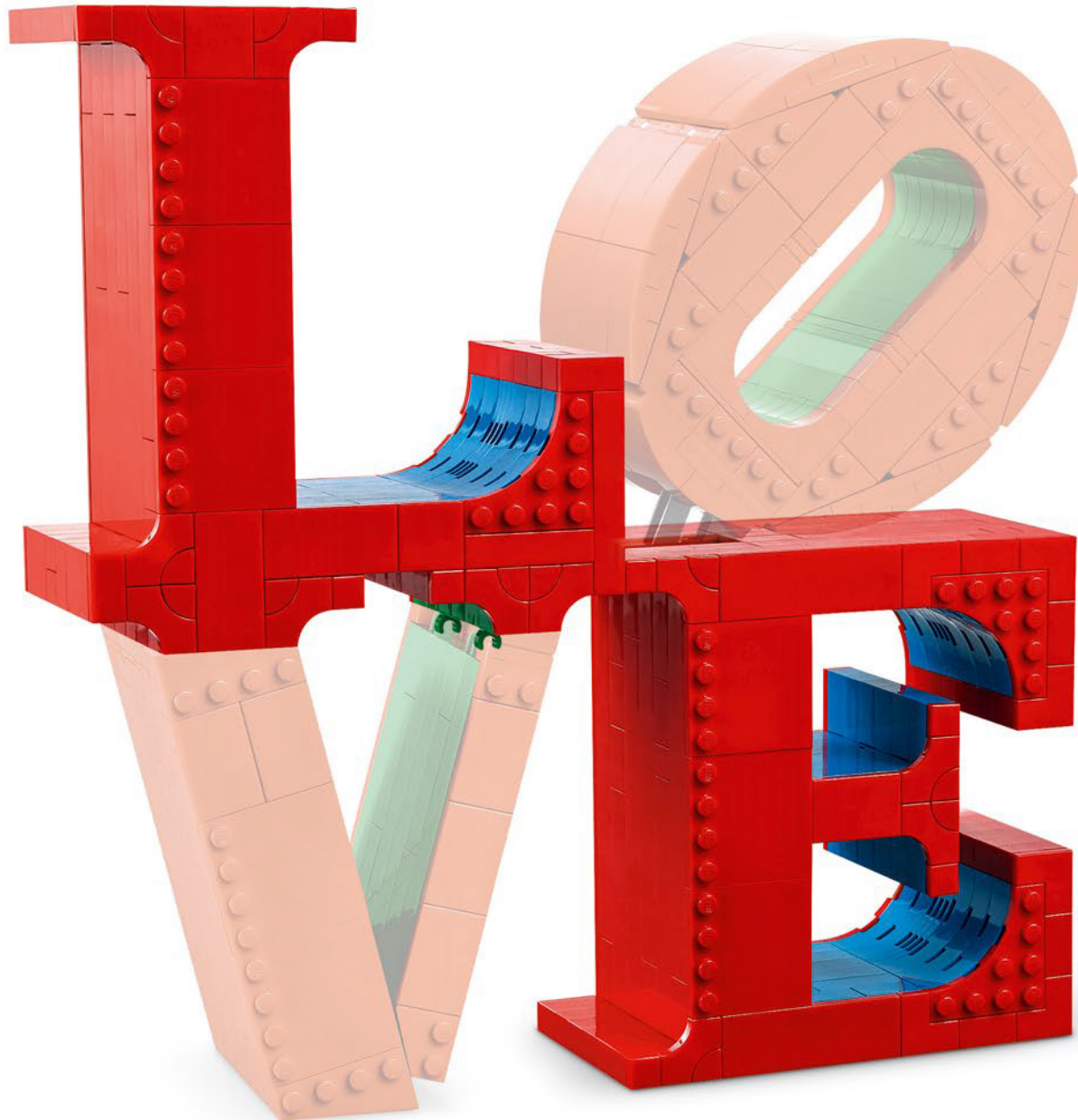
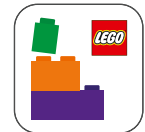




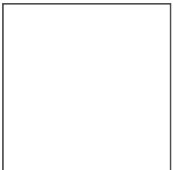
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Welcome to LEGO® Art

♥ You always recognise the moment when you just click with someone. There is no other feeling like it. Inspired by one of the world's most profound and heartwarming works in Pop Art history, the American artist Robert Indiana's iconic *LOVE* series, this LEGO® Art experience invites you to fall in love with your creative journey – alone or for a fun playdate.





Build LOVE Together

♥ Celebrate your special bond, a significant milestone or simply brighten up your favourite space with a bold, colourful, art-inspired object. We guarantee lots of satisfying, gratifying, clickable moments as you each build your half and bring the model to life.

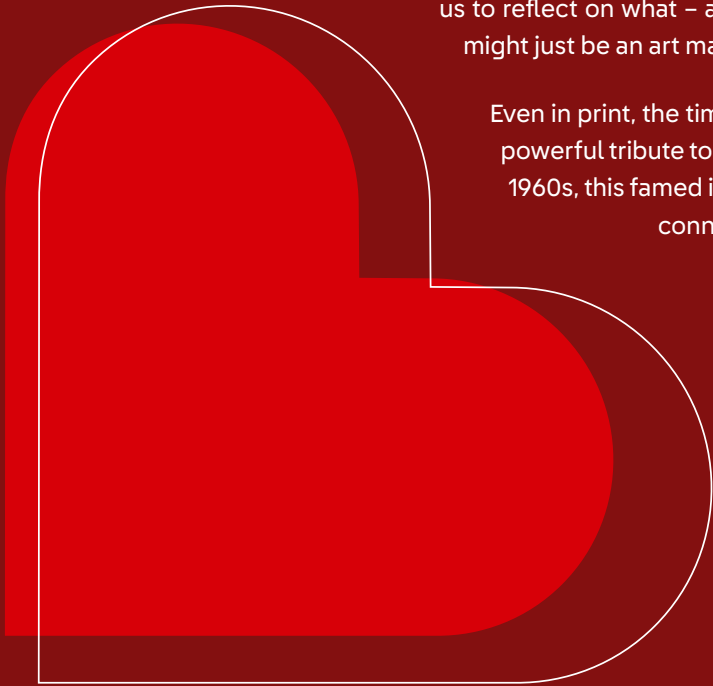


Art of LOVE & LOVE of Art

♥ Whether you're exploring new ways to express your creativity for yourself or with one of your all-time favourite humans, all the pieces of this playful LEGO® Art LOVE set will fall into place as you build. Perhaps you have already visited one of the original *LOVE* sculptures installed around the US, Canada, Europe and Asia. Maybe you're drawn to the vibrant composition and colours. Either way you look at it, literally and figuratively, *LOVE* draws us in and allows us to reflect on what – and whom – we live for. With colours so close to the classic LEGO palette, this set might just be an art match made in brick heaven.

Even in print, the timeless image and universal message continues to inspire us with a minimalistic yet powerful tribute to the zeitgeist of the 1960s and 1970s. Created by the artist Robert Indiana in the mid-1960s, this famed image ushered in a new cultural era characterised by a shared, heightened sense of connection, tolerance and equality transcending all borders, barriers and time.

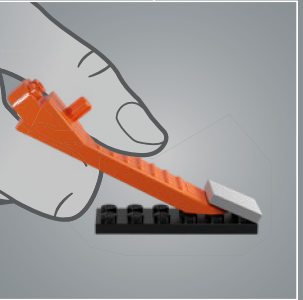
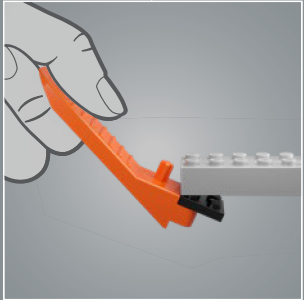
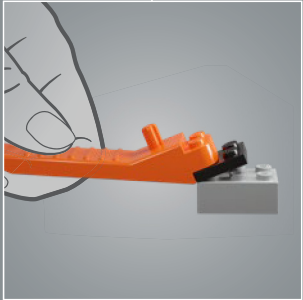
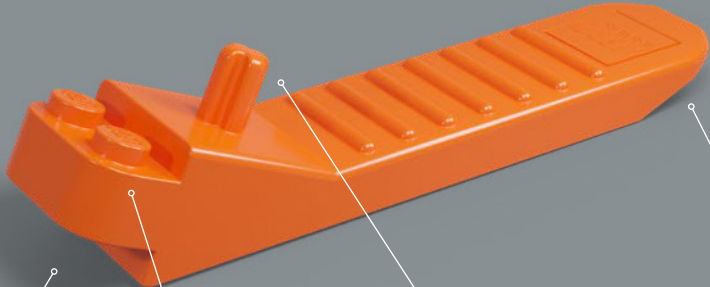
Reinterpreting this spirit was irresistible to the LEGO Art designer team. For many in and outside the art world, Indiana's *LOVE* works were revered as manifestations of this belief, but more than that, they were praised and recognised for their groundbreaking style, which inspired generations of designers and artists in the decades that followed. Indiana's iconic *LOVE*, with its playfully defiant, angled "O" still permeates urbanscapes, cultural symbols and our collective consciousness.



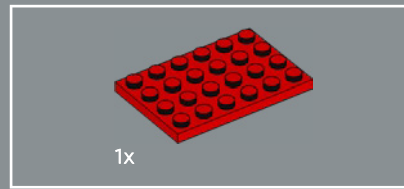
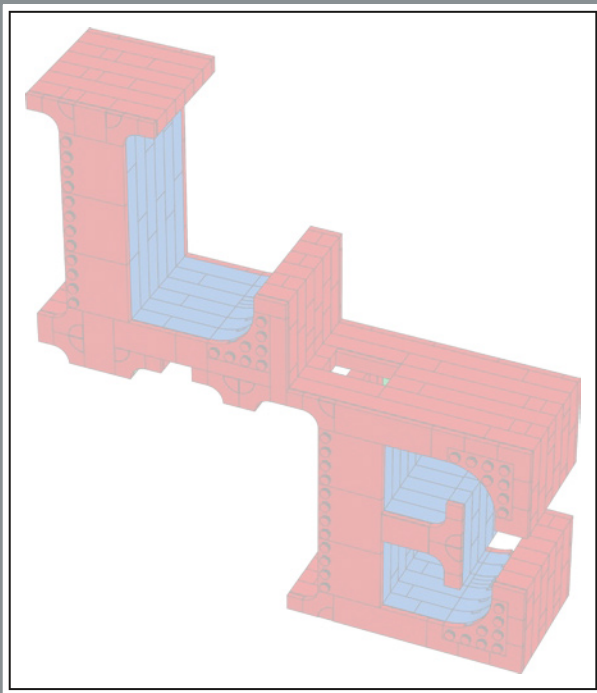


LOVE of creativity

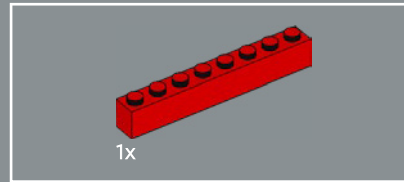
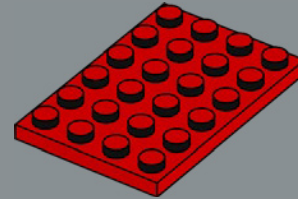
♥ Robert Indiana embarked on his series of *LOVE* paintings in 1965. One of these paintings, which incorporated the colours red, green and blue, was selected by the Museum of Modern Art in New York in 1965 for its annual holiday card. In 1966, Robert Indiana created his first *LOVE* sculpture, and in 1970, he created his first monumental *LOVE* sculpture, which was acquired in 1976 by Newfields, the Indianapolis Museum of Art, in Indiana. It has remained an integral part of the museum's collection ever since. An extension of his *LOVE* painting series, Indiana's *LOVE* sculptures explore colour and geometric forms. Like its iconic real-life inspiration, we hope the LEGO® Art *LOVE* sculpture will pop up anytime, anywhere you find an occasion to celebrate your love – of creativity, joy and each other!



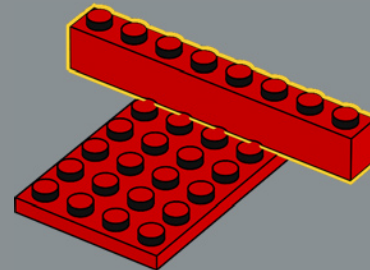


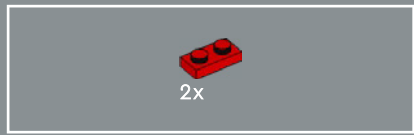


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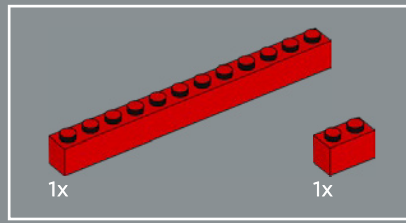
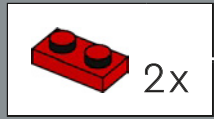
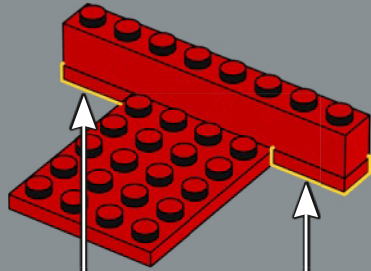


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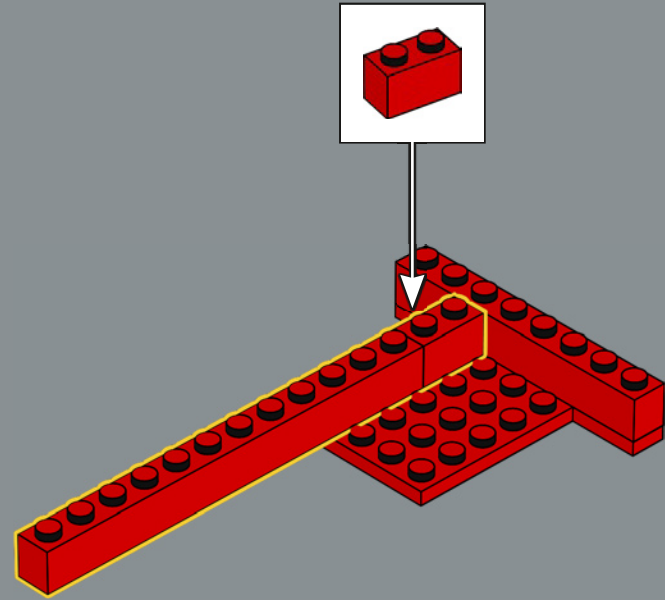


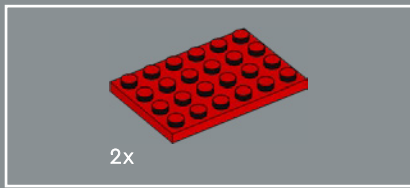


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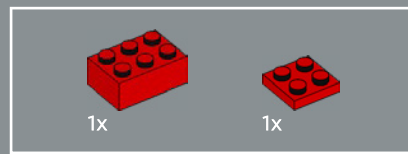
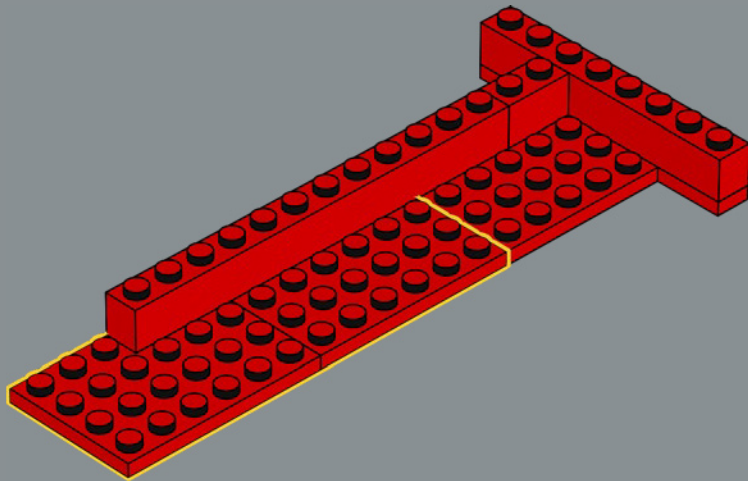


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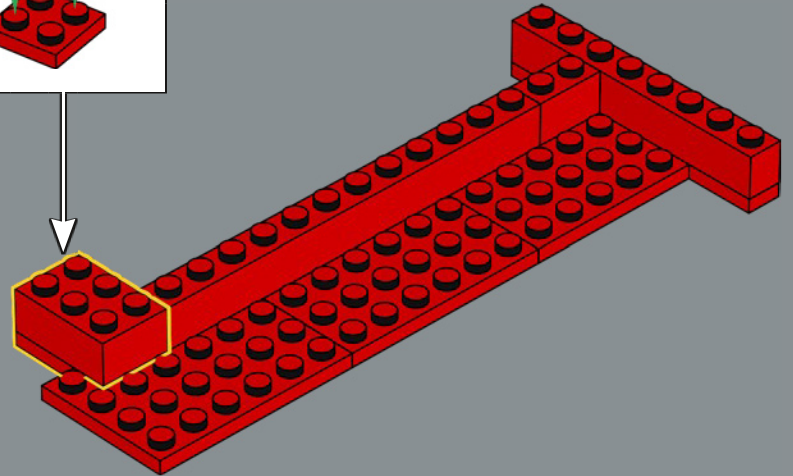
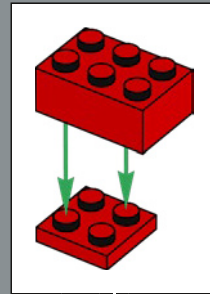


