

THE LEGO® LION STORY

Since the very first brick was laid in 1842, the Széchenyi Chain Bridge has connected Budapest and its people, growing into a national symbol of unity, guarded by majestic lions that represent the country's resilience.



But today, not many of the younger generation know its rich history.

With modernisation of the bridge underway, its iconic lions were removed for refurbishment – temporarily taking away an important piece of history. While most people saw an empty space, the LEGO brand saw an opportunity to help the current generation learn through play.

Working with a LEGO master builder and using 850,000 bricks within 560 hours, the LEGO Lion of Budapest was born, a very detailed replica that gave new life to a historic symbol, that was often taken for granted.

Finally, young people were learning about the national heritage in a playful new way and for the first time, they were able to get up close with this modern-day piece of history.

Majestic yet playful, the sculpture soon became the talk of the nation, taking over social feeds and news headlines overnight. With local celebrity-status, people across the country wanted to see the LEGO lion, and so, we took him on the road stopping for 'meet and greets' with fans all over, including the President of Hungary herself.

With the LEGO lion we had found a way to make history relevant to the current generation and fill them with inspiration – about the importance of preserving cultural heritage.

And as the lion continues to tour, our mission to inspire the builders of tomorrow lives on.

