

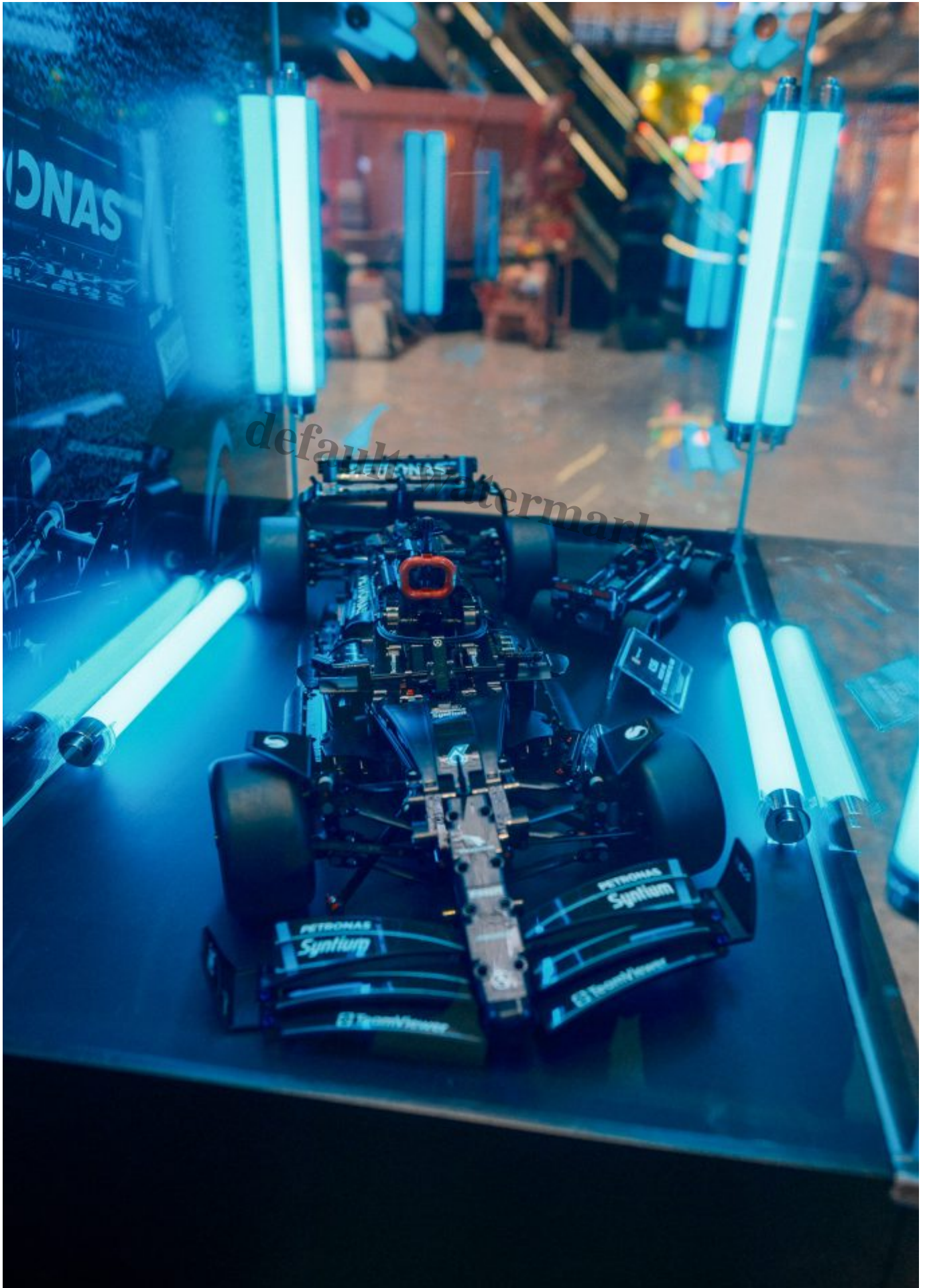


## Grand Prix Brix Pop-Up Experience by The LEGO Group

### Description

It's September! F1 season is here! There are so many F1-themed events popping up all over the island. The LEGO Group has one and Little Big Red Dot was invited to the sneak preview held at Wisma Atria in Orchard Road.

Oh yes, we are Mercedes-AMG fans for the day ok?



We were early and there was coffee and some light snacks for the media. I did not have any. I was engrossed by the events around me.

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This was the goodie bag. Do you have a LEGO passport? You can get stamps from LEGO shops around the world to fill your LEGO passports.