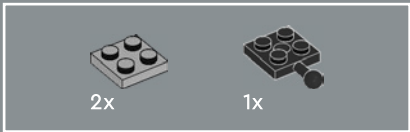


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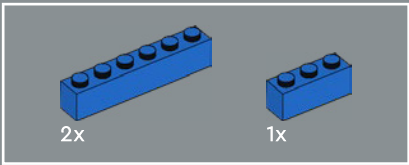
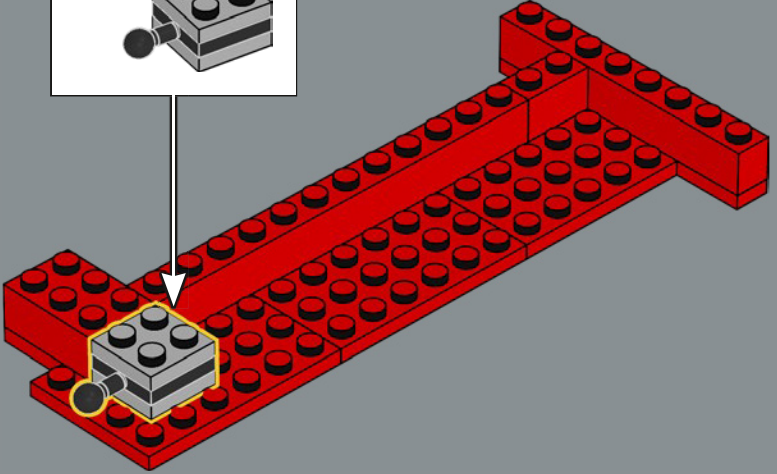
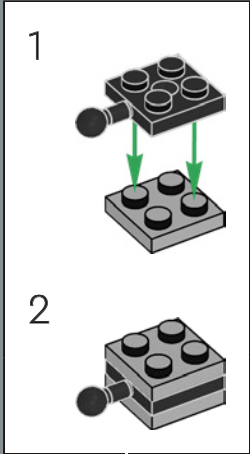


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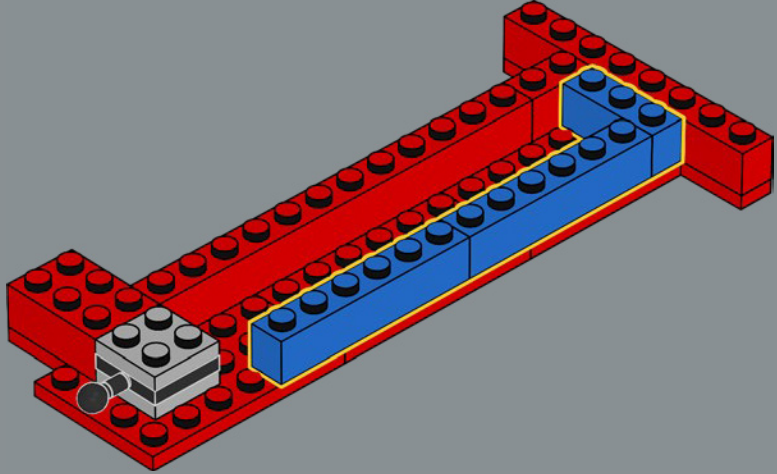


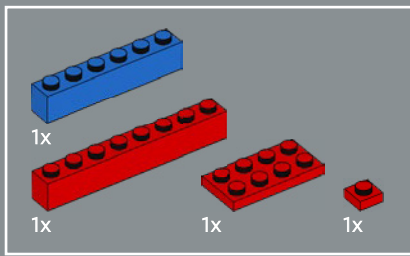


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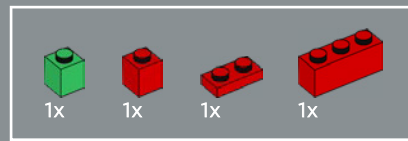
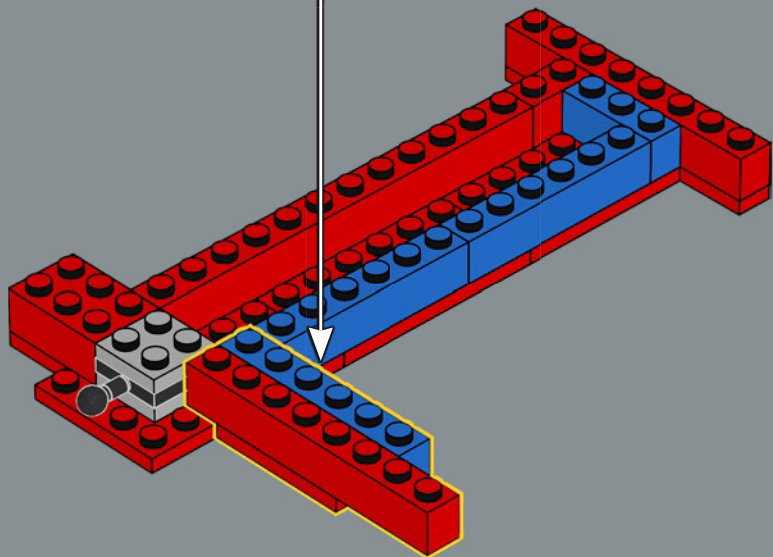
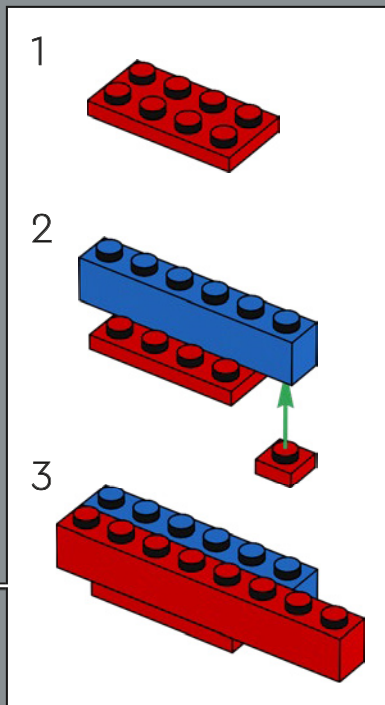


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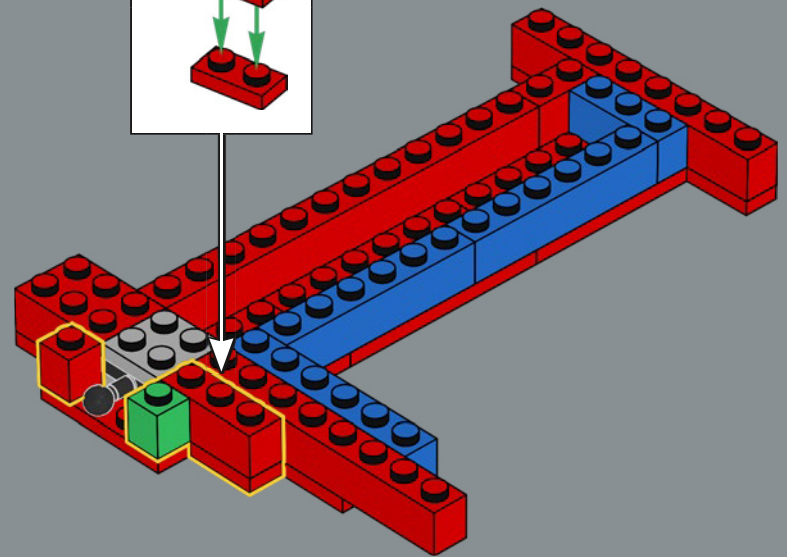
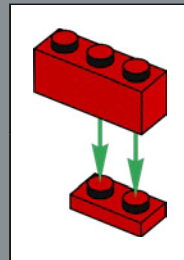


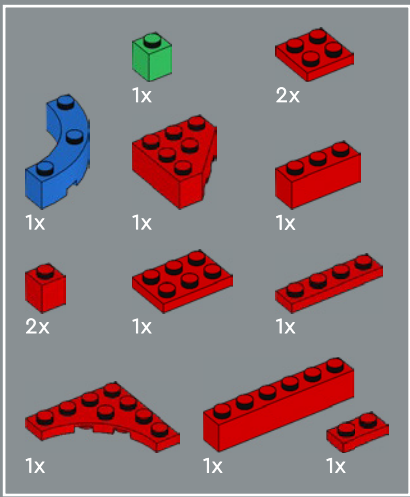


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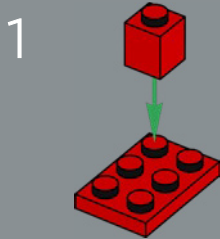


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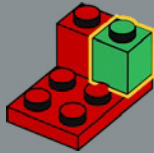




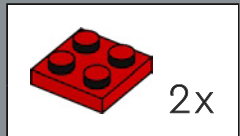
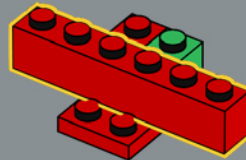
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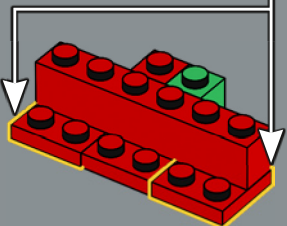
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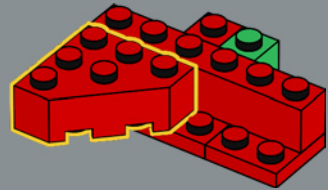
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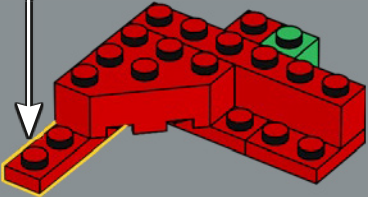
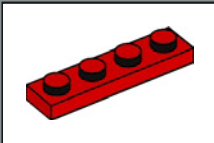
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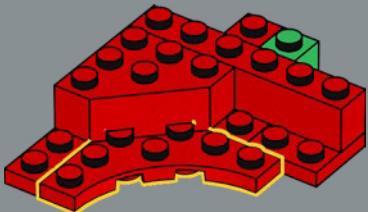
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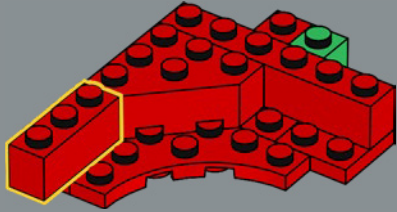
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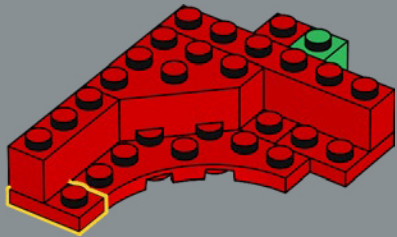
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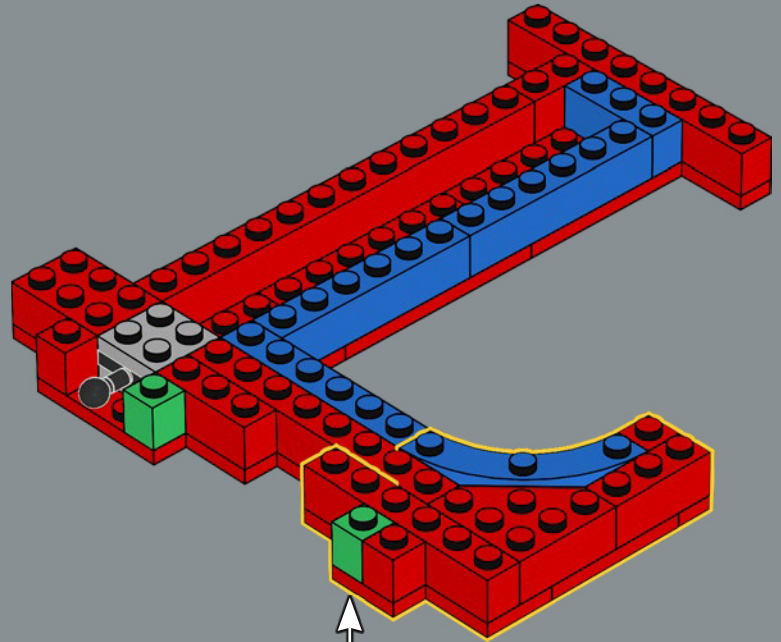
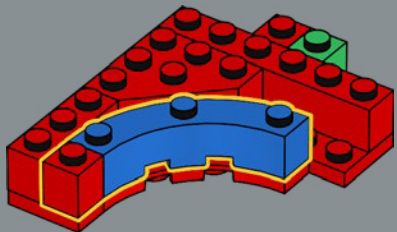
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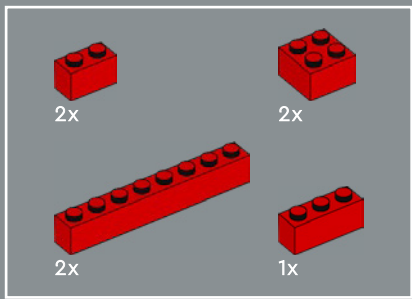


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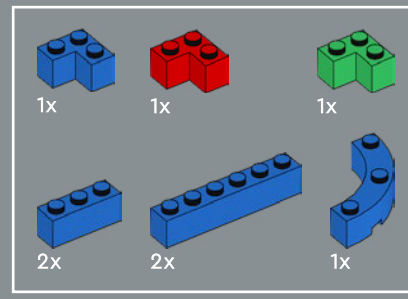
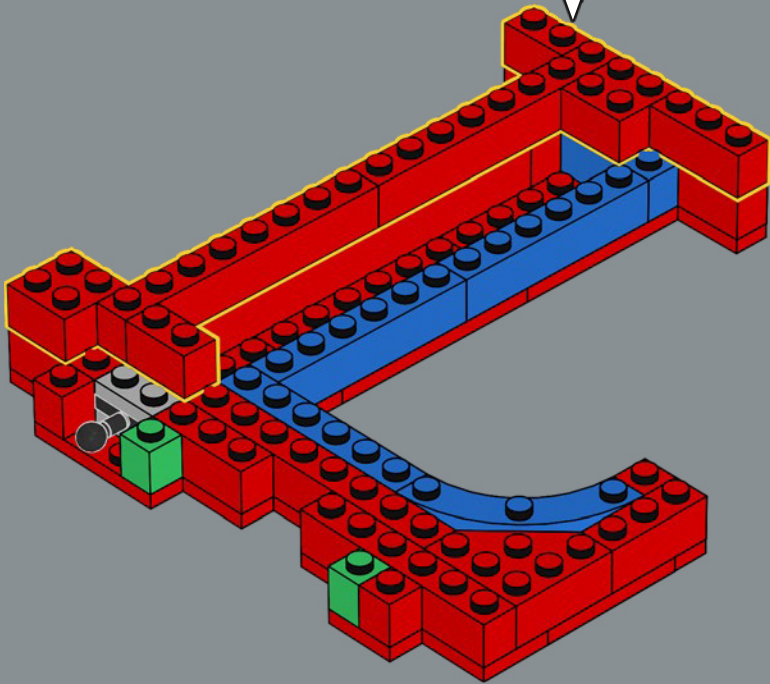
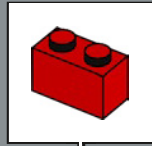


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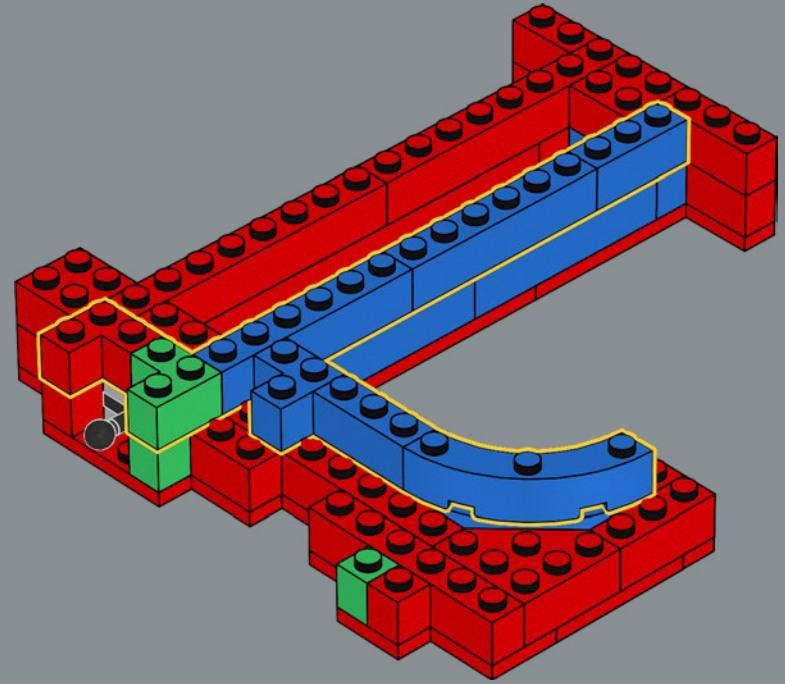


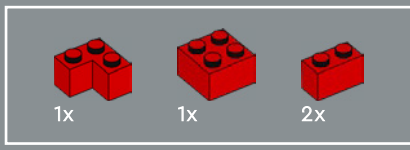


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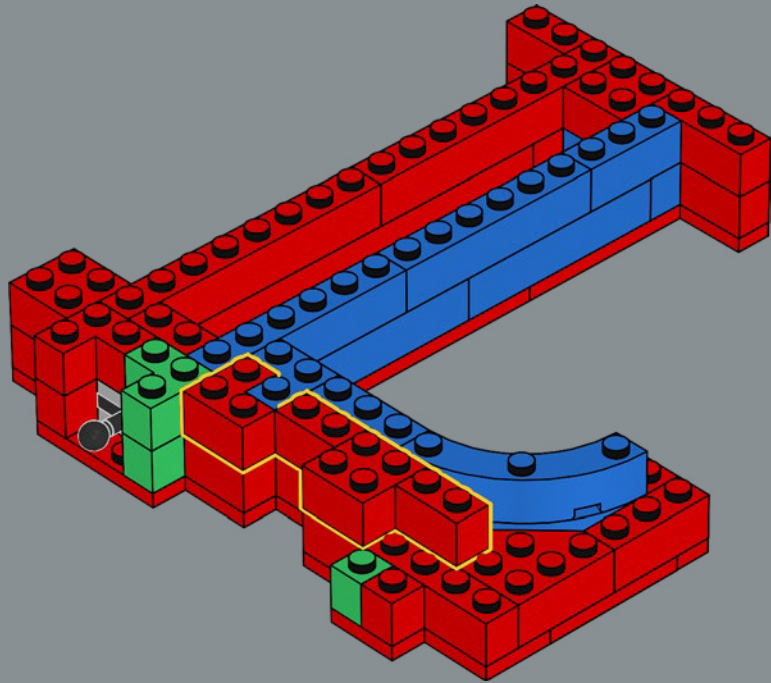


