



# nerej

## Northeast's first LEGO Discovery Center grand opening - 43,000 s/f

February 24, 2023 - Retail



Somerville, MA April 14, 2023, families in Boston and across the northeast will have the opportunity to experience North America's first fully renovated next generation LEGO Discovery Center. The grand opening of LEGO Discovery Center Boston will give guests the opportunity to experience the \$12 million renovation which includes new and reimagined popular experiences like the LEGO Space digital experience, Minifigure Creator and DUPLO Park.

The immersive experience is designed to allow family activities and will also include a new team of specialist playmakers and master model builders who will lead interactive LEGO creative workshops.

LEGO Discovery Center will have an indoor adventure of more than 43,000 s/f where adults and

children create and play together as they make their way through twelve zones including building adventures, an interactive ride and much more.

New featured zones at LEGO Discovery Center Boston:

#### Spaceship Build & Scan

Design and build a LEGO spaceship, take charge, and launch it into the digital universe. Friends and family can follow along watching the launch take place on the big screen.

#### Build Adventures

Everything is possible with LEGO bricks. An entire area dedicated to playing and creating with LEGO bricks, this is where imaginations run wild and creative skills are put to the test!

#### DUPLO Park

Meet a roaring dinosaur, spin the wheel in the big construction challenge and have fun in the brick pits. Here the littlest builders and their families can learn and play together, solve puzzles, build with LEGO DUPLO.

#### Minifigure Creator

Guests can build their own LEGO minifigure. Choose from a billion LEGO heads, bodies, legs, and more to build your own minifigure.

#### Hero Adventures

LEGO City meets LEGO NINJAGO in the fast-paced hero adventures. Run through the LEGO laser maze, conquer a climbing wall and see how fast you go in a crazy action game. There are also building activities to get involved in and a soft play area for the kids to let off steam.

#### Creative Club

Create with LEGO bricks in the Creative Club. Our amazing Playmakers lend a hand to guests, sparking their imaginations to create custom creations. Daily building activities from mosaic making to portrait painting with LEGO bricks will inspire you on your creative journey.

#### LEGO Tree of Togetherness

Plant your own LEGO ideas on the trunk or in the branches and get inspired by the master model builder and his team. They challenge you every hour with fun building activities.

#### Mini World

Made with over 1.5 million LEGO bricks, planes fly over the tallest towers, day turns to night and some local landmarks creep into the skyline too.