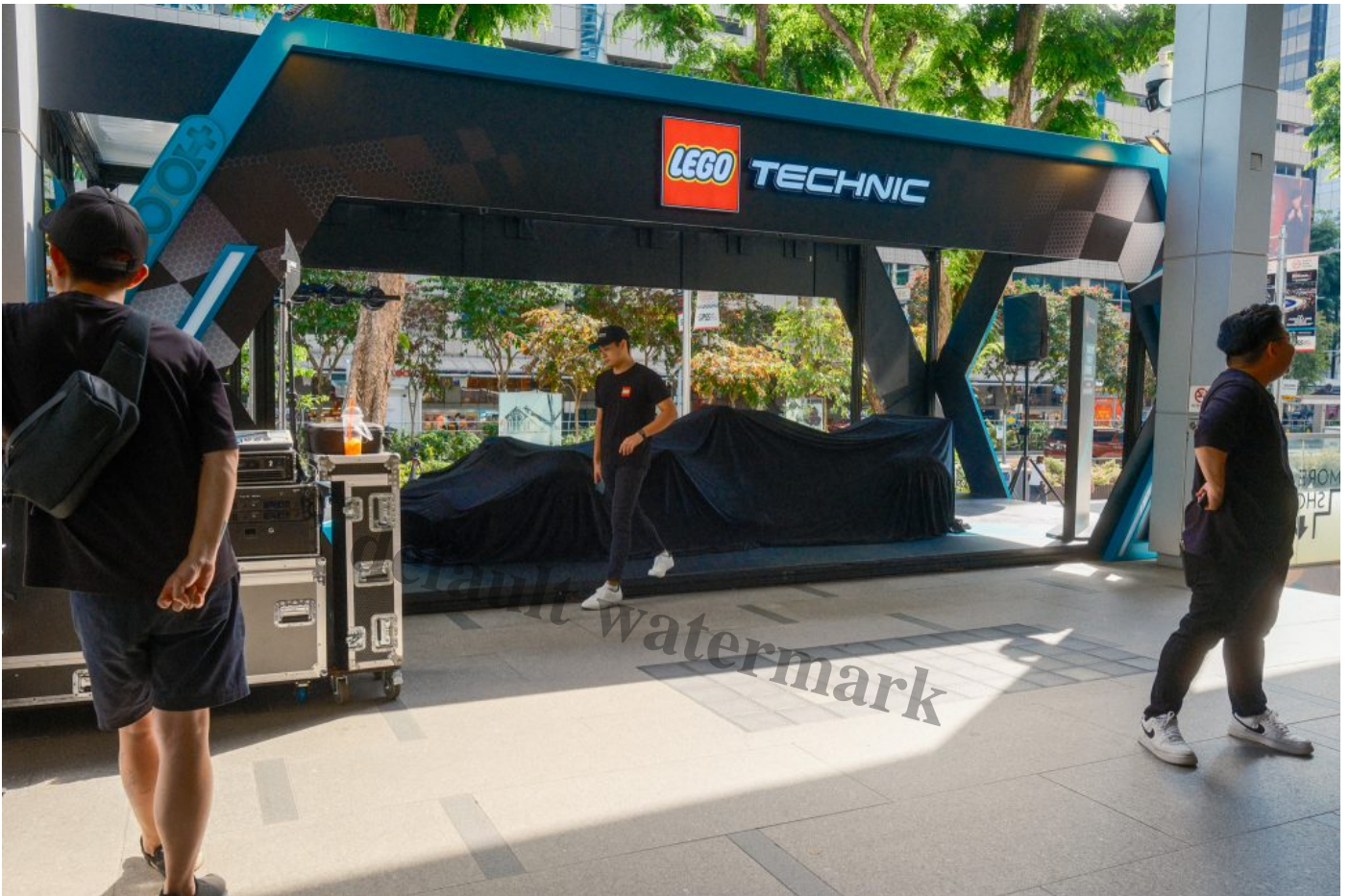
Everything made in LEGO looks better. Imagine if this was the trophy at this year's F1 race. I think that would be rather unique.

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Underneath the sheets was an F1 car built out of LEGO bricks.



Closed for a private event? Oh wait, I am at the private event!







Loads of the media were early.

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The billboard is a large, vertical digital display with a dark background. At the top right, the 'WISMA ATRIA' logo is visible. The central image shows a Formula 1 car (number 1) on a track, with a stylized, glowing architectural structure in the background. A large, diagonal watermark reading 'default watermark' is overlaid across the center. Below the car, the text 'ENGINEERED FOR EXCITEMENT' is written in large, bold, white letters. To the right of this text, the dates '2 - 29 SEPTEMBER 2024' are displayed. Below the main text, a section titled 'SHOPPING REWARDS' lists the following: 'Spend \$200 to receive >> Exclusive LEGO 30844 Vintage Car (worth \$15)', '>> \$5 Seed Heritage Gift Card', and '>> \$5 Wisma Atria e-Voucher'. At the bottom left, there is a QR code. The billboard is situated outdoors, with people walking past it. In the foreground, several yellow LEGO shopping bags and a white water bottle are visible on the ground.

WISMA ATRIA

default watermark

ENGINEERED FOR EXCITEMENT

2 - 29 SEPTEMBER 2024

SHOPPING REWARDS

Spend \$200 to receive >>

- >> Exclusive LEGO 30844 Vintage Car (worth \$15)
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- >> \$5 Wisma Atria e-Voucher

QR Code

I got a custom goodie bag. Thatâ??s me being told that there were stations I had to clear at the event.

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With my own name! Wow! Thanks, LEGO!

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The booth is located in the front of Wisma Atria.