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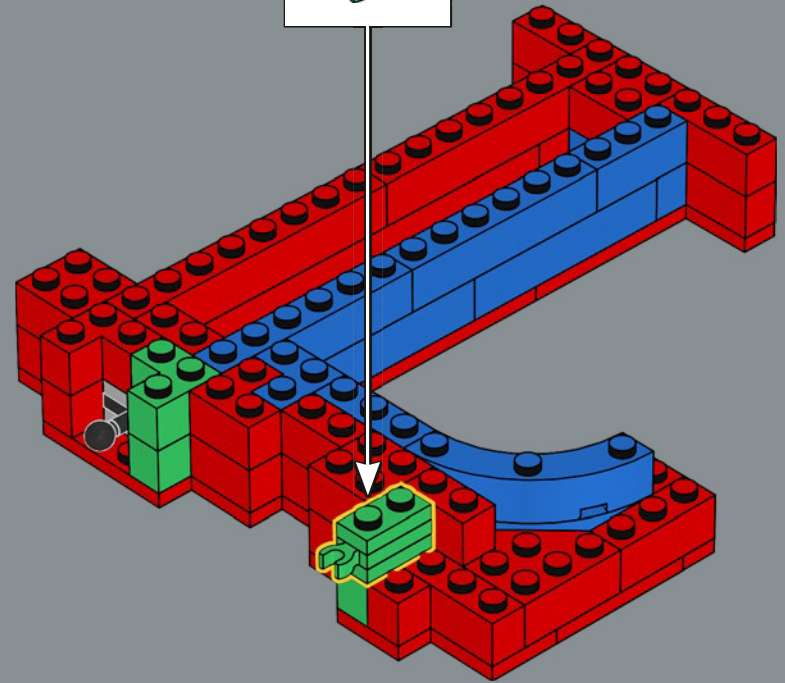
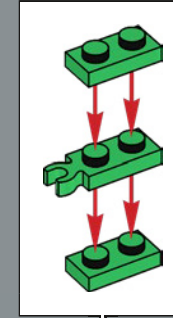


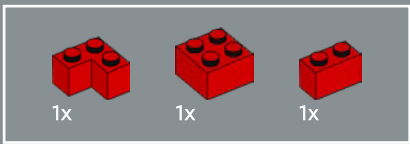


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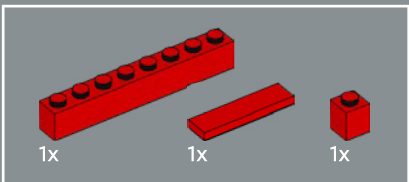
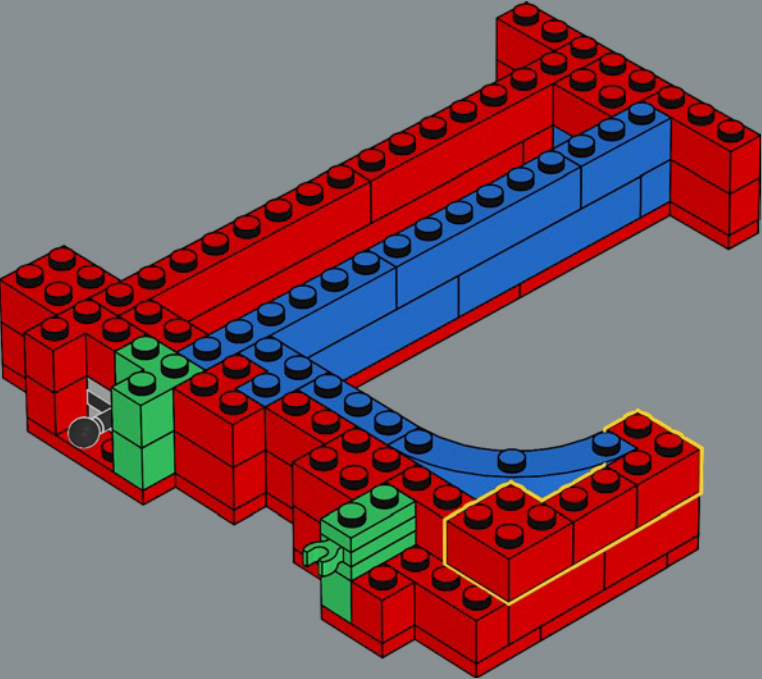


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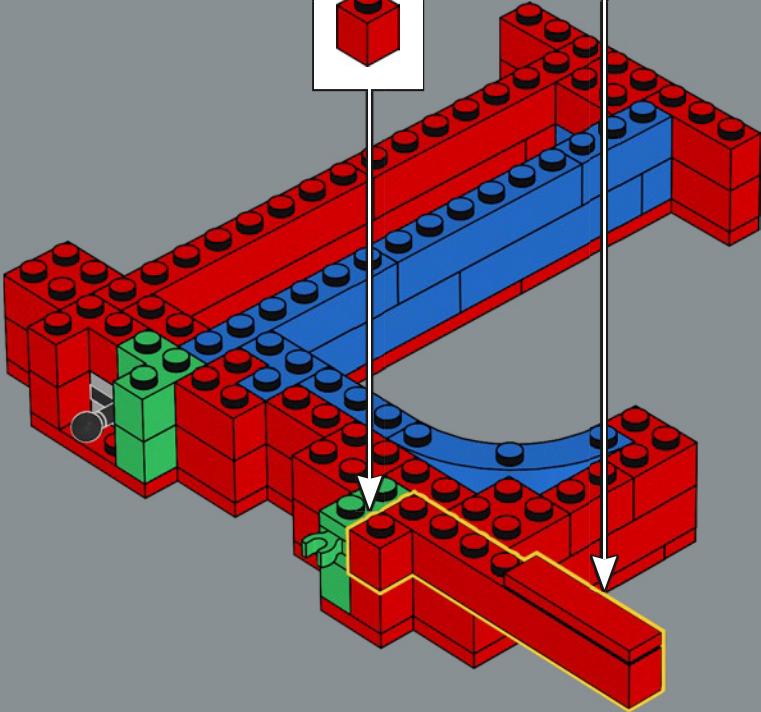
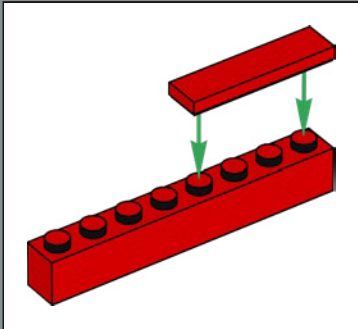


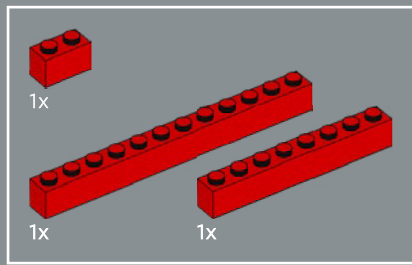


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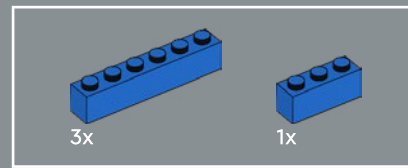
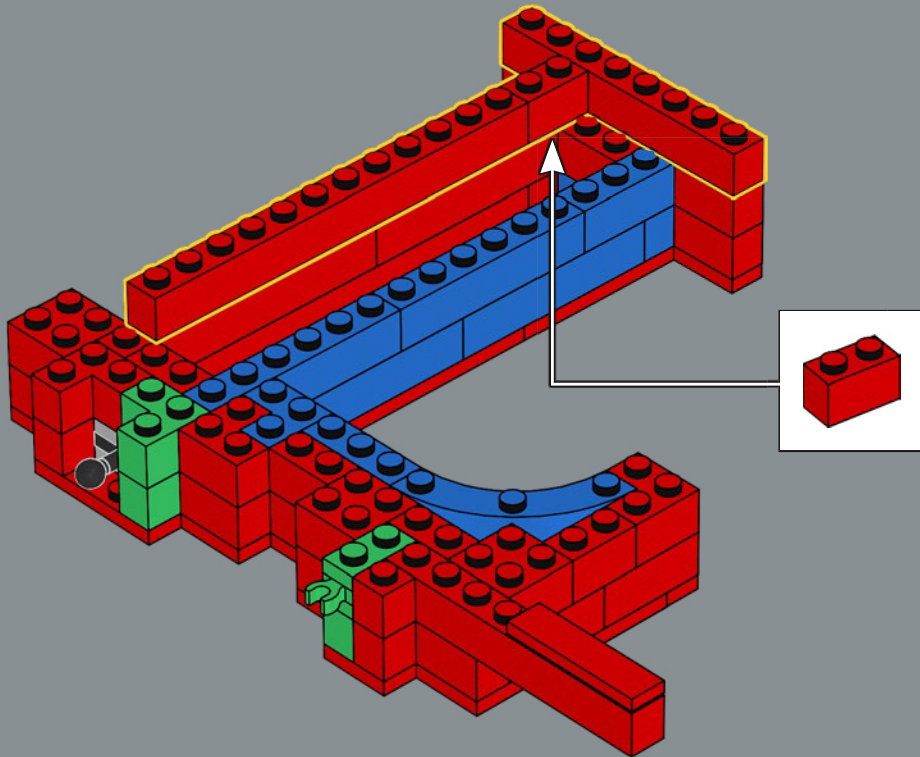


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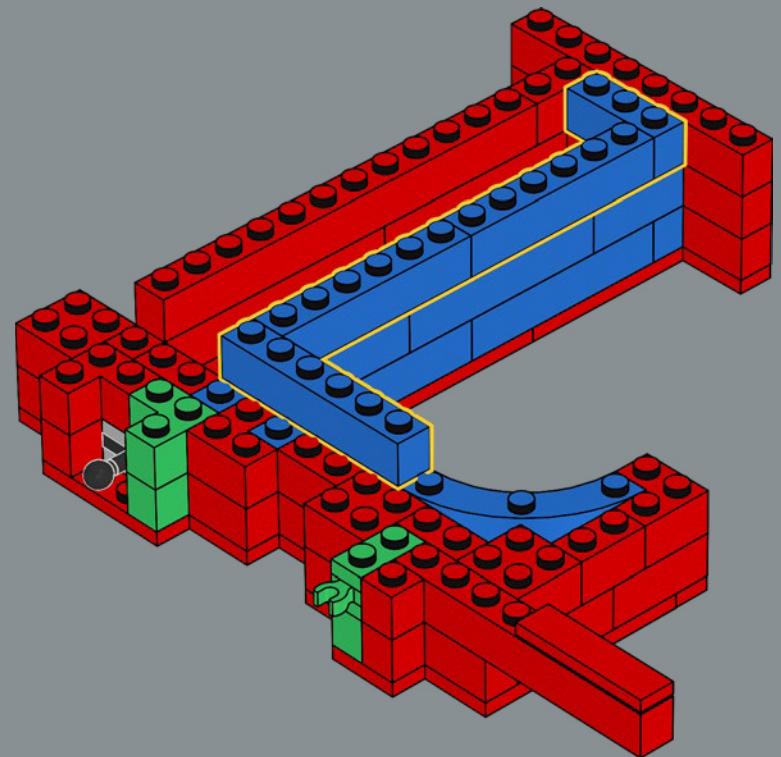


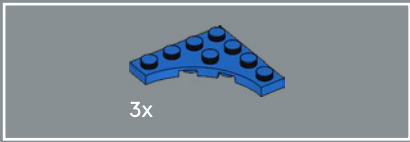


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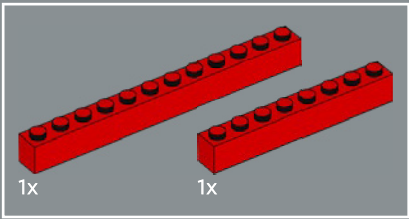
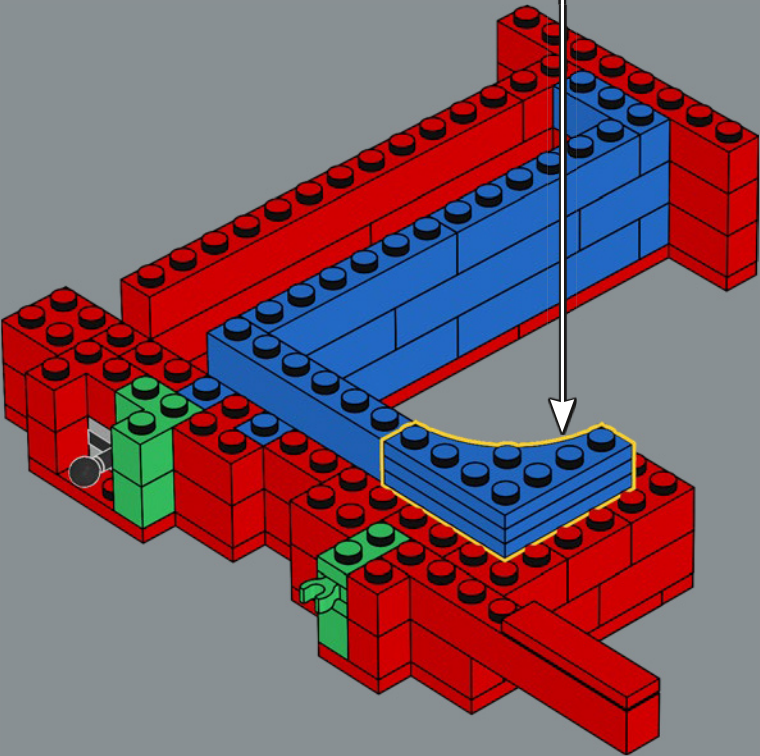
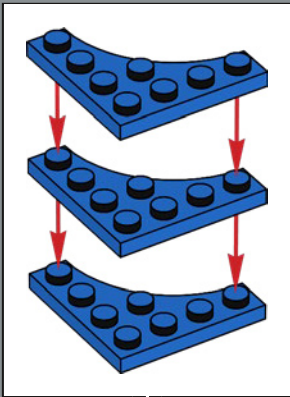


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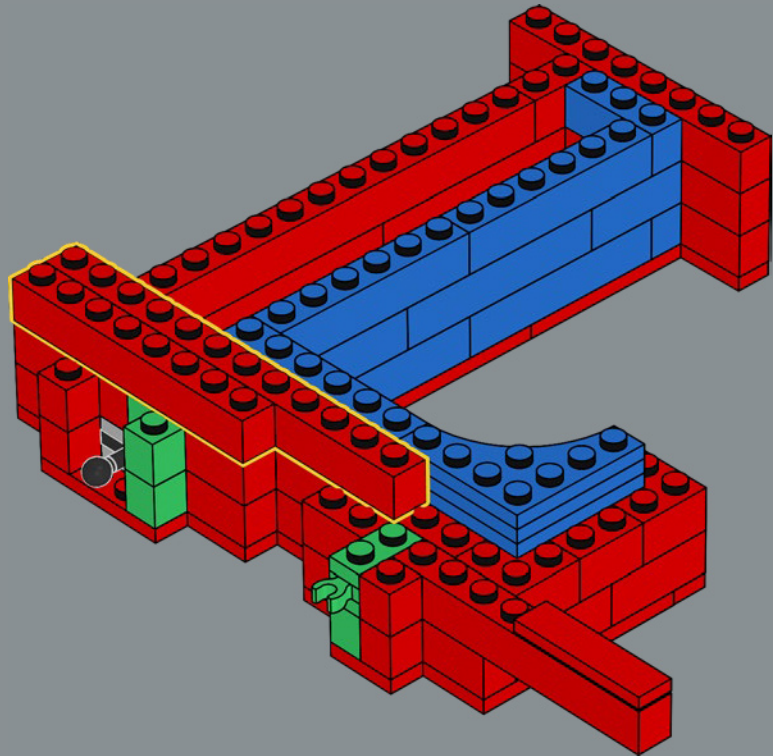


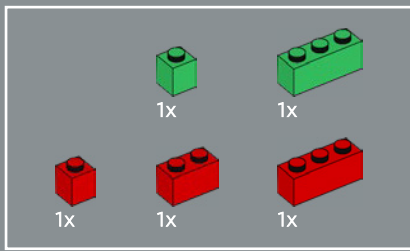


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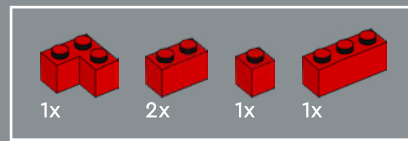
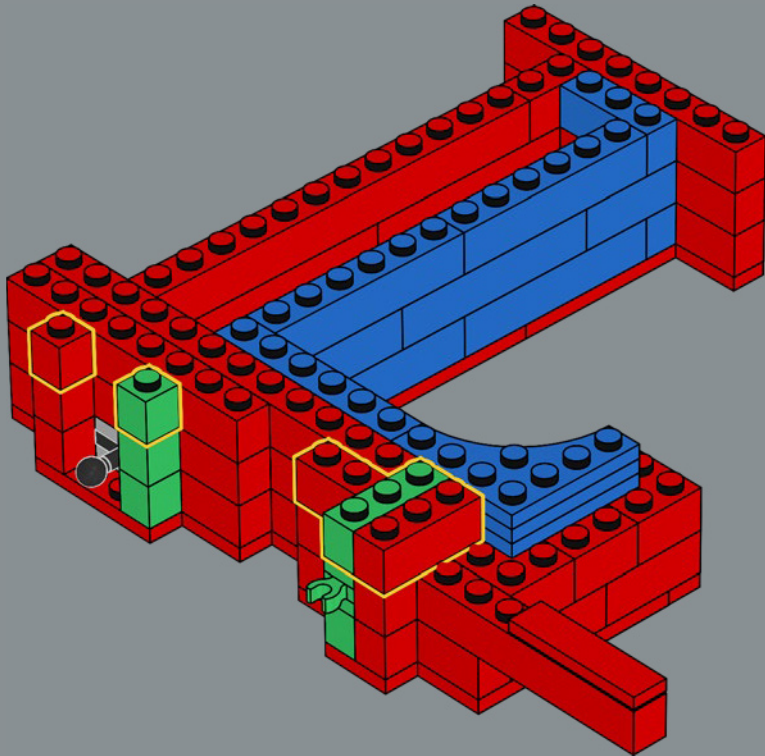


