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Serpentine and the LEGO Group unveil the Play Pavilion: a new cultural space powered by imagination, youth and play



An open-access space designed by legendary architect Sir Peter Cook, the Play Pavilion celebrates World Play Day (11th June) with a free, summer programme featuring some of the most exciting voices in youth culture; Martine Rose, Niko B, Igloohost and Flock Together running sessions that open up the possibilities of creative play, collaboration and connection.

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London – June 2025: The LEGO Group and Serpentine announce the official opening of the Play Pavilion, an immersive new cultural destination in the heart of Kensington Gardens. Created in collaboration with iconic architect **Sir Peter Cook**, the Pavilion opens on World Play Day to champion the voices of London's youth and provide them with a culturally rooted community destination that encourages play, creativity and grassroots collaboration.

World Play Day is the LEGO Group's celebration of UN's International Day of Play, which states that play is an essential right for every child's growth and happiness. With new research from the company to mark the day finding that 1 in 3 children feel adult-designed urban environments don't consider their needs and 7 in 10 (69%) of parents feeling their city does not offer safe and accessible

play spaces, the Play Pavilion provides a free, inclusive space for all to rediscover the power of imagination and play in the centre of London. Throughout the summer (11th June to 10th August 2025), the impressive LEGO® brick-built space will host a number of free, hands-on workshops with music curated by **NTS Radio**, and pre-bookable sessions from talent including **Martine Rose, Niko B, Igloohost** and more, spotlighting the boundless potential of creative play. School and community programming will also provide an inclusive platform for young Londoners to share their ideas for the city's creative future. From build challenges and fashion labs to nature walks and sports days the Play Pavilion offers over nine weeks of free, dynamic creative sessions for children aged 12+ and adults including:

- **Brick Clicks:** Live beat-making from **Kepler** and **Igloohost**, turning LEGO bricks into sound samples.
- **Abstract Art Class:** LEGO bricks meet brushstrokes for expressive, abstract creativity.
- **Record Shop:** reimagine iconic album covers in LEGO bricks, led by LEGO Master Builders.
- **Play in Nature:** guided walks and LEGO brick builds with **Flock Together**, blending ecology, imagination and play.
- **The Edit Workshops:** artist-led builds with **Martine Rose** and **Niko B**, drawing from their archives and creative ethos.
- **Nike x LEGO: BrickSwoosh Workshops:** a series of workshops remixing football culture and streetwear creativity with LEGO bricks.

For the full programme and sign-up details, visit: playlondon.info

Julia Goldin, Chief Product and Marketing Officer at the LEGO Group, said: *"As we celebrate World Play Day, we are excited to be bringing the transformative power of play to London's iconic Kensington Gardens with Serpentine and Sir Peter Cook. Our new research found that urban design doesn't cater for the needs and preferences of children, so we're delighted to create a vibrant playful space for families to build, connect and explore the joy of play together."*

Peter Cook, architect, said: *"I've always believed architecture should surprise you, especially if you're young. The Play Pavilion does just that, not in a grand way, but in the small detail and moments of discovery as you navigate the space. Inspired by young people there is a space to hide, climb, perform or simply let your imagination run wild. It really is about unlocking infinite possibilities through play."*

Bettina Korek, Chief Executive, and Hans Ulrich Obrist, Artistic Director, said: *"The Play Pavilion continues Serpentine's tradition of pioneering architectural commissions, while honouring the legacy Zaha Hadid's early collaboration with Sir Peter Cook. In partnerships with The LEGO Group, it becomes something more; a space shaped by community, built for the next generation, and driven by the shared belief that play can be a powerful form of cultural exchange."*

Beyond programming, the Play Pavilion is designed to ignite long-term change. Whether through **youth-led insights shaping future policy**, or **intersectional panels uniting creatives, athletes, and grassroots leaders**, this space redefines what cultural infrastructure can look like when young people are placed at its centre.

As the LEGO Group celebrates **World Play Day, where it will put the world in play mode** the Play Pavilion joins global activations in **Berlin, Boston, and Shanghai**.

For more information visit: [LEGO.com/newsroom](https://www.lego.com/newsroom).

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Notes to Editors

For additional information or requests, please contact:

media@LEGO.com

legopavillion@mcsaatchi.com

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 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.

Sir 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