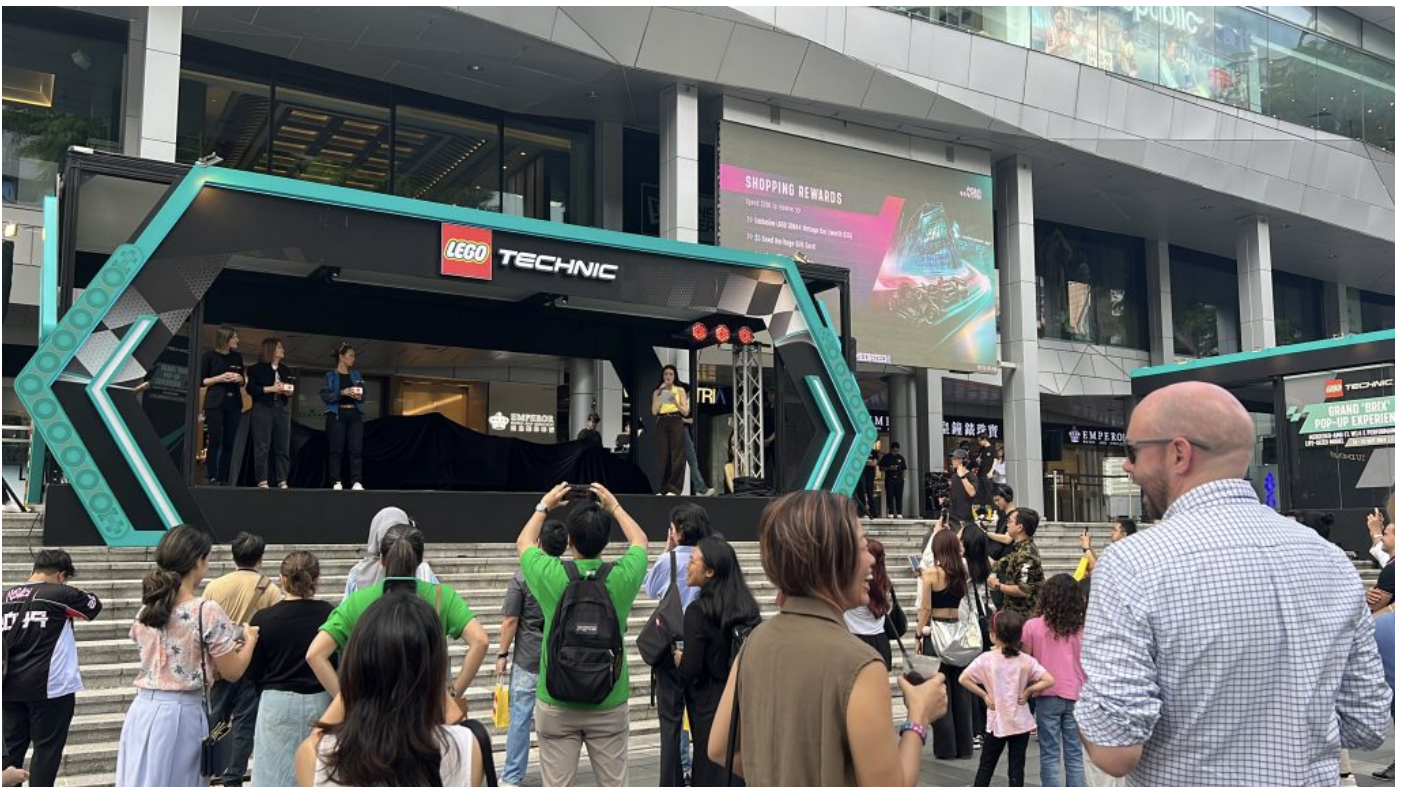
And now for the unveilingâ?!



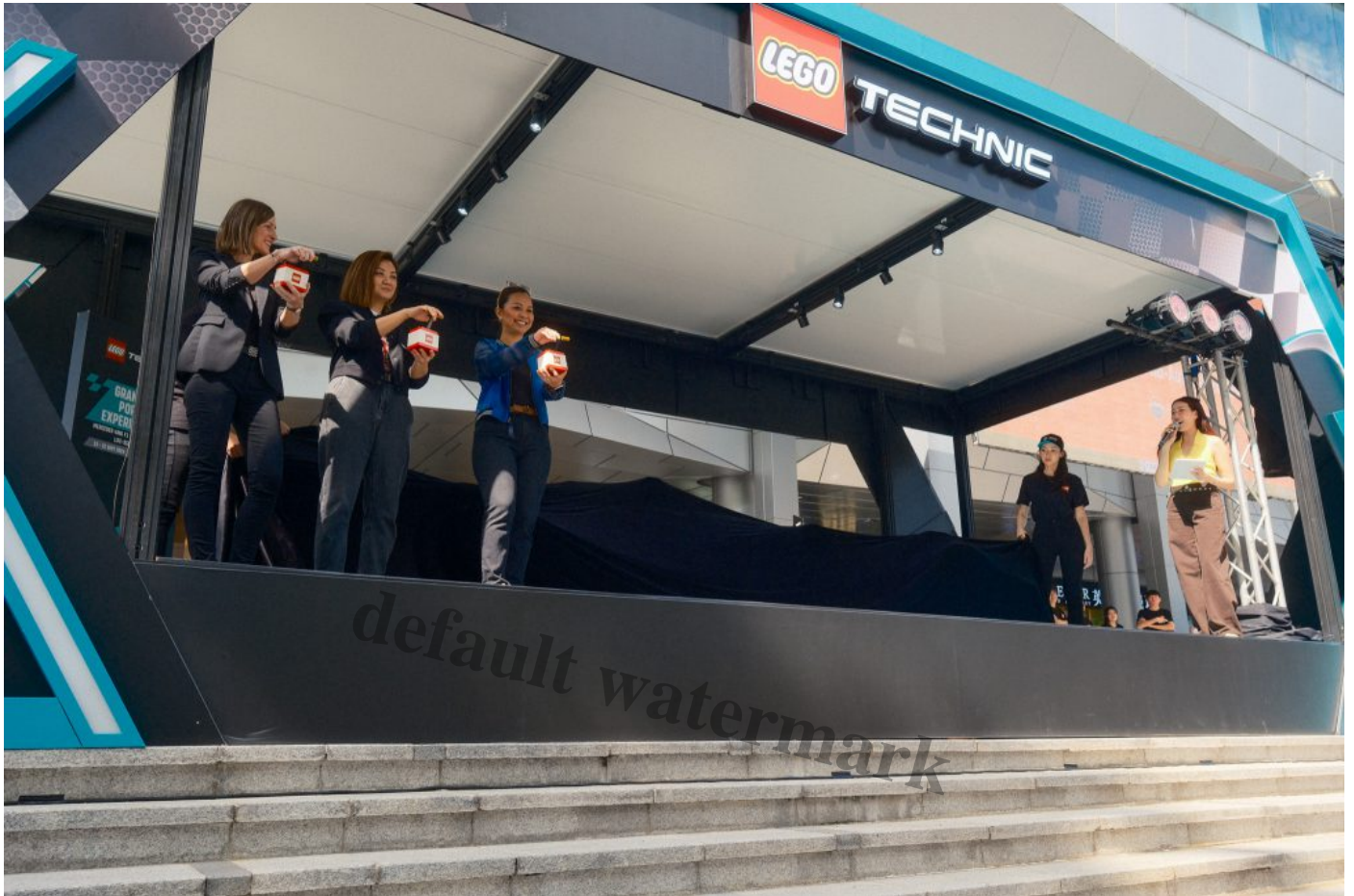




All the LEGO fan boys?!