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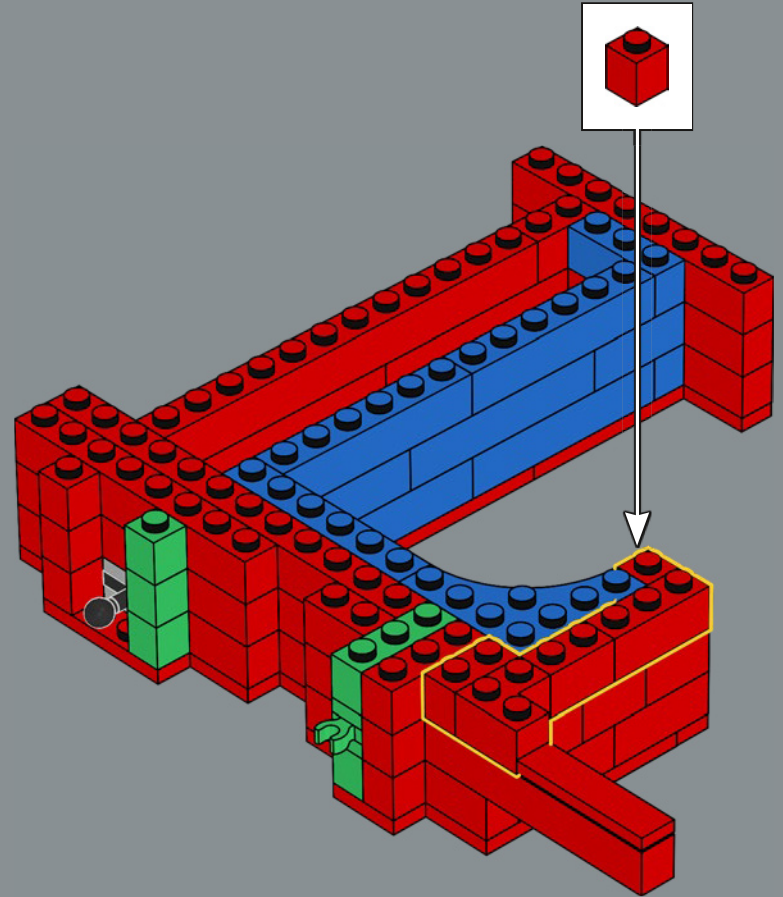


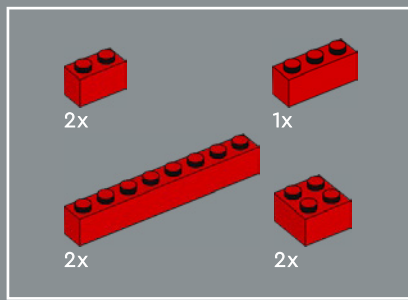


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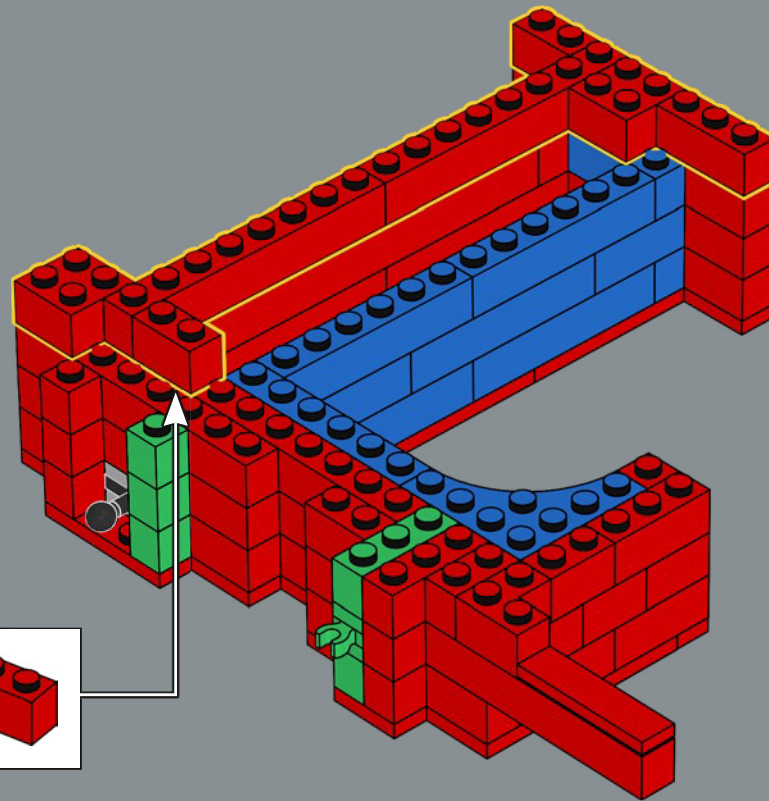


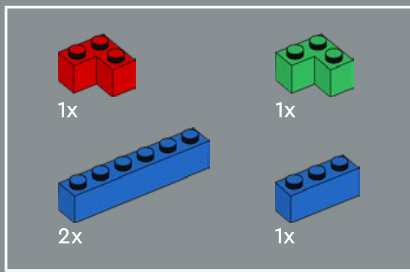
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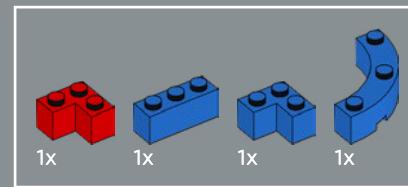
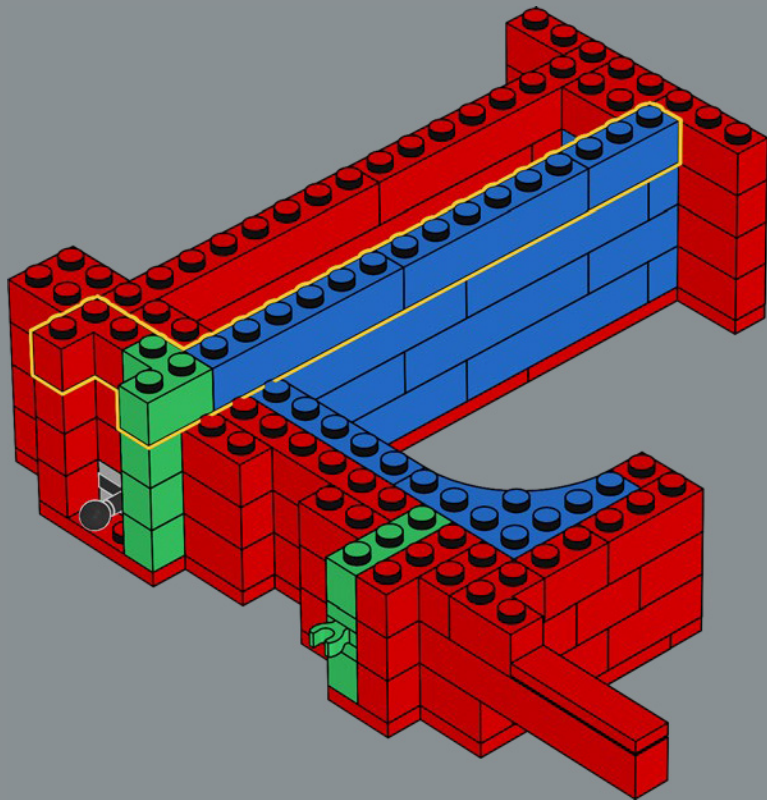


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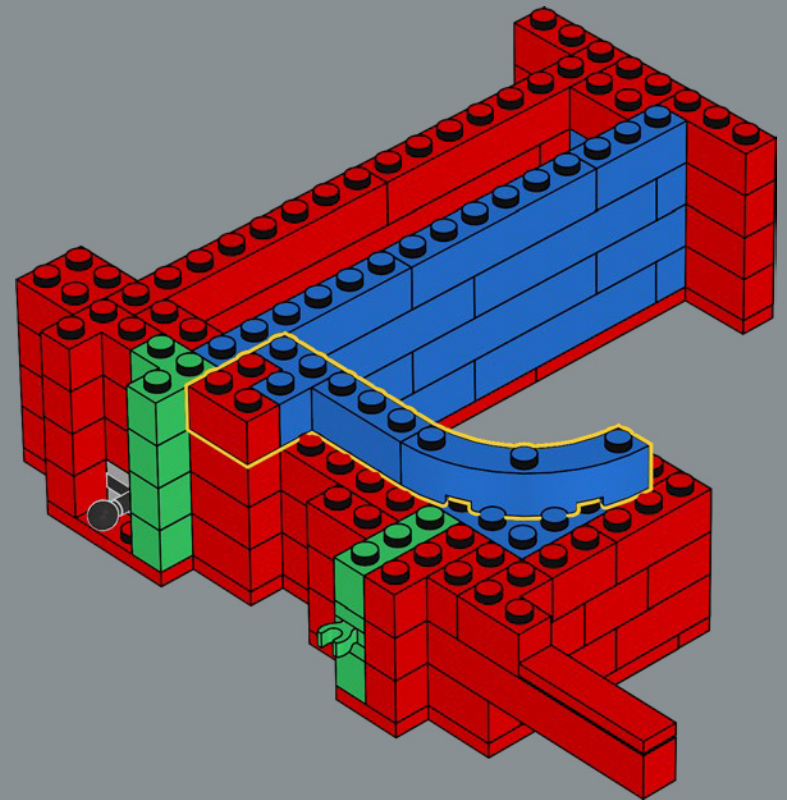


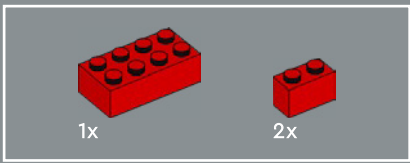


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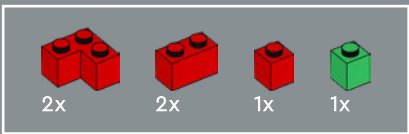
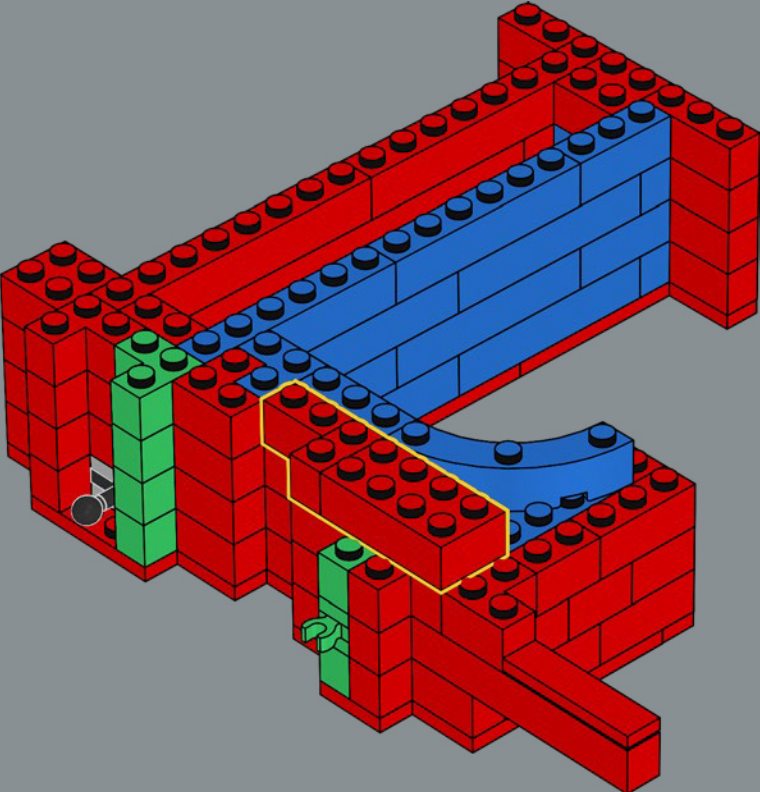


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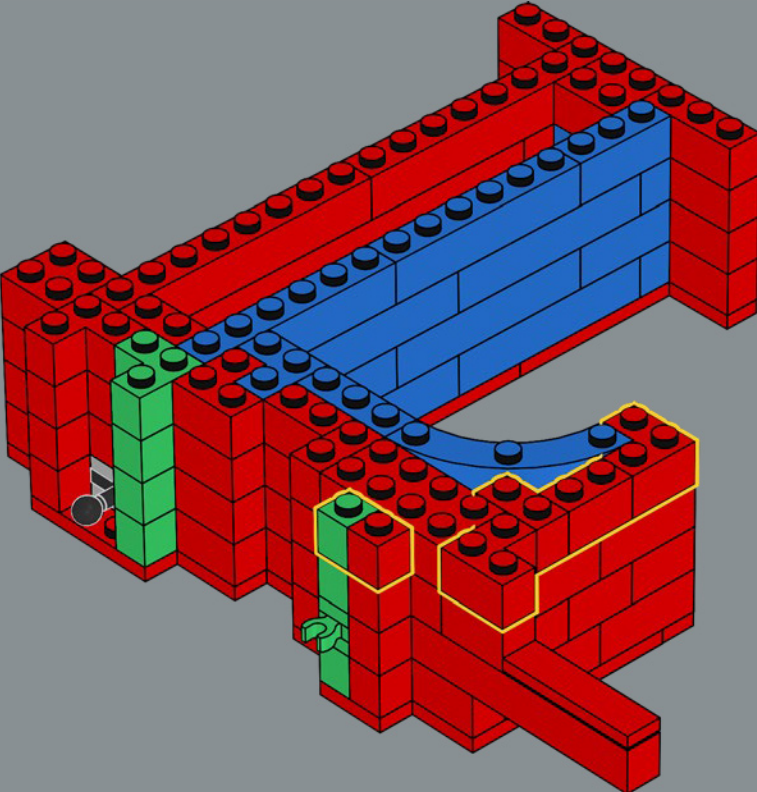


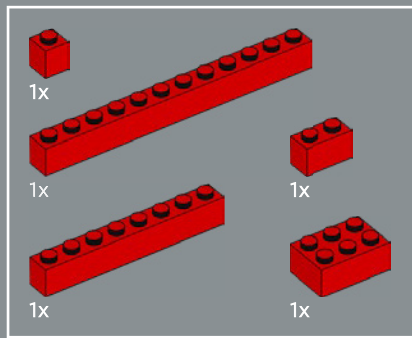


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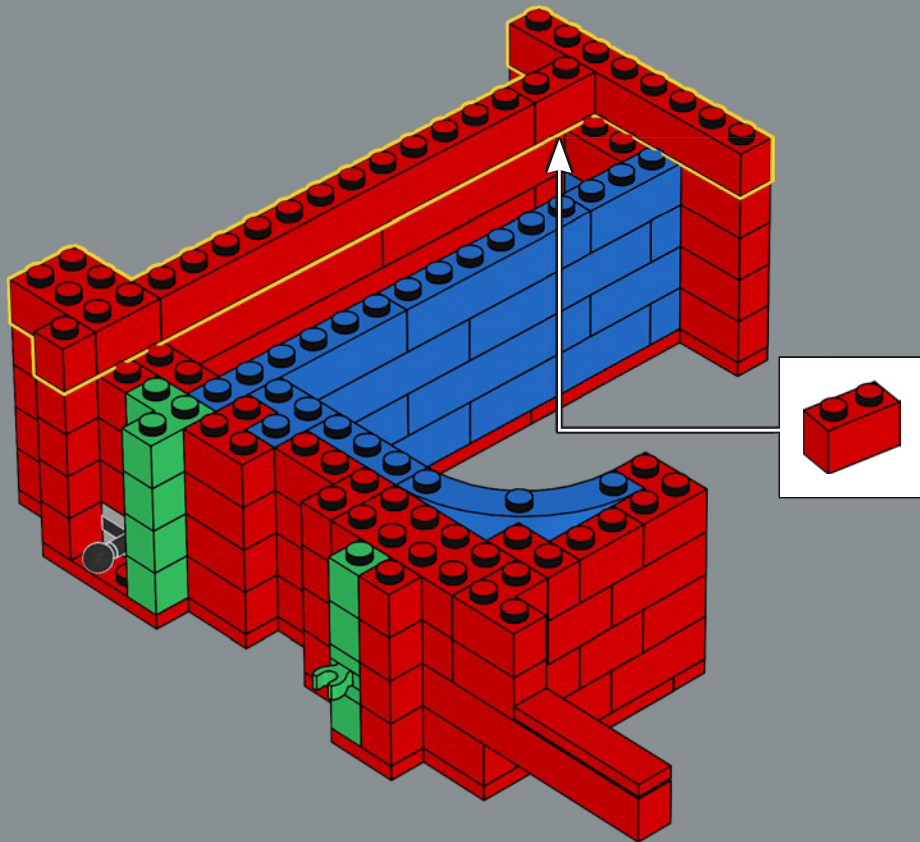


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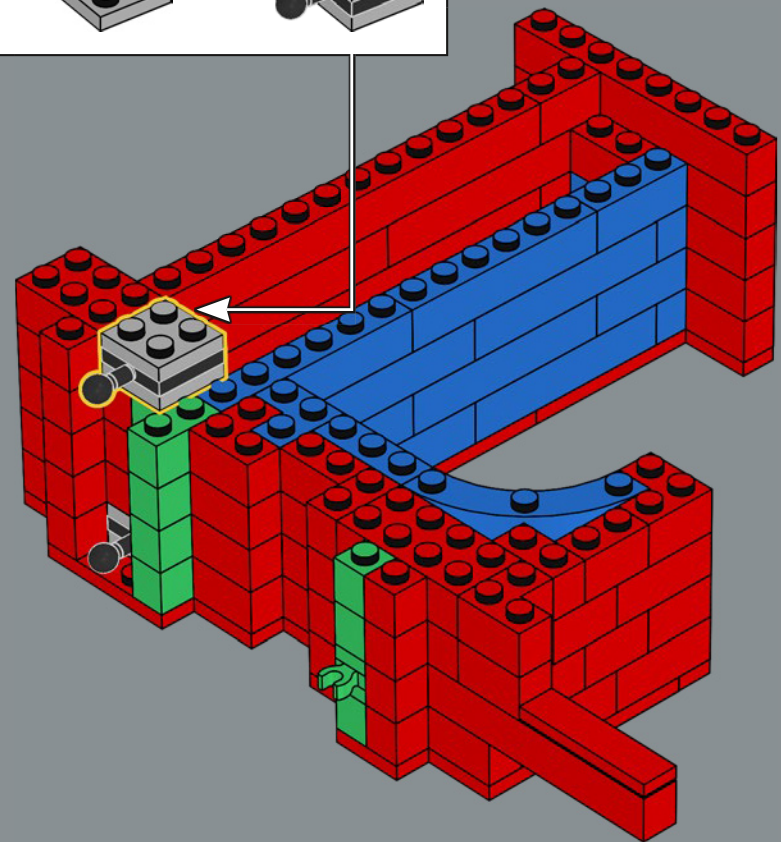
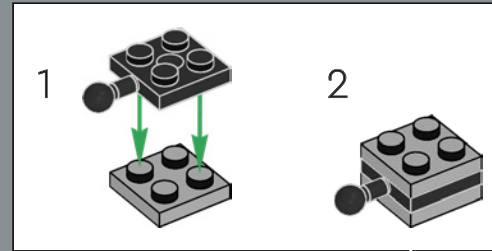


