around the corner as fans lined up to experience the brand new GT4 e-Performance and other LEGO Porsche products and playful experiences

Kids of all ages descended on the LEGO pavilion at the Icons of Porsche festival in Dubai, which proved to be one of the most popular exhibitions across the weekend.

“We were happy to see such an overwhelming turnout,” said Kristian Imhof, General Manager of LEGO MEA.

“It was great to see families enjoying the LEGO experience within the Icons of Porsche event. We had to add extra measures to control the crowd and to ensure everyone had the chance to have a fun playful experience.”

One of the experiences was the remote-control operated Porsche GT4 e-Performance that was being

raced on a LEGO track, in addition to other fun-filled activities.

“We had witnessed the success of Icons of Porsche in 2023, and it was great to see this event continue to grow even bigger this year.”

A larger 12 x 12 metre space representing a giant yellow LEGO® brick included a photo feature wall, a race track, as well as a large free build area for kids and adults to create their very own LEGO Porsche.

With multiple engaging zones, including three free play areas where kids can let their imagination run wild, the star of the show was definitely the GT4 e-Performance car and racetrack.

The latest Porsche addition, the 834-piece GT4 e-Performance, is the fastest car in the LEGO Technic CONTROL+ range and includes interactive features that can be accessed through the CONTROL+ app to operate the steering, control the lights, open the doors and see live data feedback.

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