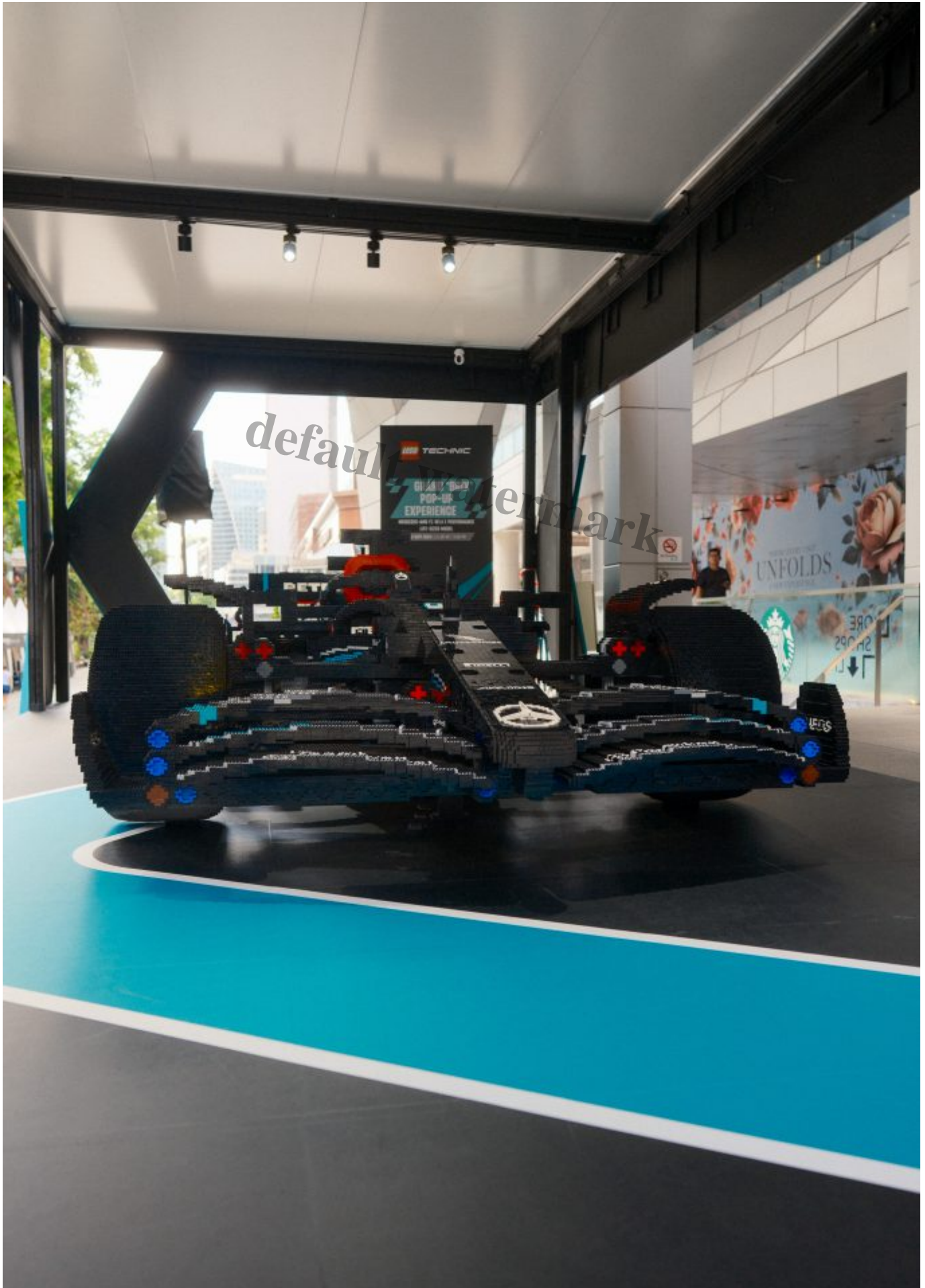




I think I would take half of my lifetime to build this. The attention to detail is amazing. I believe this is life sized.







The various sponsors of the team were reflected on the model using LEGO bricks. They were not decals pasted on.