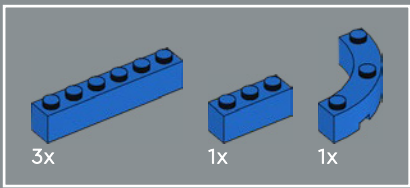


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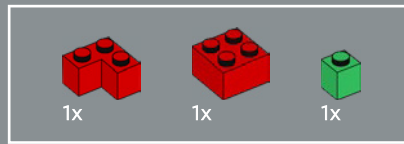
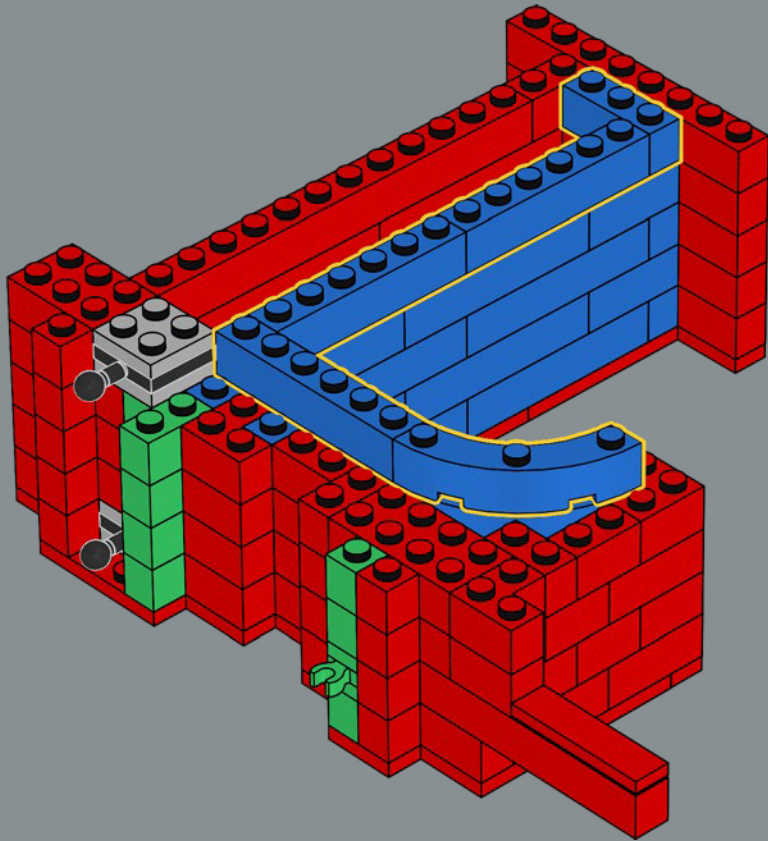


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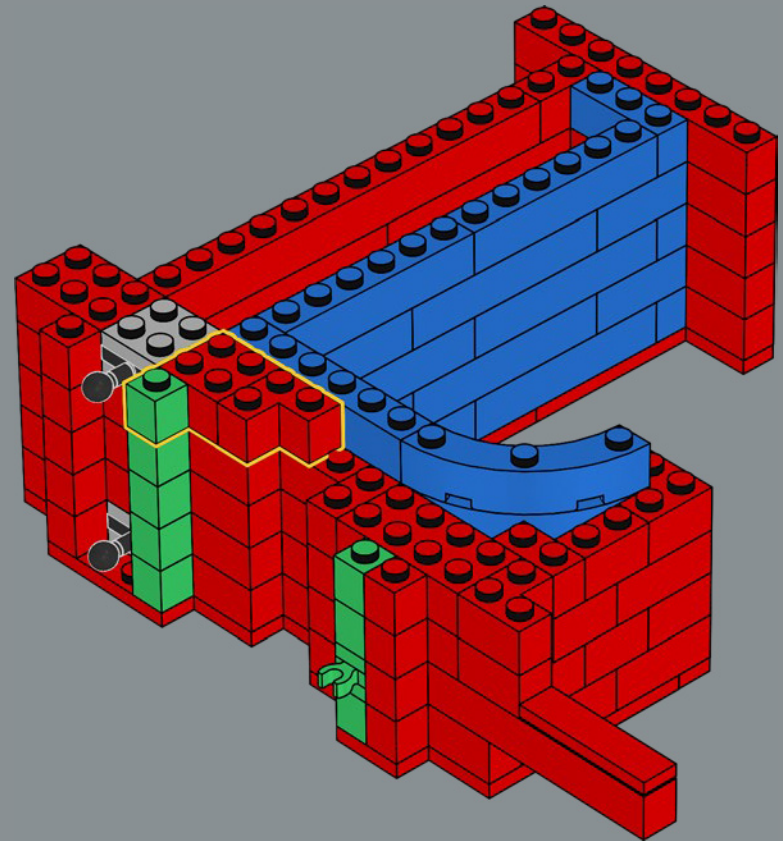


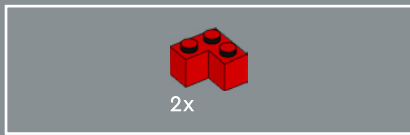


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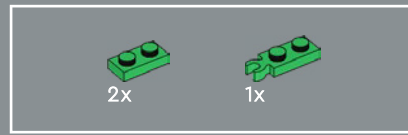
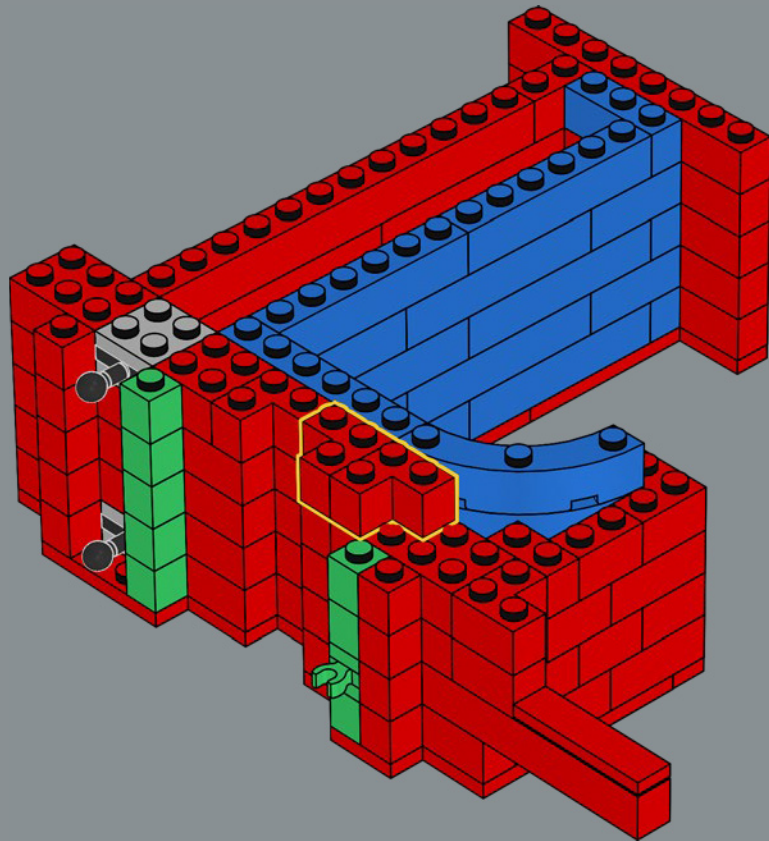


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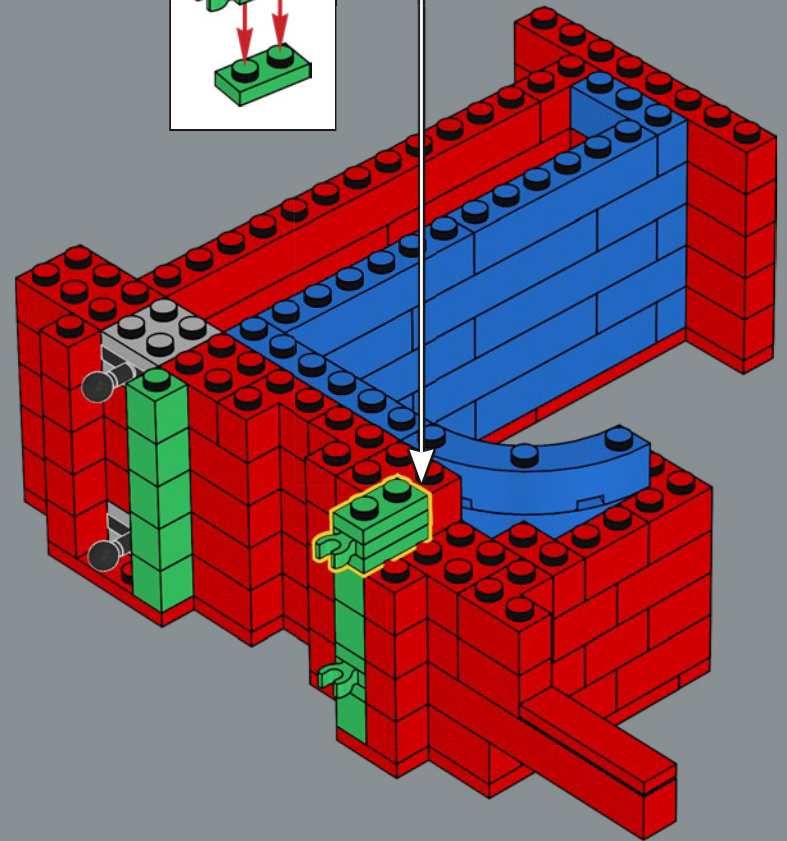
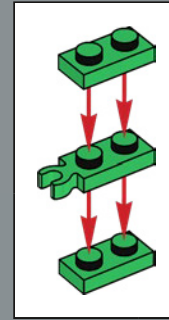


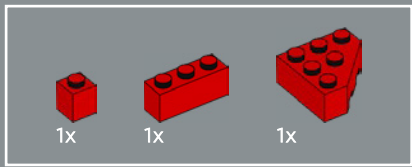


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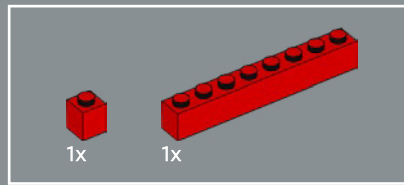
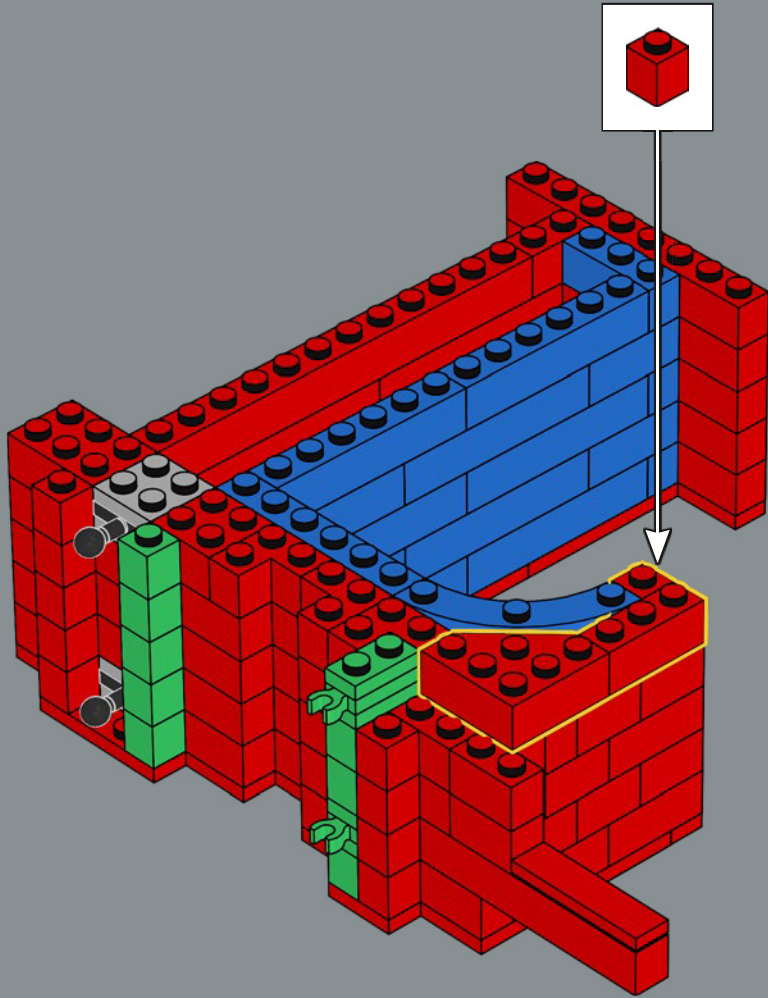


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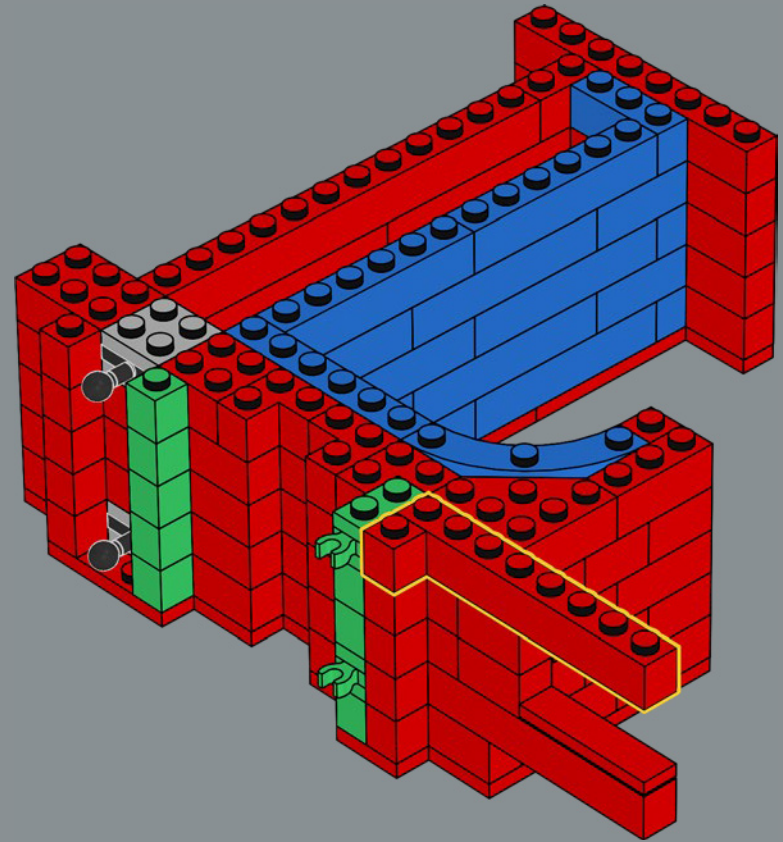


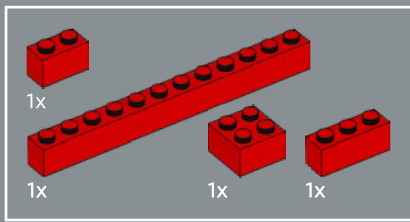


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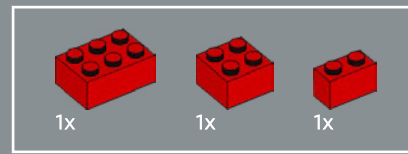
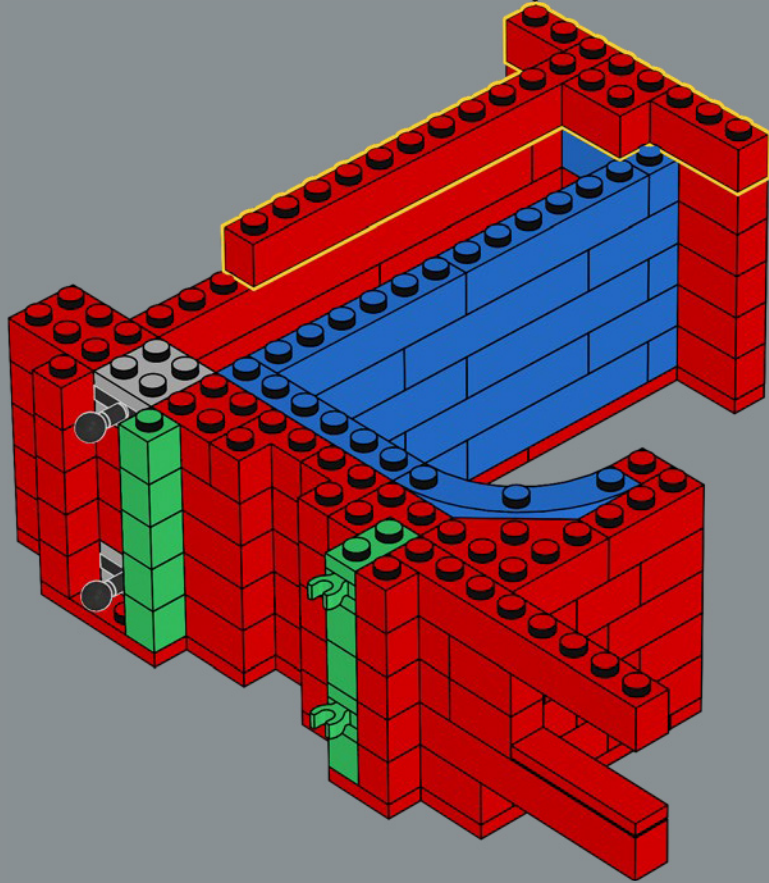
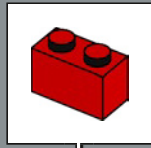


