

SERPENTINE AND THE LEGO GROUP UNVEIL PLAY PAVILION COMMISSION BY SIR PETER COOK

Special public art commission exploring the creative power of play

At Serpentine South
11 June – 10 August 2025

Press images available at serpentinegalleries.org/press
Sponsored by the LEGO Group



Image: Exterior render of the proposed Play Pavilion, designed by Peter Cook (Peter Cook Studio Crablab), in collaboration with Serpentine and the LEGO Group. Photo © Peter Cook (Peter Cook Studio Crablab). Courtesy Serpentine.

Serpentine and the LEGO Group unveil the Play Pavilion, a new vibrant, interactive play commission situated alongside Serpentine South in London's Kensington Gardens. The public art project is designed by British architect Peter Cook and will showcase the power of play, with an unveiling on World Play Day on 11th June.



Incorporating LEGO® Bricks into the design, the Play Pavilion is an immersive environment where visitors can explore the creative power of play in three dimensions. By partnering with the LEGO Group, the Play Pavilion extends a shared mission of building connections around play, beyond Serpentine's gallery walls and into the park itself.

The Play Pavilion continues a new series of programmes presented by Serpentine welcoming families, younger audiences and teenagers, that is centred on the idea of engaging with activities for enjoyment and recreation. In 2022, Serpentine, The London Lions Basketball Club, and artist Alvaro Barrington partnered with CONSUL, Tower Hamlets Council and Weavers Adventure Playground in Bethnal Green to create a unique basketball court, enriching the local community and beyond. These new initiatives brings together artists, designers, architects, and creatives to champion the spirit of play and community.

Sir Peter Cook has been a pivotal figure within architecture for over half a century. As a founding member of the visionary group Archigram in the early 1960s, Cook helped to establish new radical possibilities for architecture. Whilst gaining significant attention for Archigram's unrealised projects, including the conceptual *Plug-In City* (1963–66) that continues to challenge the intersection of architecture, technology and society, Cook's built works include Kunsthau Graz in Austria (completed in 2003 with Colin Fournier) and Drawing Studio (2016) and Innovation Studio (2021) for the Arts University Bournemouth. His work has been the subject of numerous publications and exhibitions and in 2002, they were recognised by the Royal Institute of British Architects (RIBA) and awarded the highest award, the Royal Gold Medal.

Peter Cook, architect, said: "Play transcends survival, achievement, and common sense. It encourages, or at least permits us, to explore and idly delight in a territory between the wayward and speculative towards unashamed amusement. The Play Pavilion, created in partnership with Serpentine and the LEGO Group, is a piece of theatre. From a distance, intriguing shapes rise from within the structure, although partly obscured. Activities inside can be viewed through pierced and scooped walls, as if teasing 'come closer, there's more'. A child might pop out on a slide, another may crawl through a hole on the ground, mystifying conventional entrance routes. Another mouth-shaped opening reveals an orator, performer or singer entertaining eavesdroppers beyond."

Bettina Korek, Chief Executive, and Hans Ulrich Obrist, Artistic Director, said: "We are thrilled to be collaborating with the LEGO Group, The Royal Parks, and CONSUL to realise the vision for play we all share with Peter Cook and to enter a new and exciting phase of a community-focused programme. By partnering with the LEGO Group, we are looking forward to bringing their vibrant sense of playfulness and creativity to Serpentine audiences. Zaha Hadid long envisioned a collaboration between Serpentine and Peter Cook, whose radical design philosophy perfectly aligns with her belief that 'there should be no end to experimentation'. Now, that vision is becoming a reality, and we are all grateful to Peter for accepting the invitation. Hadid's legacy will be fittingly honoured through this project, which reflects her pioneering spirit and relentless pursuit of innovation."



Julia Goldin, Chief Product and Marketing Officer at the LEGO Group, said: “As we look to World Play Day, we are thrilled to partner with Serpentine and Peter Cook to bring the joy of play to London's iconic Kensington Gardens. Play is not just a source of joy; it fosters connection and encourages exploration. We're looking forward to inviting everyone to experience the magic of play in a whole new way.”