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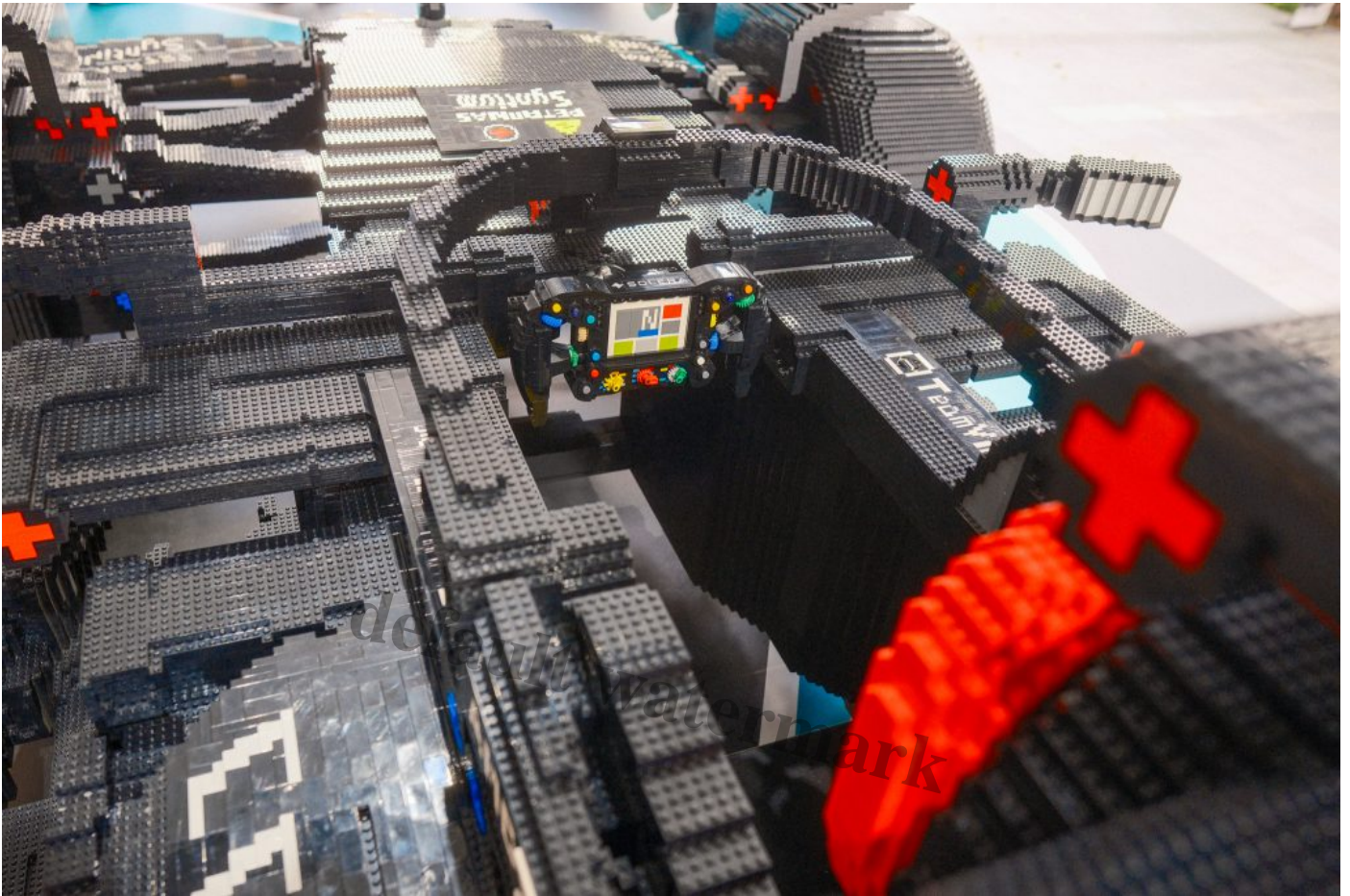


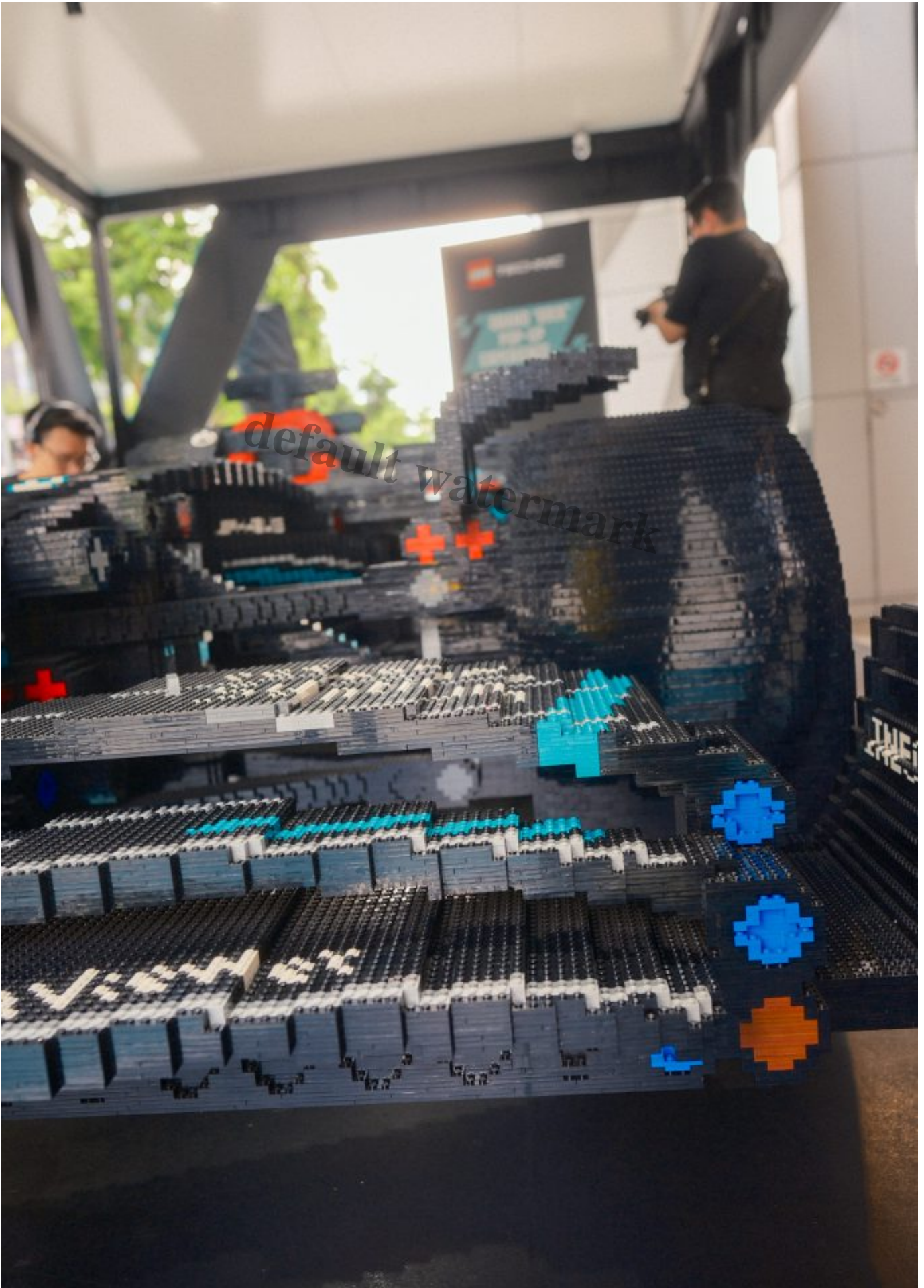
This is perhaps in itself worth going down.