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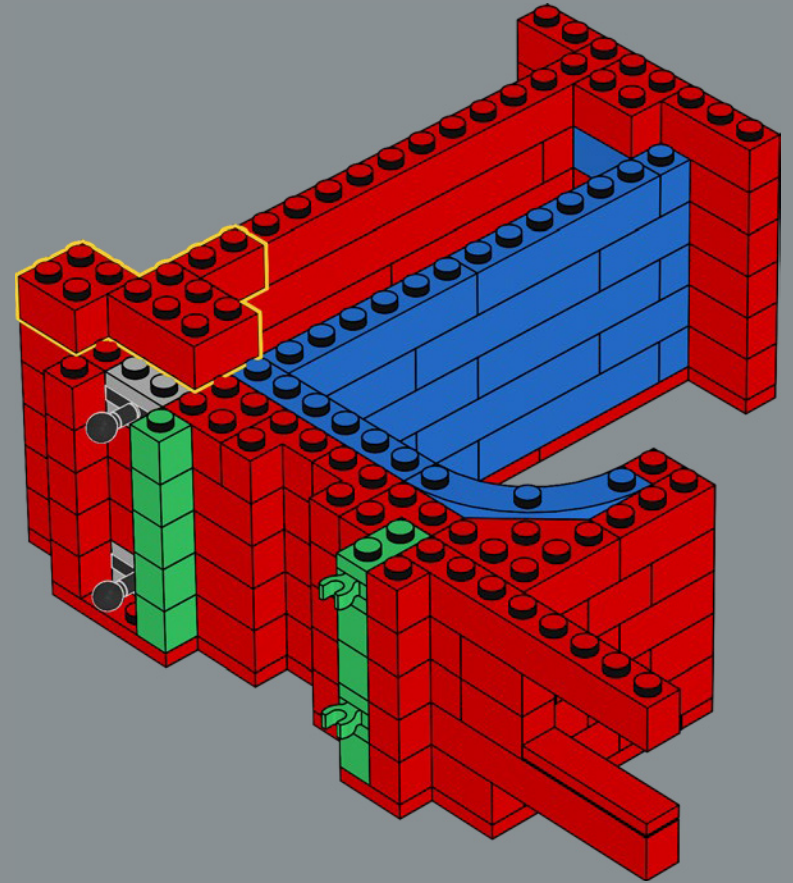


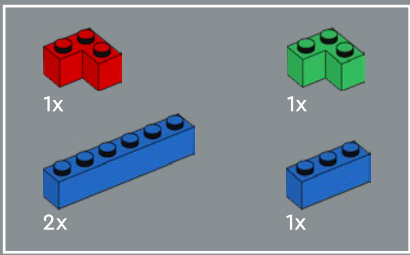


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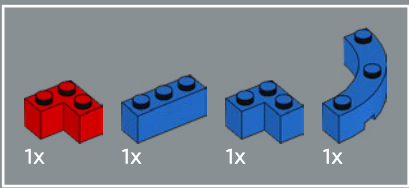
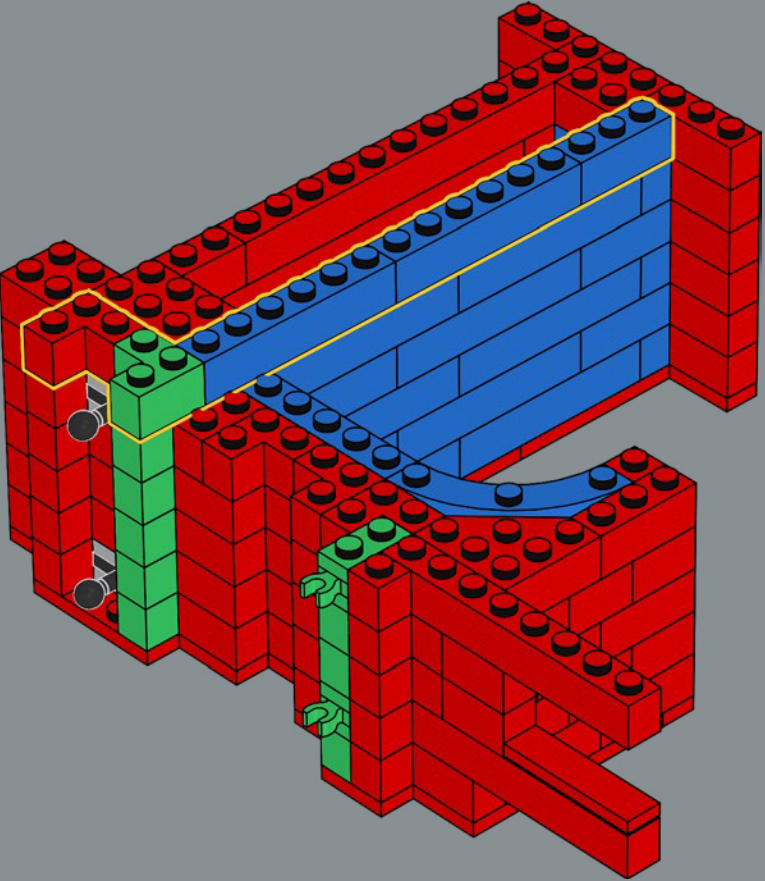


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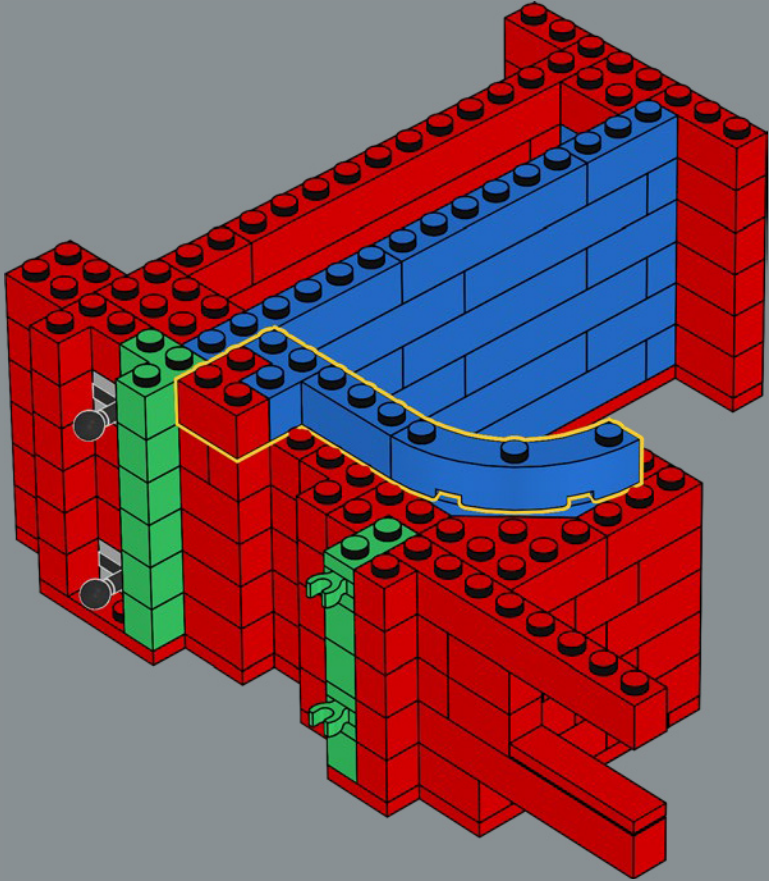


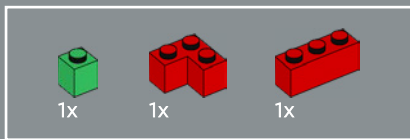


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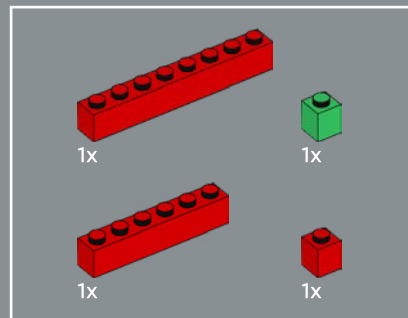
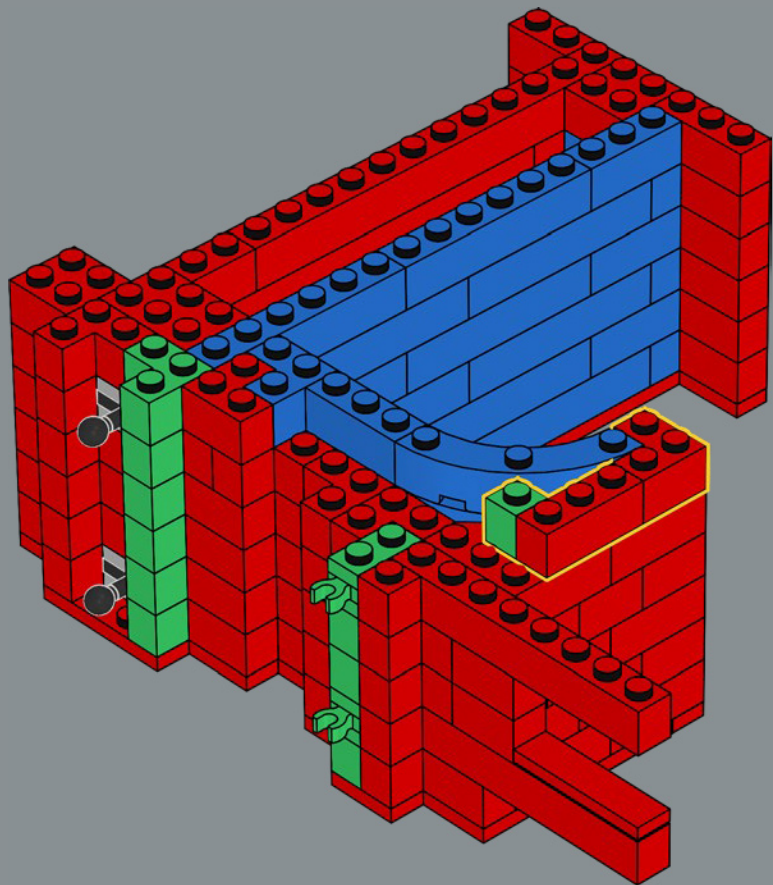


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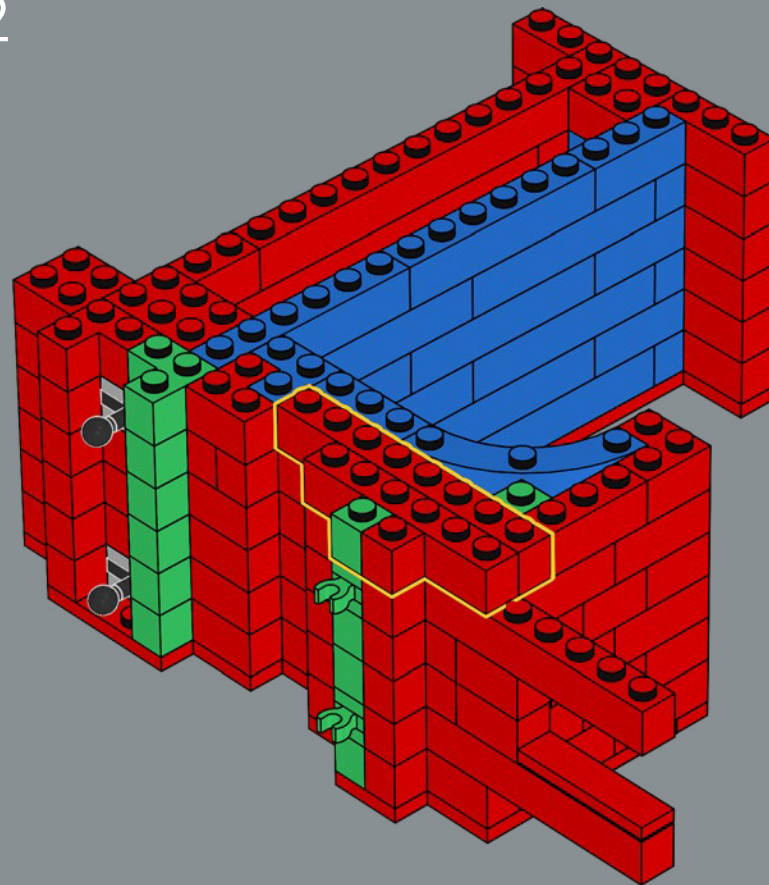


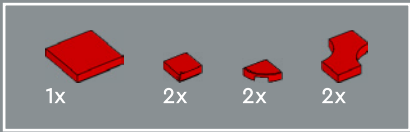


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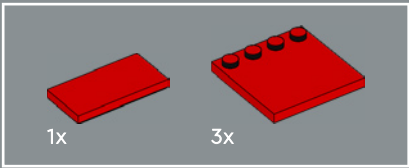
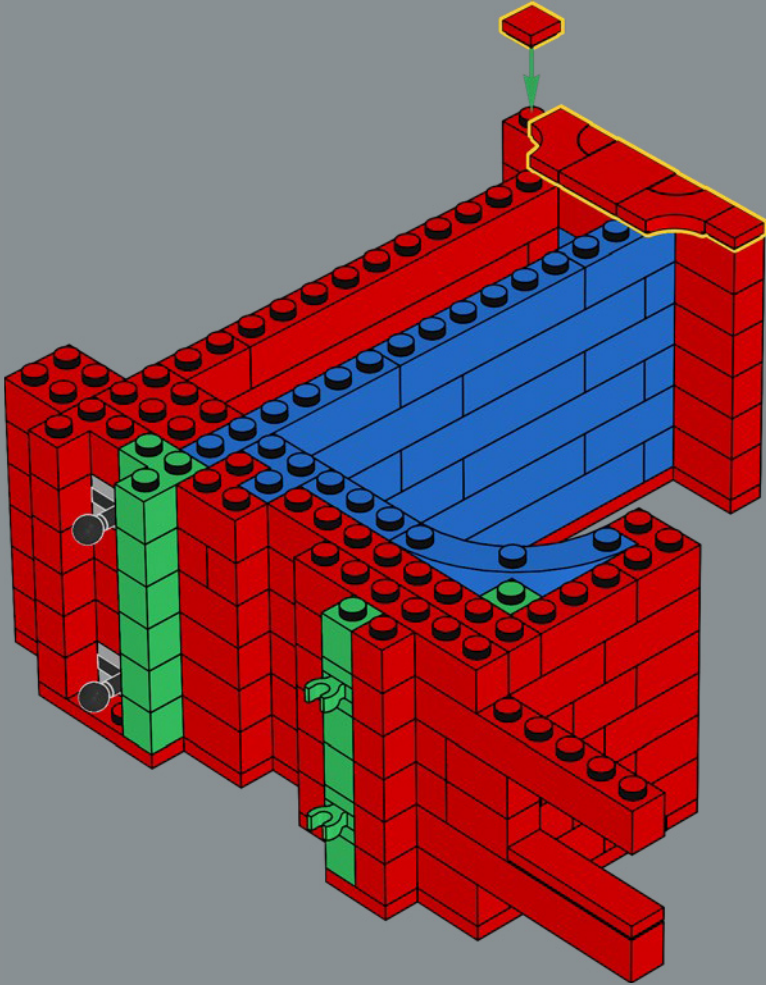


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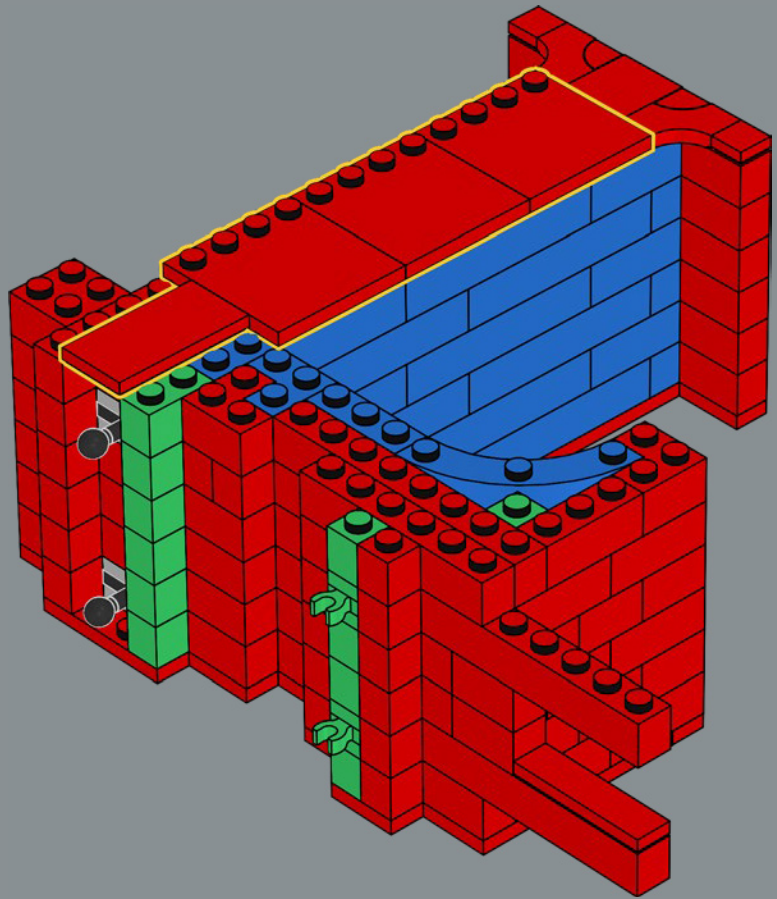




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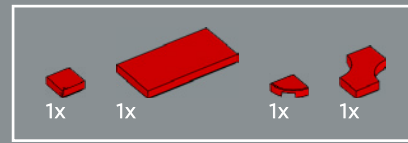
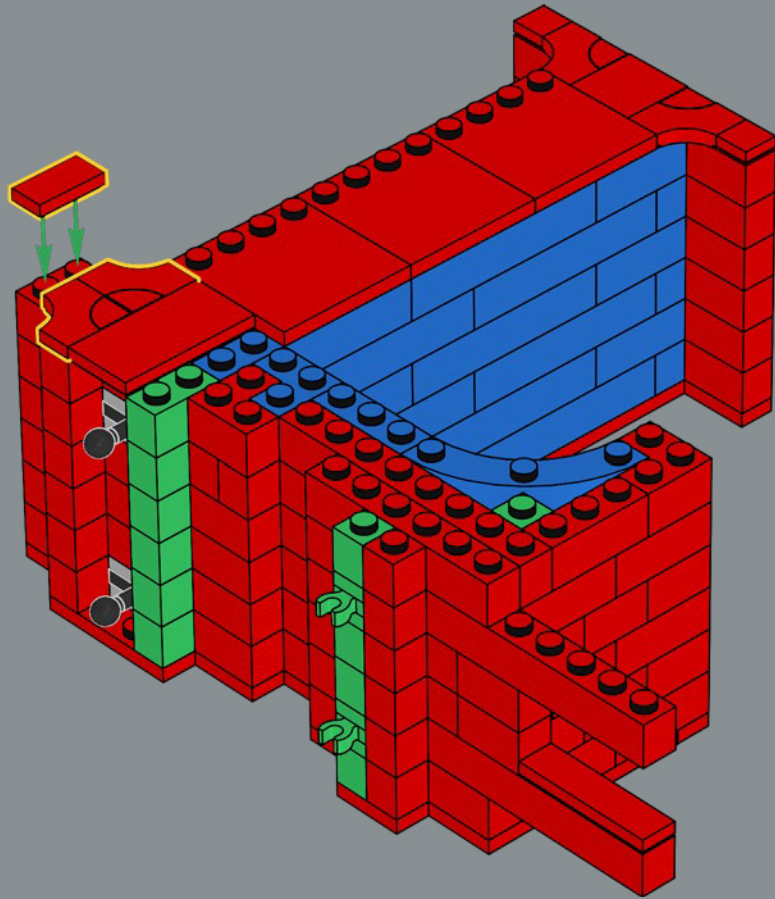


