

22 June 2022

The first new generation LEGO® Discovery Centre officially opens in Brussels

The first of the brand-new LEGO-themed experiences opens in Docks Bruxsel ahead of the summer

This afternoon, the new LEGO® Discovery Centre (LDC) hosted its official opening ceremony, six months after the next generation of attraction was announced by Merlin Entertainments, a global leader in location-based entertainment with brands such as LEGOLAND®, Madame Tussauds and SEA LIFE Centres.

Families across Belgium will be the first in the world to experience the innovative new experience, at the LEGO Discovery Centre in Brussels. With a brand-new look and design, the attractions, now named LEGO Discovery Centres (previously LEGOLAND Discovery Centres) continue an already popular offering of highly interactive indoor LEGO play experiences.

In the new indoor attraction, children and their families will find more than 3,000 square meters of building and play fun, with interactive experiences including an unforgettable train ride on the Imagination Express or the opportunity to discover incredible special effects with a LEGO movie in the 4D Cinema.

Using LEGO scissors in the iconic Belgian tri-color, Michelle Hoeneveld, General Manager, opened the LEGO Discovery Centre together with Marius Lang, LEGO Benelux General Manager.

"Over the past few months, we've worked very hard to make the LEGO Discovery Centre Brussels the ultimate place for children and their families to play, discover, create and have fun together. The LEGO Discovery Centre Brussels is unique thanks to a number of brand-new play experiences, including a new state of the art Space Experience 'Space Mission'. From 24 June, we can't wait to welcome all LEGO adventurers to discover their ultimate LEGO-themed indoor creative experience!" commented Michelle.

Sieber Bulteel, Master Model Builder at the new LEGO Discovery Centre Brussels, added:

"In April I won the dream job of Master Model Builder and I am delighted to be here at the opening of the brand-new LEGO Discovery Centre. Top quality learning through play is a cornerstone of the LEGO Discovery Centre experience and I am very much looking forward to teaching all children new building techniques and challenging them creatively"

There are 27 LEGOLAND Discovery Centres worldwide and the new location in Brussels will be the very first of the new generation, under the name LEGO Discovery Centre. The LEGO Discovery Centre builds on the partnership between Merlin Entertainments and the world-famous LEGO brand, which also includes 9 LEGOLAND Resorts – with LEGO theme parks and hotels – on four continents.

In the LEGO Discovery Centre Brussels, imagination and creativity know no bounds. It's a great indoor adventure where adults and children create and play together as they make their way through 12 zones, from construction adventures to interactive rides.

For more information and to book tickets, visit www.legodiscoverycentre.com/brussels/nl/.

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Notes to Editors

About LEGO Discovery Centre Brussels

What 12 zones can you discover at the LEGO Discovery Centre?

1. DUPLO PARK

Have fun in the DUPLO Park! Meet a roaring dinosaur, spin the wheel in the big building challenge and have fun in the brick quarries. Here, the smallest builders and their families can learn and play together, solve puzzles, build with LEGO® DUPLO® and go and watch the ducklings in the DUPLO duck pond!

2. BUILD ADVENTURE

Jump over a crocodile in the jungle, loop over lava and drive through the desert! Everything is possible with LEGO builds. An entire area dedicated to playing and creating with LEGO bricks, this is where the imagination runs wild and creative skills are put to the test!

3. MINI WORLD

Explore and play in a revamped world of awesome LEGO builds! Made with over 1.5 million LEGO bricks, planes fly over the tallest towers, turning day into night and some local landmarks creeping into the skyline. Can you recognize them? Build and test the strength of your skyscraper on the various earthquake tables.

4. IMAGINATION EXPRESS

Travel through an oversized LEGO world on an unforgettable train ride. Splash into a giant hot tub, fall down the drain into the ocean on your way to space. Along the track there are game points to collect, but you must fend off the space pirates and moles, because they will not be happy to see you!

5. CREATE YOUR MINIFIGURE

Join your adventure and build your own LEGO Minifigure. Choose from a trillion LEGO heads, bodies, legs.... Make the craziest, the coolest or the hairiest of them all. Let your imagination run wild and create your own minifigure!