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You can actually sit INSIDE the LEGO car.



Everybody wanted a photo of the LEGO car.







The activities for the participants were in this booth.



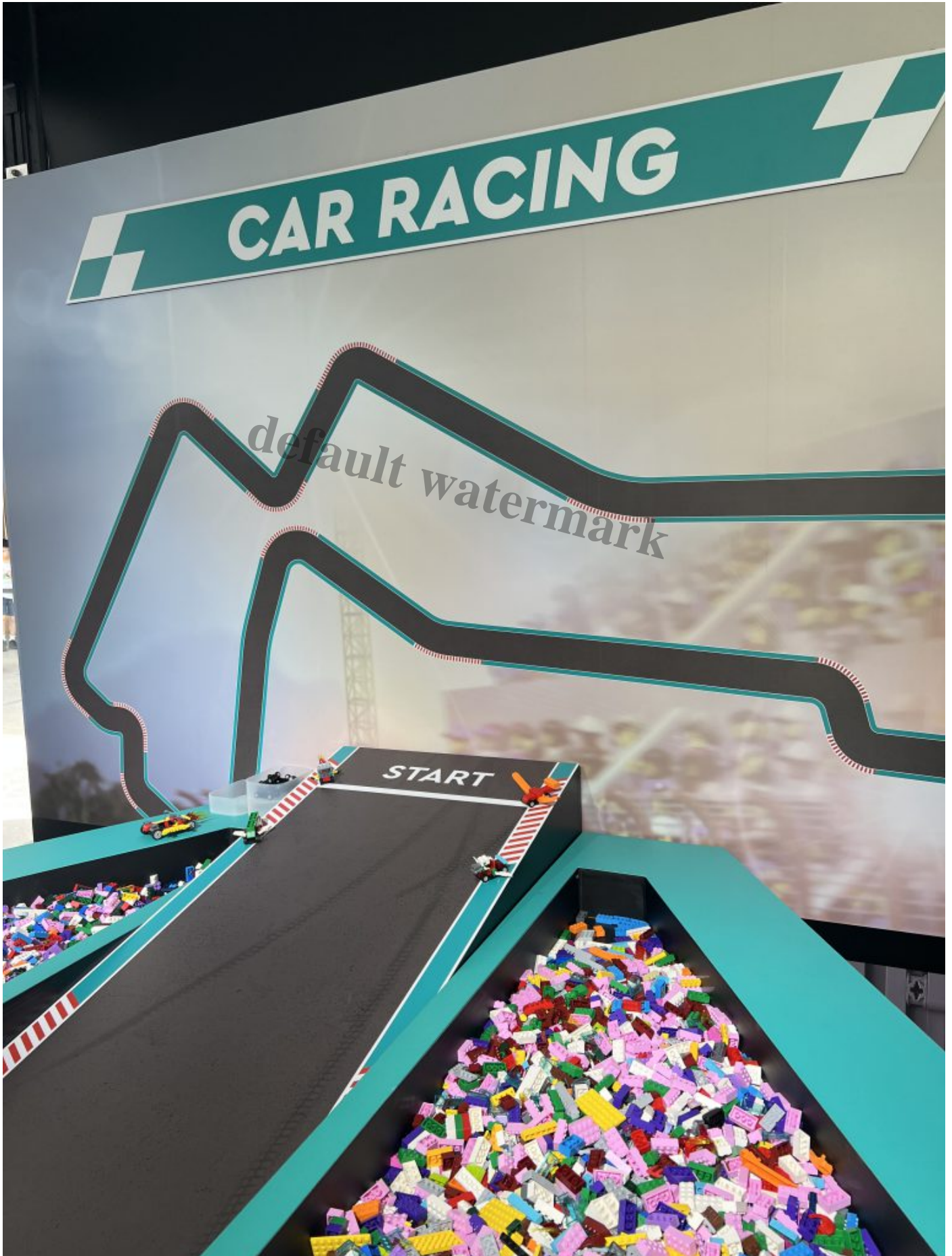


At the car racing station, you had to build a racing car out of LEGO and race it down the slope against someone else's build.

Suffice to say, I won my race!

