

**27 February 2020**

## **LEGO® exhibition Brickman Experience comes to UK for the first time**

### **Hammerson's flagship destination Highcross in Leicester hosting the exhibition from 13th March**

Hammerson has announced that, in a UK first, Ryan McNaught's *Brickman Experience* – the original of the Brickman's 4 touring LEGO® exhibitions – is arriving in its flagship destination Highcross in Leicester in March courtesy of TEG | MJR.

The interactive exhibition has something for all the family. Made from over five million LEGO® bricks, this epic exhibition showcases some of the world's largest and most detailed LEGO® models including a huge LEGO® Star Wars X-Wing, Airbus A380, a quarter scale LEGO® Ferrari and the world's largest LEGO® flower.

Brickman Experience features a collection of over 60 individual works by Ryan McNaught – the only LEGO® Certified Professional in the Southern Hemisphere and one of only 14 in the world. Ryan and his team's award-winning creations have featured in locations around the world, and now come to the UK for the first time. Along with viewing the exhibition, Leicester's budding brickies will also have the opportunity to build their own LEGO® creations in the interactive master builder zones.

**Iain Mitchell, UK Commercial Director at Hammerson,** said: *"We're always looking for ways to deliver new and exciting experiences for our customers, whether that's bringing in a great new retailer, introducing a delicious F&B operator, or organising a mind-blowing event. The Brickman Experience is a great example of that, as you just can't see the unique creations in the exhibition anywhere else. Whether you are young or old, there's something in this for everyone."*

**Ryan McNaught said:** *"I am really excited that the Brickman Experience is heading to Leicester. This exhibition is very special to me because it is the original collection of my individual works, brought together in one space, for everyone to enjoy. We've had huge success with the exhibition across the world, so it only seems fitting we bring it to the UK!"*

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*“LEGO® brings people together, everyone loves it – kids, parents, grandparents, everyone has a memory of playing with LEGO® and I’m looking forward to sharing my creations with LEGO® fans in Leicester and meeting all the budding brickies out there!*

*“Brickman Experience is a great activity for all the family to enjoy – no matter what age you are! I’ve got a few exciting things for the kids (and big kids!) to participate in, so everyone can enjoy creating brick masterpieces as well as enjoying the exhibition. It’s going to be heaps of fun!”*

**Nathan Stone, Creative Director of TEG | MJR**, added: *“We are very excited to be bringing Brickman Experiences to Highcross and the UK for the first time with Brickman himself, Ryan McNaught. With LEGO fast approaching its 90th year the brand has never been more prominent in popular culture and we are looking forward to a new generation of LEGO fans being wowed by the possibilities of the toy!”*

Tickets are essential for this amazing family-friendly experience and are available at <http://brickman.com>

### **ENDS**

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### **Notes to Editors**

#### **Hammerson**

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 31st December 2019, our portfolio of high-quality venues had a value of £8.3 billion and includes 21 flagship destinations in thriving cities, and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include, Bullring & Grand Central, Birmingham, Bicester Village, Oxfordshire, Freeport Lisboa Fashion Outlet, Lisbon, Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille. We manage over 2,000

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brand relationships and during trading hours, over 80,000 people visit our shopping centres hourly across our flagship destinations in the UK, France & Ireland.

### **About Brickman**

The Brickman is a team of skilled LEGO® artists and craftspeople led by Ryan McNaught, aka “The Brickman”. Ryan is a LEGO® Certified Professional, one of only 14 in the world and the only one in the Southern Hemisphere. Ryan and his team have built some of the world’s largest and most detailed LEGO® models and are responsible for building models for LEGO® offices around the world. Having produced two touring exhibitions and hundreds of models for museums, galleries and shopping locations globally, the Brickman team have garnered many prestigious awards for their works. Brickman maintain a unique style, which makes their creations some of the best and most recognisable in the world.

### **About TEG | MJR**

TEG MJR is owned by Sydney-based TEG, which is Asia Pacific’s leading live entertainment, ticketing and technology business and has a fast growing global presence. TEG MJR’s touring artists have included Sia, 50 Cent, Culture Club, Hans Zimmer, and UB40, with theatre shows such as West End hit Rip It Up, along with immersive exhibitions including Marvel’s Avengers S.T.A.T.I.O.N. The company operates multiple venues across the UK including Digbeth Arena, The Mill in Birmingham and Tramshed in Cardiff.