

Giant LEGO brick structure to be a feature of 2024 Icons of Porsche festival this weekend

21/11/2024 The desire to own a Porsche almost always starts with a childhood dream. The LEGO Group will help bring those dreams to life for young and old alike with a colourful pavilion showcasing not just the full range of Porsche models, including the launch of an all-new car, but with a variety of activities available for all ages at Icons of Porsche in Dubai on 23-24 November

Following the awesome play experience the LEGO® brand brought to Icons of Porsche last year, the famous Danish toy brand is returning bigger and brighter for 2024 with more family-friendly activations and another new model making its debut over the weekend.

Visitors will be invited to walk inside a giant 12 x 12 metre LEGO brick where, after being greeted by a Classic Car Show Wall that features every LEGO Porsche from the past to the future as a timeline, guests can immerse themselves in the world of LEGO play from building-brick pits for the kids to art installations, photo opportunities, race ramps and a track that's ready for some remote-controlled LEGO

racing action.

“We were very happy to see visitors engaging with LEGO Porsche builds at the Icons of Porsche event last year, so we are ramping it up for 2024 with a giant LEGO® brick as our stand that will include not just Porsches but loads of activities for everyone,” said Kristian Imhof, General Manager of LEGO Middle East & Africa.

“There’s a photo opportunity display where visitors can jump in the classic LEGO Porsche 911 set for a photo cruising in a giant LEGO feature but we also have a free build pool filled with 10,000 bricks flowing from a LEGO brick waterfall where guests can build anything their imagination desires. We will also have an adults zone where the older kids can enjoy a variety of sets that match their passions, such as art, design, culture and travel,” said Imhof.

A brick replica of the classic Porsche 911 will protrude from the wall where visitors will be able to decorate the car using a colourful range of LEGO tiles resulting in the car being ‘painted’ over the two days as a work of art.

The newest addition to the LEGO Porsche range is the all-new, remote-controlled Porsche GT4 e-Performance race car which will be launched over the weekend.

This 834-piece remote-controlled racing car 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, lights and doors as well as provide live data feedback.

Guests can take control of one of four new Porsche GT4 e-Performance Race Cars and race their friends around a track modelled on Germany’s legendary Nürburgring circuit. They can also design, build and race their own LEGO car on two challenge ramps and challenge the competition in trying to complete the daring jump.

A range of LEGO vehicle sets will be available for purchase from an onsite retail store that will include 3D LEGO model displays which will allow visitors to begin their building experience at Icons of Porsche before continuing it at home.

Tickets for Icons of Porsche are available for just 35 AED at iconsofporsche.com

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