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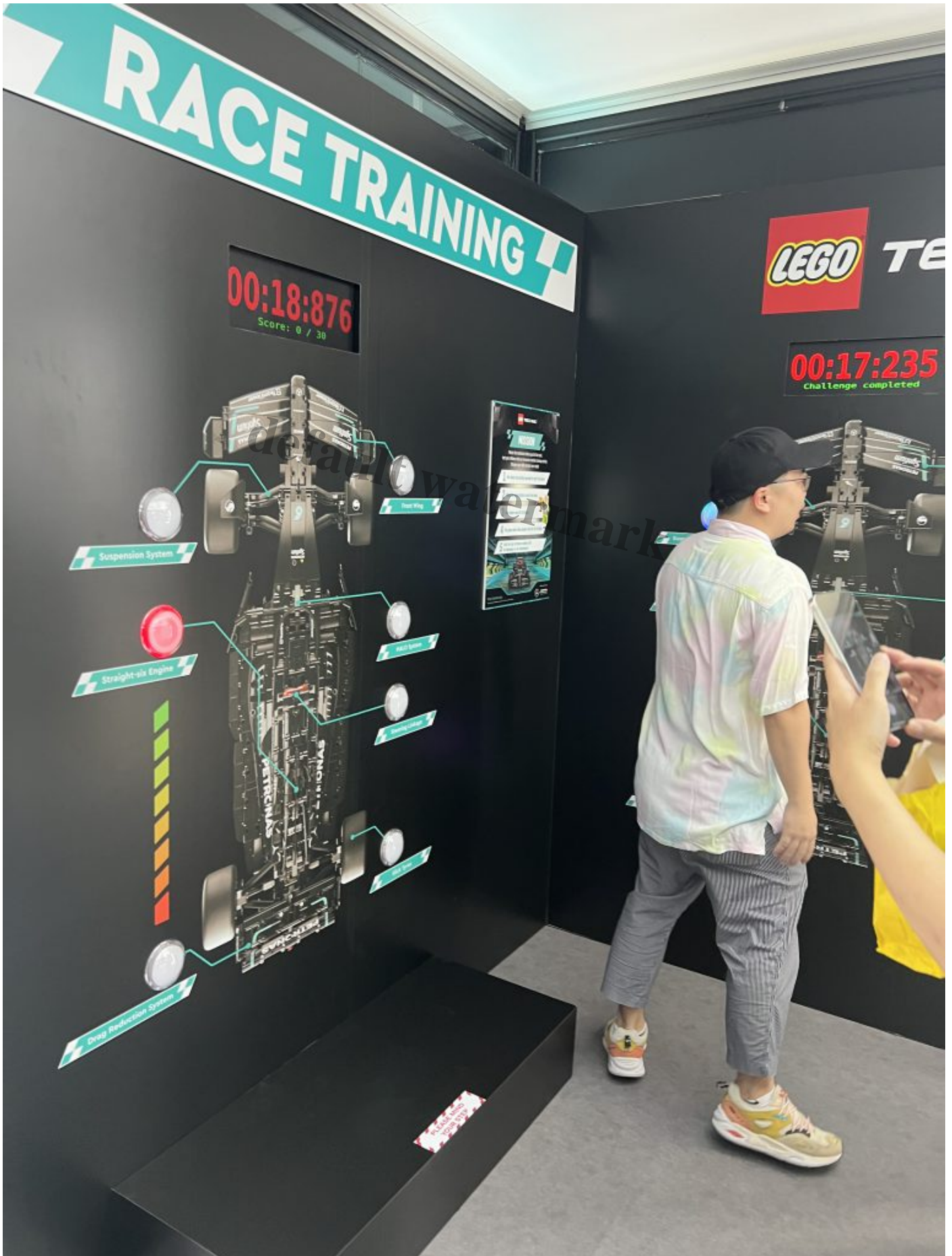


Race training was a test of one's reflexes. You hit the red buttons as they pop up.



Some guy did it in 17 seconds. I think that is fast.





This is the pit stop station where you would have to fix up the tyres and wheels of the F1 car in under a minute.



Fortunately it is just the wheels and the covers and not the whole car. It was a bit fiddly but I got it done in under a minute.