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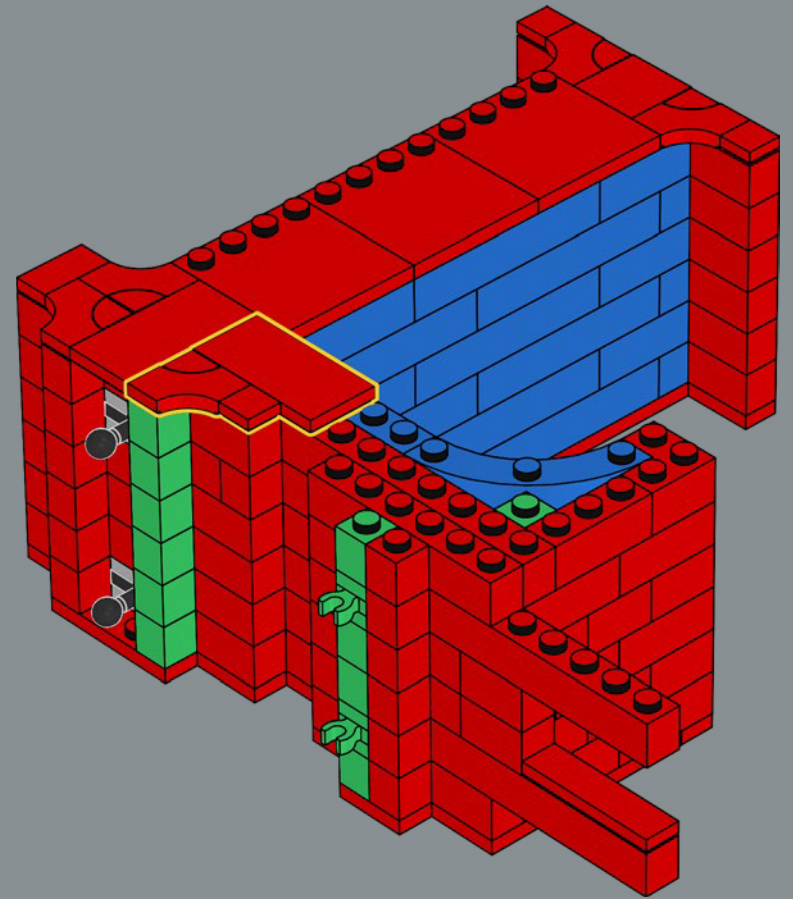


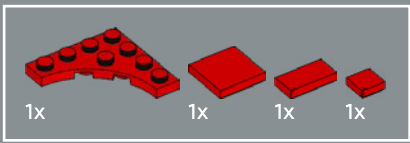


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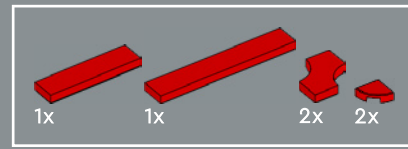
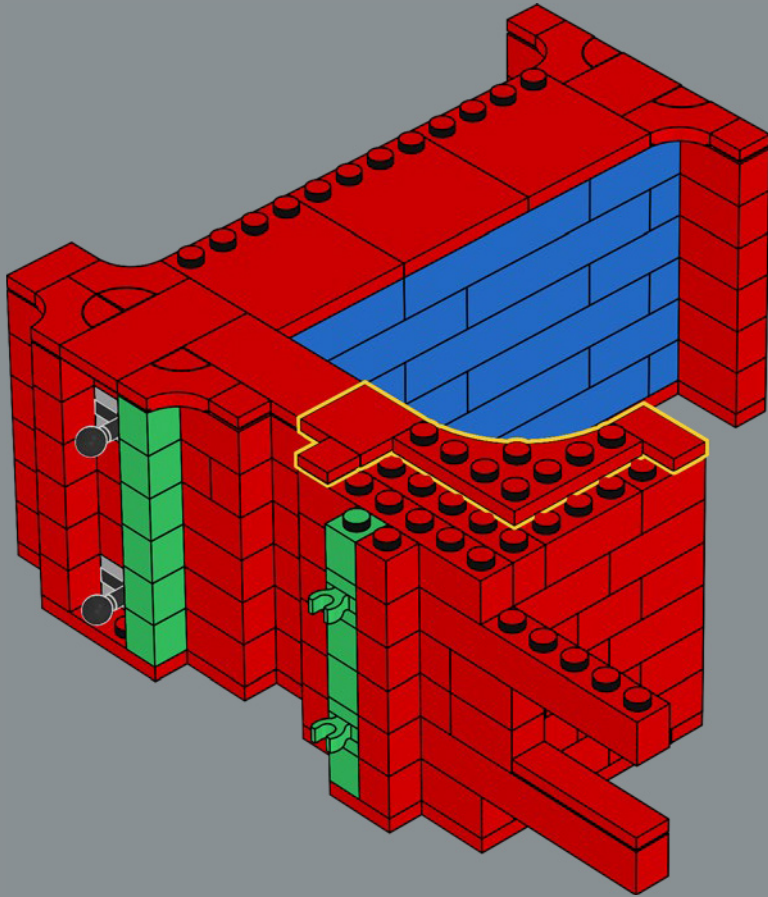


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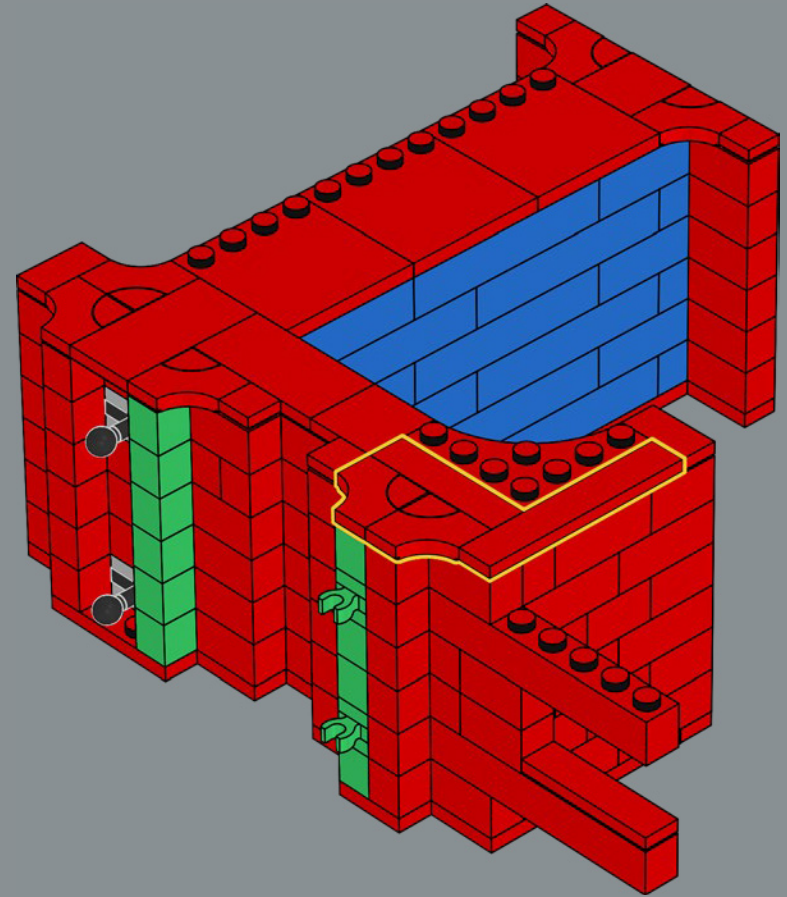


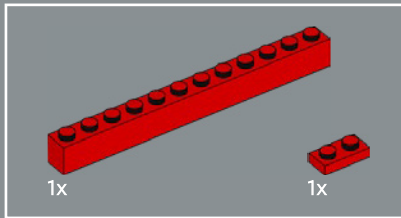
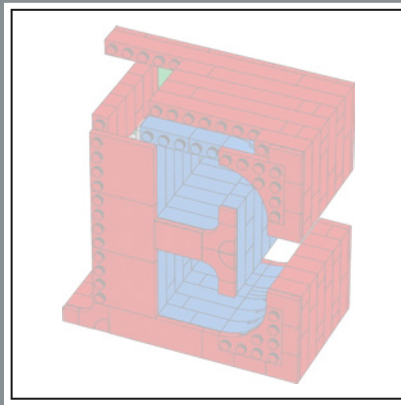


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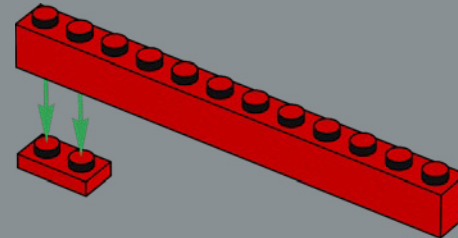


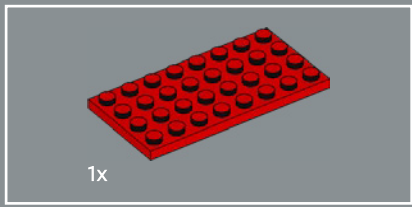
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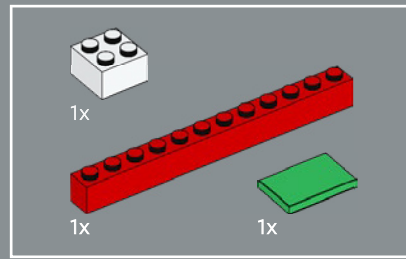
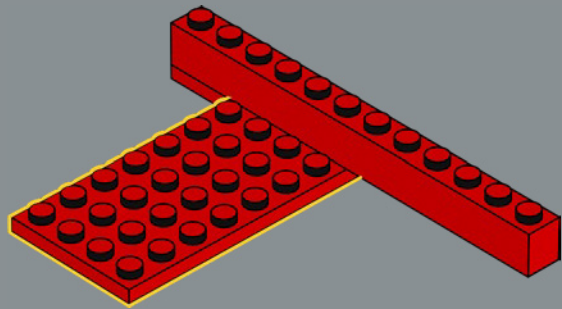


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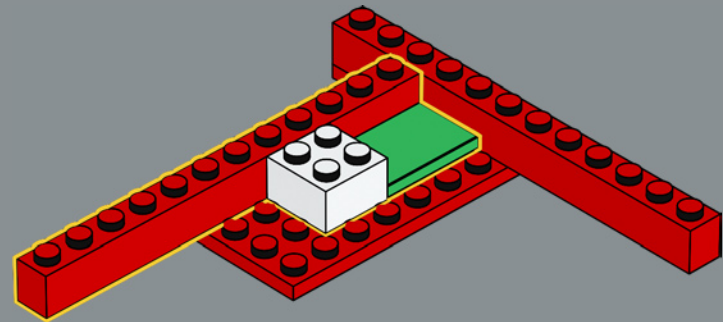


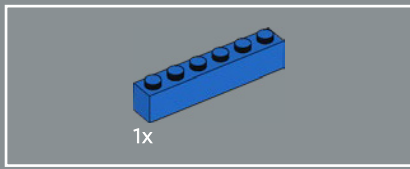


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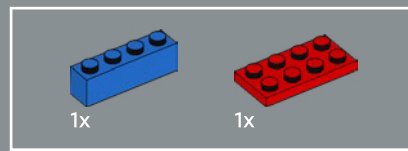
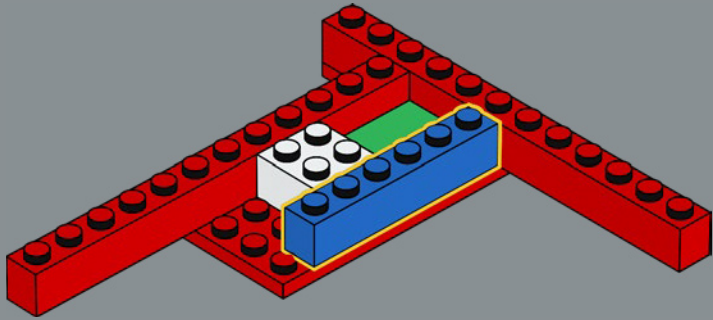


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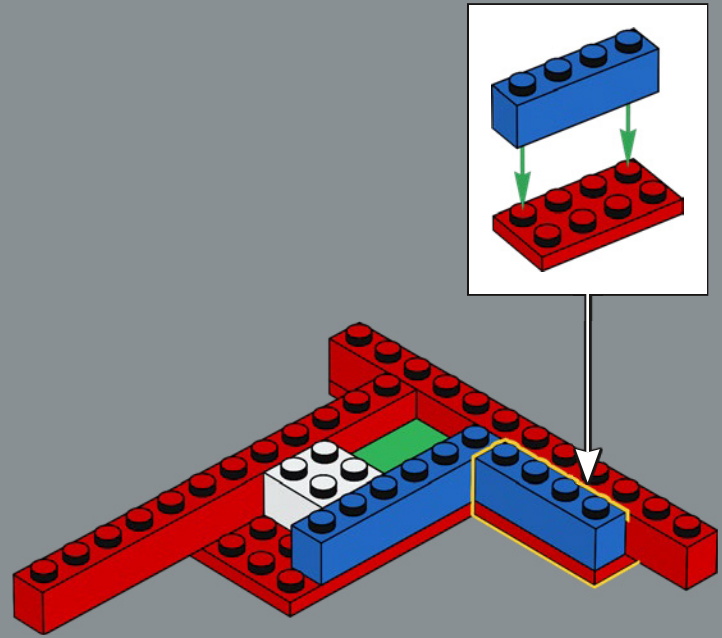


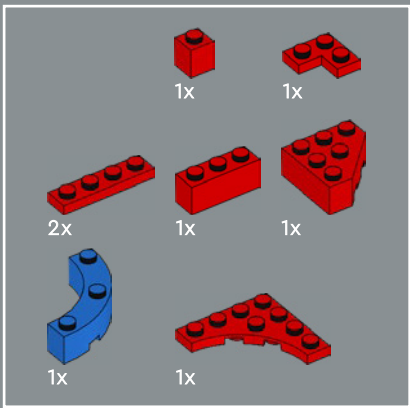


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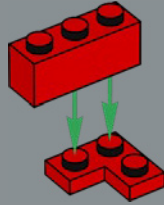
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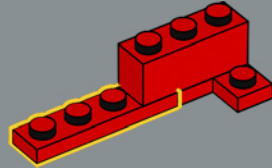


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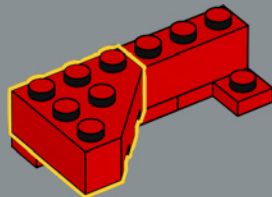
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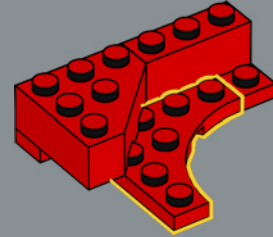
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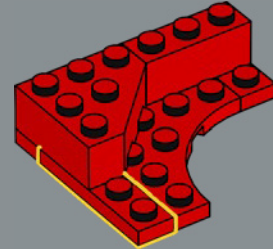
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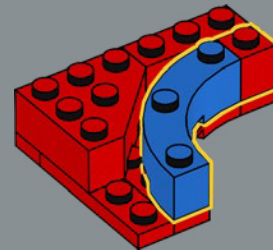
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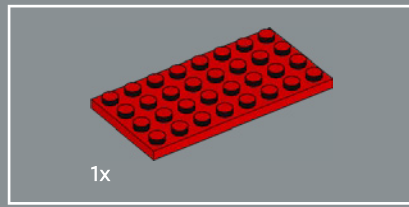


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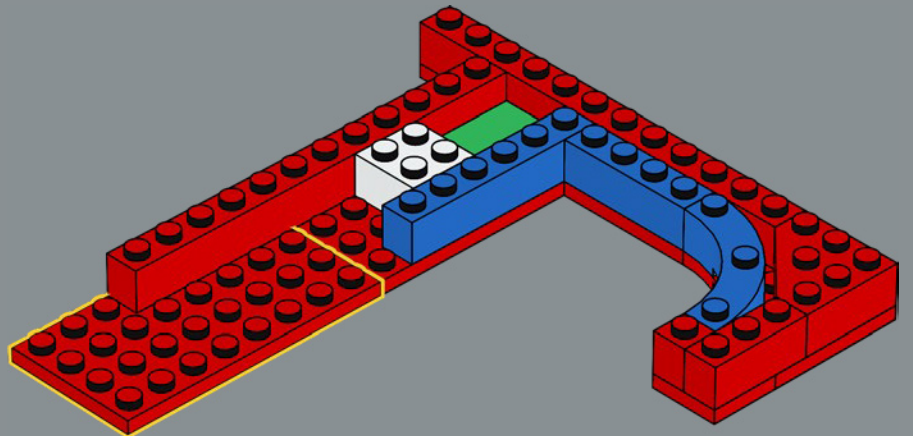
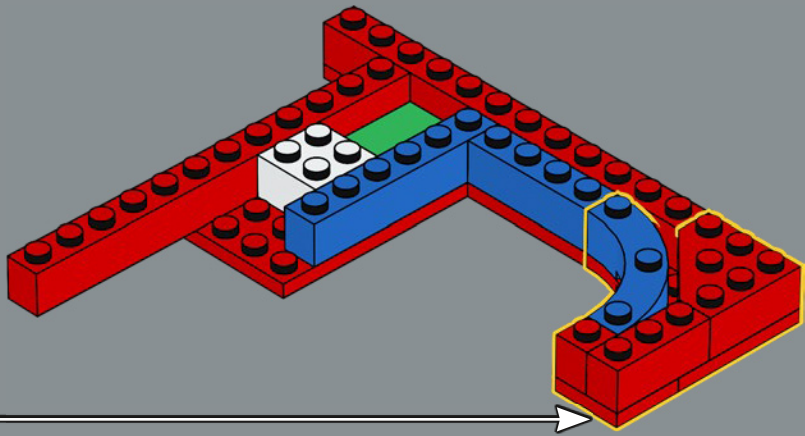


