



## Play, display and replay: IKEA® and the LEGO Group introduce BYGGLEK – a creative solution that intertwines play and storage

**August 27, 2020** – Today, IKEA of Sweden AB and the LEGO Group reveal the long-awaited outcome of their collaboration. The two brands joined forces to create BYGGLEK – a playful storage solution. Consisting of a series of storage boxes with LEGO® studs and a special LEGO brick set, the new BYGGLEK collection aims to encourage play and infuse more fun into storage around the home. The BYGGLEK collection will be available in existing IKEA retail channels throughout Europe\* and North America beginning October 1, 2020.

With a strong belief that play makes both the home and the world a better place, IKEA of Sweden AB and the LEGO Group set out to remove barriers to play in daily life, while creating a practical yet playful experience that children and adults could enjoy together.

Play is an important and powerful way for children to learn and grow. However, children and adults sometimes have different views about play and creativity at home. Where adults often need to create structure and organize, children see a stimulating and creative environment in which they naturally want to play, pause and then replay.<sup>1</sup>

Reorganizing children's creative space during playtime not only disrupts their play but also their creative expression and growth. Therefore, the IKEA and LEGO brands wanted to create a storage solution that itself offers a fun and playful experience. The BYGGLEK boxes are equipped with LEGO studs on the top and the front that allow children to integrate the storage boxes as part of their LEGO builds. They can store their projects inside, and proudly display their creations on top.

The BYGGLEK collection consists of four different products: one set of three small boxes, two larger boxes, and one set of LEGO bricks to kick-start the playful experience. BYGGLEK can be used with any existing and future LEGO elements, as the studs used on the lid and front are part of the LEGO System in Play.

"At IKEA, we believe in the power of play. Play lets us explore, experiment, dream, and discover," said Andreas Fredriksson, designer at IKEA of Sweden. "Where adults often see a mess, children see a stimulating, creative environment, and BYGGLEK will help bridge the gap between these two views to ensure more creative play in homes around the world. Plus, the BYGGLEK collection seamlessly fits in with other IKEA products, making it possible for your child's creativity to become a unique piece of decor at home."

Speaking about the creative solution, Rasmus Buch Løgstrup, designer at the LEGO Group said, "BYGGLEK is more than boxes. It is storage and play intertwined. BYGGLEK provides families with a product range that helps create space for more play in their everyday - fuelling creativity and making it

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\*Except for Russia. Please check [IKEA.com](https://www.ikea.com) for local availability.

<sup>1</sup> In the IKEA Play Report, IKEA asked children what they want and 47% of them said that they want more playtime with their parents. At the same time, 90% of the asked parents believe play is essential to wellbeing and happiness, emphasizing the importance of play. In the LEGO Play Well Study 2020, parents recognize the importance of letting kids play in their own way. While 85% of parents admit messy play makes children feel free and helps develop their creativity, 51% of parents worry about their child making a mess when playing and feel the need to tidy up around their kids even while their child is still playing. 90% of children confirm this reality, saying their parents tell them to tidy up while they are still playing.

possible to have more fun together. It's a possibility to play, display the cool creations, and return to it to replay, remake, recreate or start over. BYGGLEK is all about endless possibilities, just like the LEGO System in Play."

The LEGO System in Play enables children to build and rebuild their own stories, a process that helps to develop essential 21<sup>st</sup> century skills. With BYGGLEK, the IKEA and LEGO brands hope to extend the LEGO play experience by providing fun, creative storage solutions that are just as playable as they are functional.

BYGGLEK will be available at IKEA U.S. stores and online at [IKEA-USA.com](https://www.IKEA-USA.com) beginning October 1, 2020.

**For more information, please contact:**

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**About IKEA**

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

**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 and its products are now sold in more than 140 countries worldwide. For more information: [www.LEGO.com](https://www.LEGO.com)