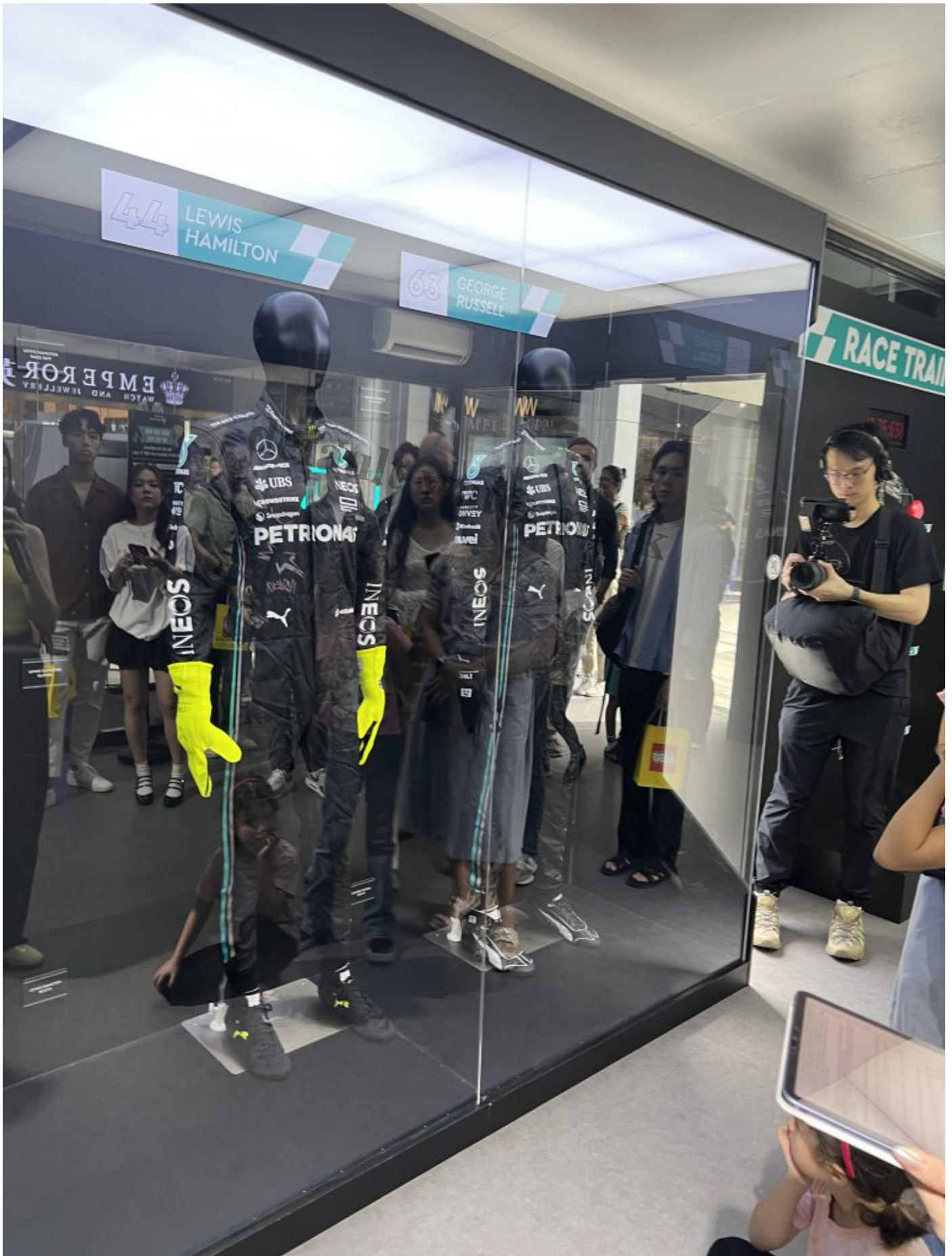




Then there are photo opportunities. Lewis Hamilton and George Russell models. I do not think these are true to size. Perhaps just mannequins in racing suits.

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Of course, there were LEGO sets for sale. This is the LEGO set for the Mercedes-AMG F1 W14 car.







You get to stand on the LEGO podium.

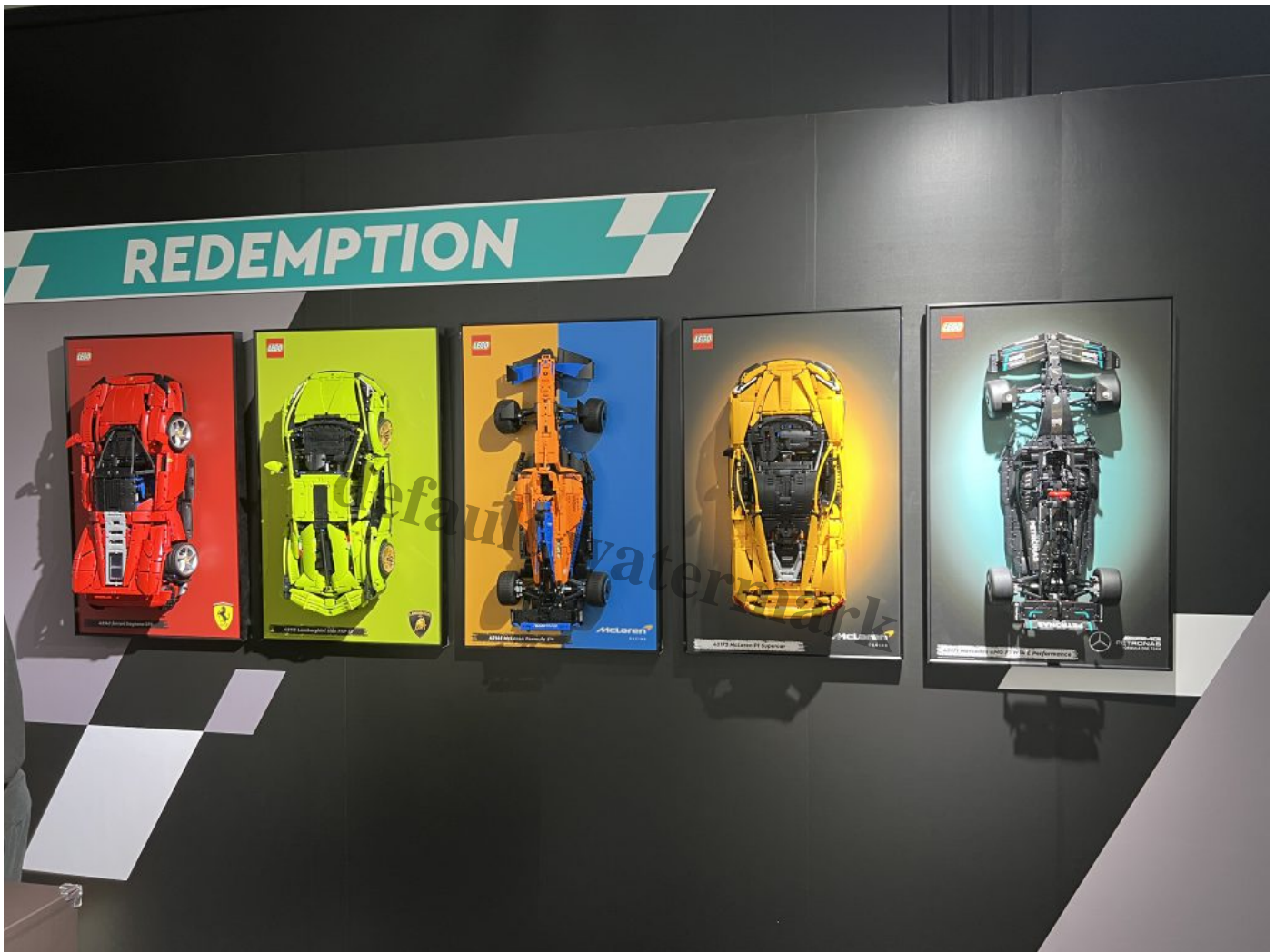


With the LEGO trophy!





There is a redemption section just before you head out of the booth. Clear all sections and you can redeem some LEGO stickers.



So head down to the Grand Britâ•Pop-up Experience at Wisma Atria!





The F1 race season is upon us. This is a family friendly way to get the whole family in the racing groove.

Yours sincerely,

Daryl

**Date Created**

15/09/2024

**Author**

daryllum