

LEGO PMD

Wall papers with giant blades of grass, tables with built-in bonsai gardens and a slide connecting two floors. LEGO's development department has a new working environment with an emphasis on fun, playfulness and creativity, where the physical design lets grown-ups enter a child's fantasy world.

Future LEGO products are created in the development department LEGO PMD. Now, the department's designers have a work space where the physical setting supports the playful character of the work. Rosan Bosch has created a physical working environment for LEGO where development, play and creativity are integrated into the spatial design.

In order to create a design that matches the creative development process in the department, the imagination was given free reins. Across the large space, an existing walkway was turned into an oversize seating area with a light blue colour that transforms the walkway into a light, fluffy cloud. The cloud twists and turns and unfolds to form sofas, sitting podiums and a slide that connects the two floors.

The new design of LEGO PMD makes it possible for the designers to work closer together. At ground floor, the open space at the centre of the room creates a dynamic flow where informal meeting places create a setting for social interaction and exchange of information. Towards the sides, there is room for concentrated work, and specially designed means of exhibition such as the show-off podiums and the model towers give the designers a chance to display their work to each other, facilitating the sharing of knowledge and ideas across the department. A Fun Zone with a yellow table bar creates room for relaxation and social interaction, where a number of building tables for children make it possible for LEGO's youngest employees to test the newest models and products. The new LEGO PMD is the children's universe where imagination reins free – for children and designer alike!

In this physical design, children's fantasy world becomes a part of everyday perception and defines a setting for creating new designs for games and play. The new LEGO PMD is a children's universe where the imagination can be unleashed – for children and designers alike.

Project Title:	LEGO PMD
Clients:	LEGO Group
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Location of project:	Lego System A/S
Address:	Systemvej 6
Postal code:	DK- 7190
City:	Billund
Country:	Denmark
Website:	http://www.lego.com
Year:	2010
Project:	Design and interior decoration
Scope:	2000m2
Materials:	Polyurethane floor, carpet, dry wall, acoustic bats w. graphic print, glass partition walls, acoustic ceiling, furniture