6. CREATIVE CLUB

Craft with LEGO bricks at the Creative Club. Our amazing Playmakers give guests a helping hand, let their imagination run wild and help with customizing creations. Daily building activities from mosaic making to painting portraits with LEGO bricks will inspire you on your creative journey.

7. LEGO TREE OF IMAGINATION

Let your imagination run wild with the LEGO tree of imagination. Plant your own LEGO ideas on the trunk or in the branches and be inspired by the Master Model Builder and his team. They challenge you every hour with fun building activities. Our Playmakers will help you work your creative muscles in this amazing building zone before you take a photo and head on to your next adventure.

8. THE LEGO CAFÉ

Mr Corn on the Cob welcomes you to the LEGO café! Take a break, grab some food and don't forget to feed the LEGO DUPLO horse before you go. She is stabled in the play area and is always looking for her special treats!

9. HEROES ADVENTURES

LEGO® CITY meets LEGO® NINJAGO® in the fast-paced adventure. Be the star in your own story. Go through the LEGO laser maze, conquer a climbing wall and see how fast you go in a crazy action game. There are also construction activities to participate in and a soft play area where the children can enjoy themselves.

10. 4D CINEMA

Get ready for a breathtaking 4D cinematic experience! Take a seat in the 4D cinema, which features its own weather system, where LEGO movies come to life and extraordinary adventures begin.

11. THE WORKSHOP

Want to take your LEGO builds to the next level? Stop by the workshop and meet our Master Model Builder. He will guide you in building special LEGO structures. Learn some unique insider tips & tricks that will improve your skills and make your imagination work overtime!

12. SPACE MISSION

Reach for the stars in an extraordinary LEGO® tech building experience. Design and build a LEGO spaceship, take the helm and launch into the digital universe. 5-4-3-2-1... lift off! Zoom through the galaxies on your own space adventure, and to make it even more fun, friends and family can follow along on the screen.

How much does a ticket to the LEGO Discovery Centre cost?

To manage capacity in the new LEGO Discovery Centre, pre-booked online time slots are used. This way everyone can count on an unforgettable and safe visit. Currently, every adult (from 18 years) must be accompanied by at least 1 child.

The plans for the future

At the LEGO Discovery Centre, they still have a lot of plans for the future. In addition to children and their families, schools are of course also welcome in the experience center for a trip. Starting in the fall, the LDC will offer educational STEM programs.

Also, the adult LEGO fans (AFOLs / Adult Fans Of LEGO) are not forgotten. There are plans to organize AFOL nights in the fall. This will be announced on the social media channels and the website. Follow us on Facebook ([@legodiscoverycentrebrussels](https://www.facebook.com/legodiscoverycentrebrussels)) and Instagram ([legodiscoverycentre_brussels](https://www.instagram.com/legodiscoverycentre_brussels)).

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates 140 attractions, 23 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

About LEGO Discovery Centres

Welcome to our new LEGO Discovery Centre. It's the home of LEGO play, where you and your family can create your own adventures in the ultimate indoor LEGO playground with over two million bricks. From interactive Mini World's and masterclasses with our Master Model Builders, to a 4D Cinema – your imagination will run wild.

The new LEGO Discovery Centre Brussels is the first of the next generation of LEGOLAND Discovery Centres, of which there are 27 across the globe.

About Docks Bruxsel

Docks Bruxsel is a unique shopping and leisure destination on the banks of the Brussels canal with more than 100 shops. The Koezio indoor adventure park proposes a concept unseen in Belgium, 15 restaurants take you on a culinary journey, and the Docks Dome event space can welcome 1500 people. The Godin Museum tells us about the industrial history of the site.

There is something for everyone: unlimited indoor and outdoor fun, in a remarkable and sustainable building with an 'Excellent' BREEAM certificate (Building Research Establishment Environmental Assessment Method), which is also very accessible. www.docksbruxsel.be