Sami Janjer, Director at CONSUL, said: “The Play Pavilion is a testament to the power of collaboration bound by artistic integrity and creative intelligence and I'm thrilled that it will come to life as a result of the partnership between the LEGO Group, Serpentine and Sir Peter Cook. This project represents the culture-shaping possibilities when institutions, brands and artists come together with a shared ambition. Play as a creative practice is an essential value we all stand for and the Play Pavilion is a testament to this ethos at scale.”

The Play Pavilion will become a platform for live activations throughout the summer.

NOTES TO EDITORS

About Serpentine

Building new connections between artists and audiences, Serpentine presents pioneering contemporary art exhibitions and cultural events with a legacy that stretches back over half a century, from a wide range of emerging practitioners to the most internationally recognised artists, writers, scientists, thinkers, and cultural thought leaders of our time.

Based in London's Kensington Gardens, across two sites, Serpentine North and Serpentine South, Serpentine features a year-round, free programme of exhibitions, architectural showcases, education, live events and technological activations, in the park and beyond the gallery walls.

Major presentations include a collection of Eduardo Paolozzi's sculptures (1987); Anish Kapoor's *Turning the World Upside Down* (2010); Lee Ufan's *Relatum – Stage* (2018–19); Christo and Jeanne-Claude's *London Mastaba* in the Serpentine Lake (2018); *I LOVE YOU EARTH* by Yoko Ono (2021); Dominique Gonzalez-Foerster *In remembrance of the coming alien (Alienor)* (2022); Alexandra Daisy Ginsberg's *Pollinator Pathmaker* (2022–ongoing); Atta Kwami's *Dzidzɔ kple amenuveve* (Joy and Grace) (2021–22); Gerhard Richter's *STRIP-TOWER* (2024); Yayoi Kusama's *Pumpkin* at the Round Pound (2024); and Esther Mahlangu's mural *Umuntu ngumuntu ngabantu* (2024).

Proud to maintain free access for all visitors, Serpentine also reaches an exceptionally broad audience and maintains a profound connection with its local community.

Peter Cook, architect, is a celebrated teacher and writer and former Director of the Institute for Contemporary Art, London (ICA) and Chair of the Bartlett School of Architecture at University College, London. His ongoing contributions to the field were recognised via the conferral of an honorary doctorate in April 2010 by the Lund University, Sweden. In 2007, Cook was knighted by Queen Elizabeth II for his services to architecture. He is also a Royal Academician and a



Commandeur de l'Ordre des Arts et Lettres of the French Republic. Cook is currently a Senior Fellow of the Royal College of Art, London, and he has taught at University College London; the Architectural Association; the Staedelschule in Frankfurt-Main, Germany; as well as Harvard; Columbia; Southern California Institute of Architecture (SCI-Arc); USC Architecture; and Rice in the United States.

Cook's drawings are held in the collections of the Museum of Modern Art, New York; Centre Pompidou, Paris; Deutsches Architekturmuseum, Frankfurt; FRAC Centre, Orléans; M+ Museum of Art, Hong Kong; Japan Architect Collection, Tokyo; National Museum of Art, Oslo; and the Victoria and Albert Museum, London.

The Play Pavilion is designed by the Peter Cook Studio of C.R.A.B Lab. He is also a Partner of CBH Architects.

Architect team: Sir Peter Cook, Pablo Wheldon, Cong Ding

About the LEGO Group

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words Leg Godt, which mean "Play Well".

Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 120 countries worldwide.

For more information: www.LEGO.com

About CONSUL

The London-based concept studio behind the initial idea, CONSUL—who work alongside some of the world's most influential and accomplished artists and brands—collaborated with the LEGO Group and Serpentine to bring the Play Pavilion to life.

About Stage One

Stage One Creative Services Ltd. is a manufacturing and engineering company that delivers high-end projects for the creative industries. From ceremonies and live events to artworks and architecture, the company's work creates moments that people remember forever. Stage One has delivered work in more than 52 different countries, and our portfolio of work is presented at www.stageone.co.uk.



About AECOM

AECOM is the global infrastructure leader, committed to delivering a better world. As a trusted professional services firm powered by deep technical abilities, we solve our clients' complex challenges in water, environment, energy, transportation and buildings. Our teams partner with public- and private-sector clients to create innovative, sustainable and resilient solutions throughout the project lifecycle – from advisory, planning, design and engineering to program and construction management. AECOM is a Fortune 500 firm that had revenue of \$16.1 billion in fiscal year 2024. Learn more at aecom.com.

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