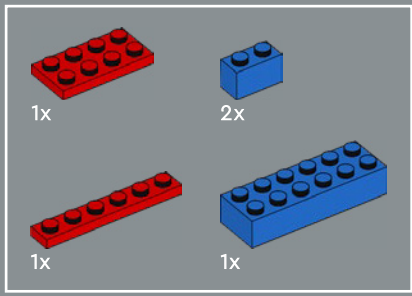
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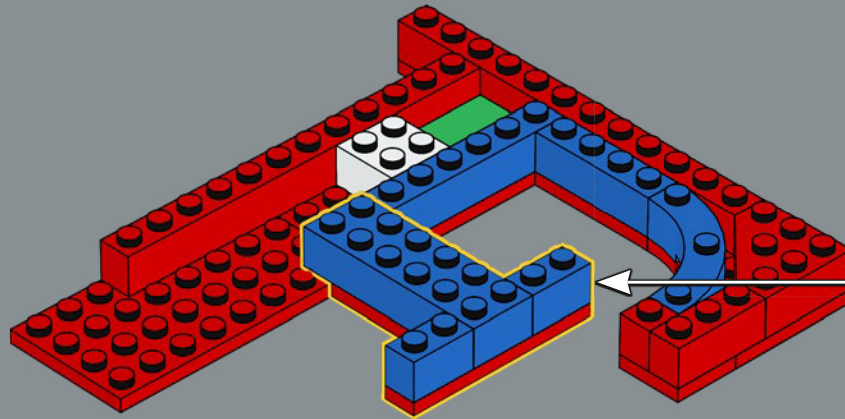
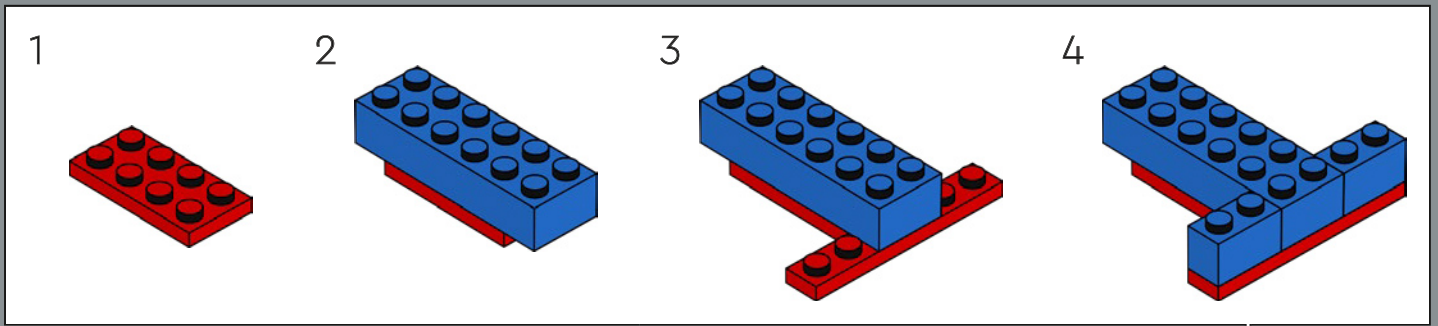


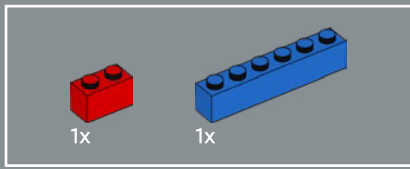
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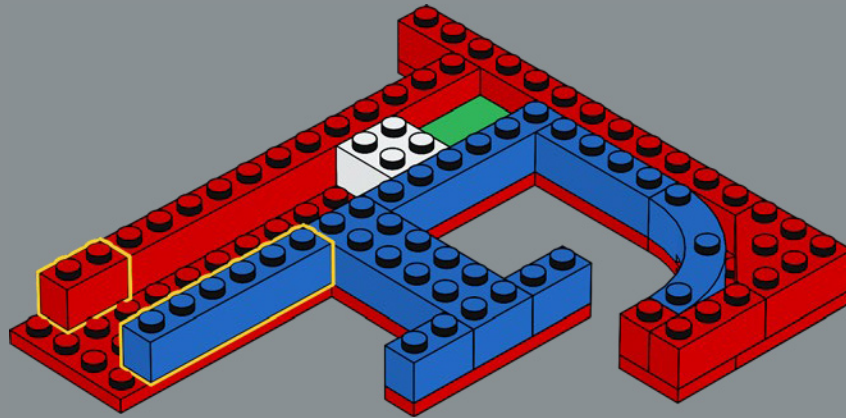


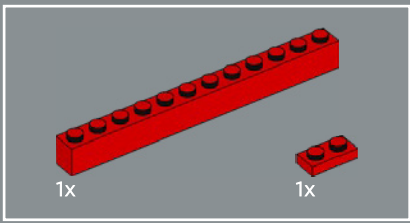
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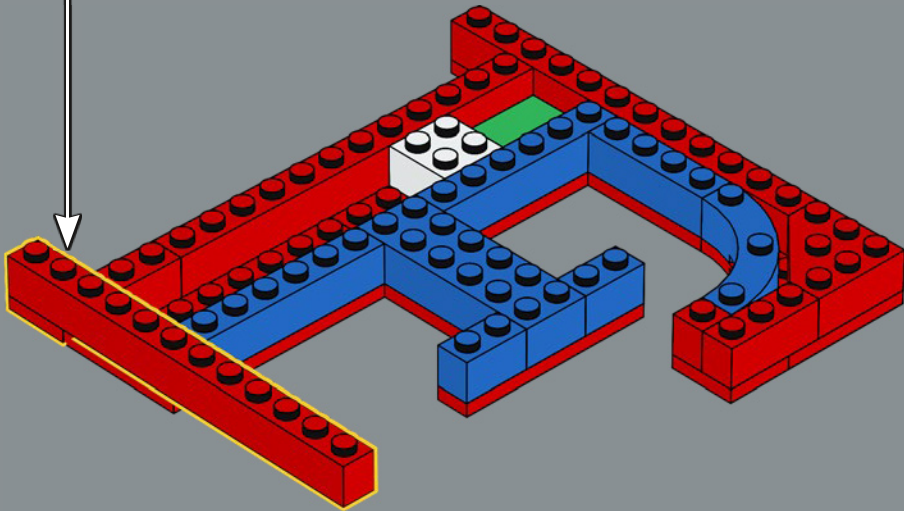
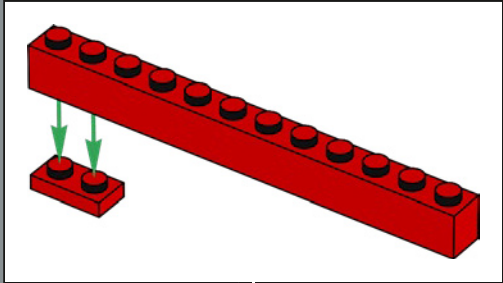


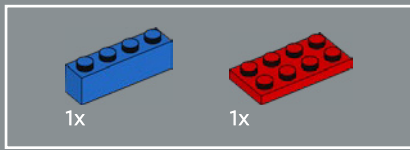
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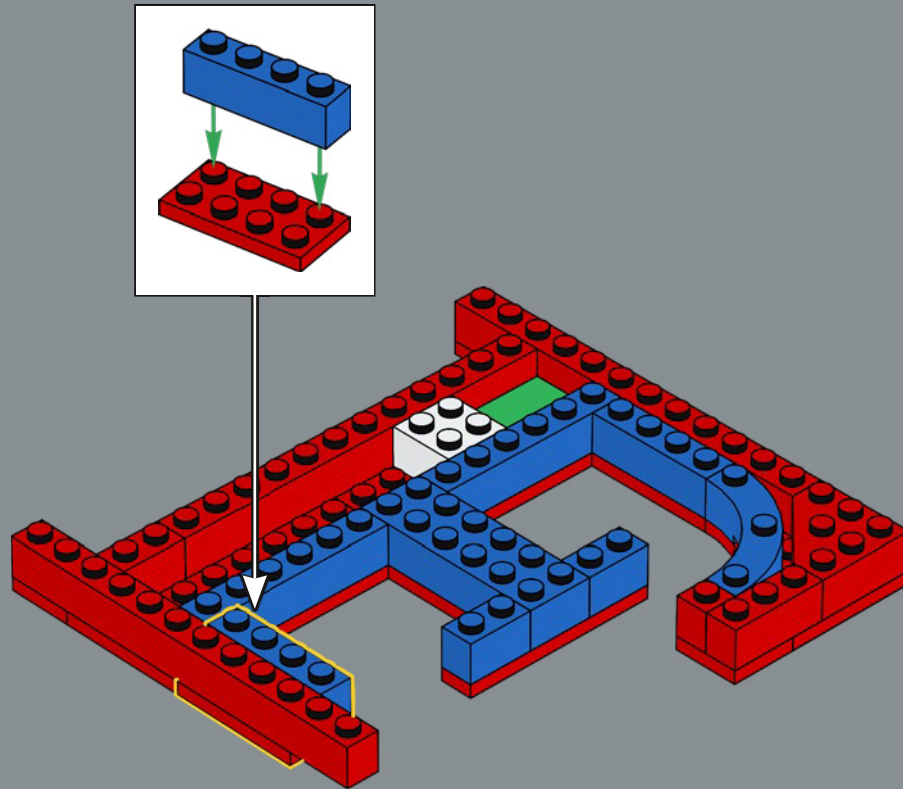


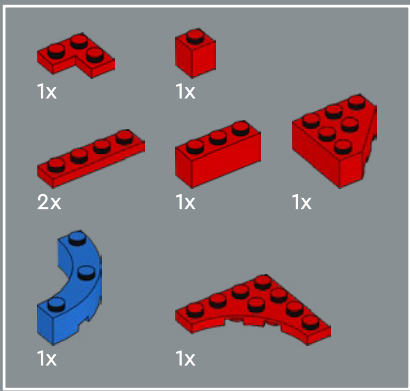
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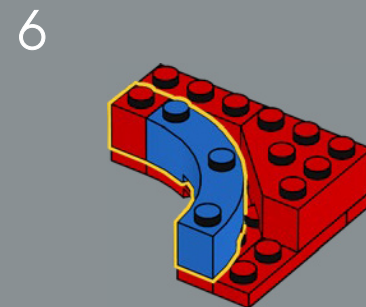
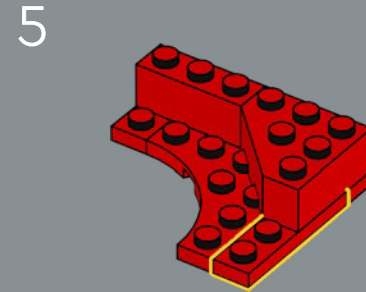
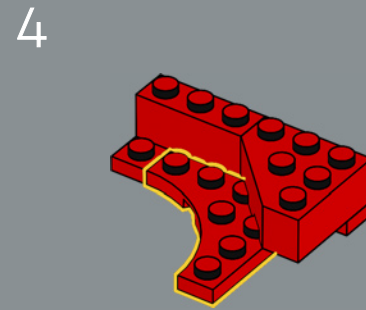
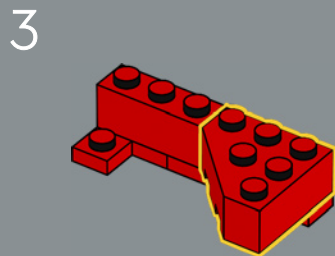
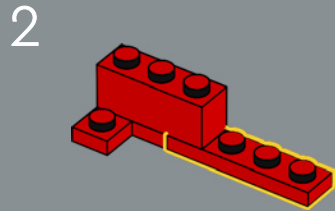
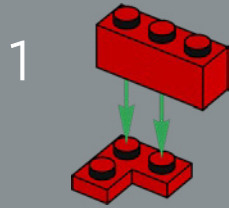


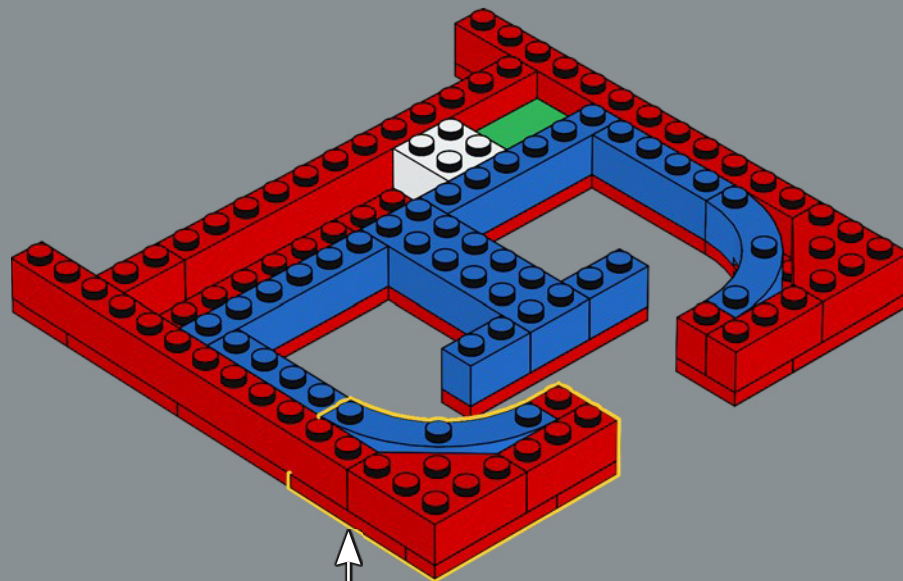
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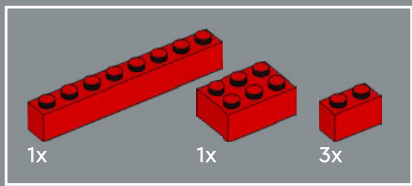




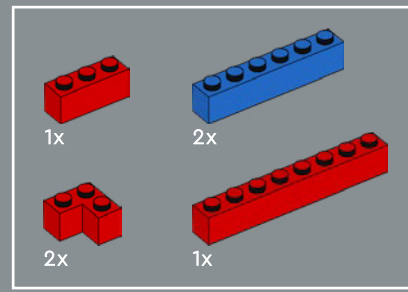
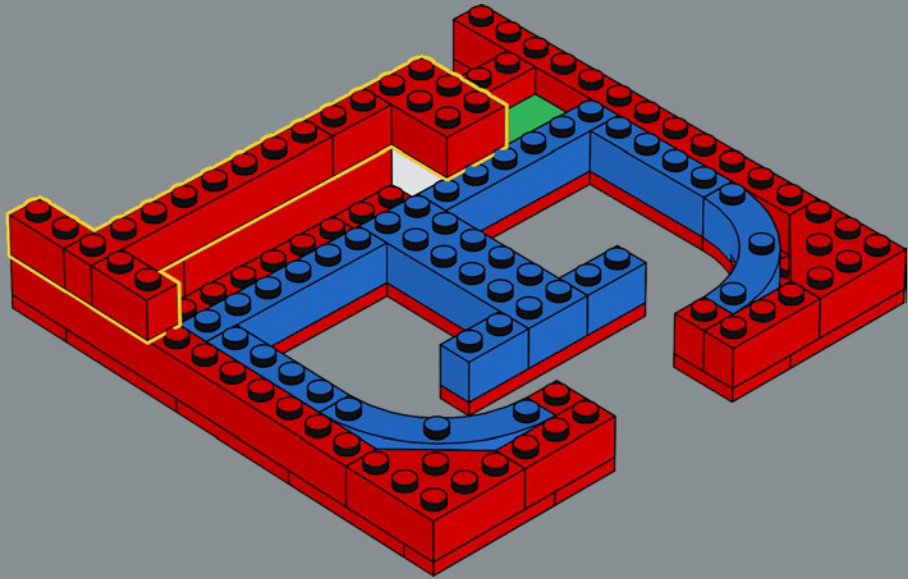
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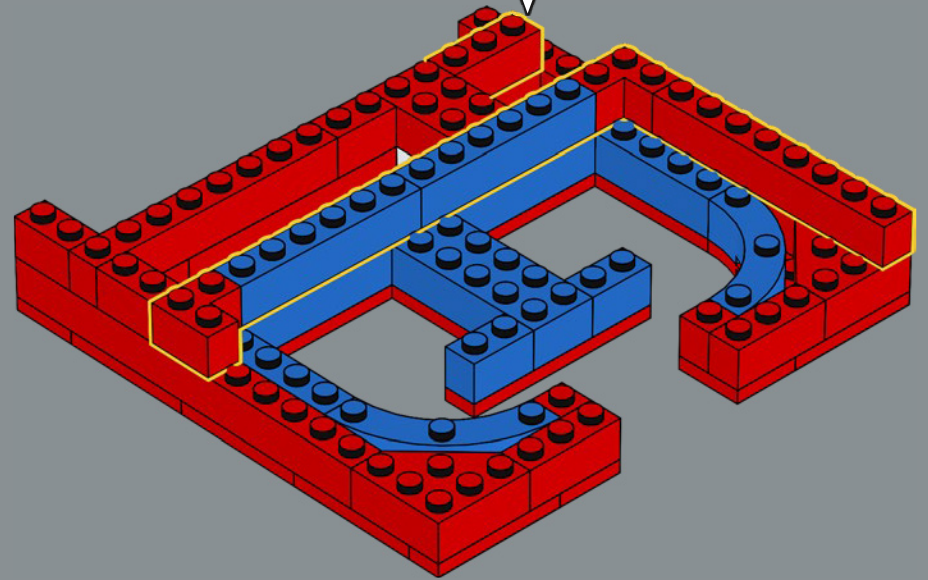
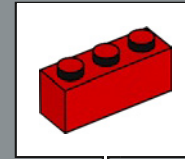


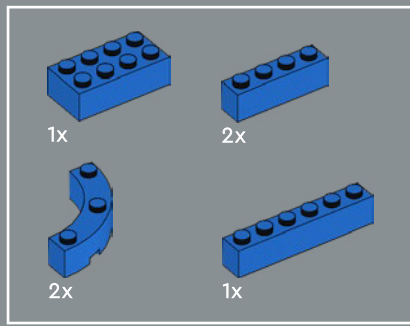


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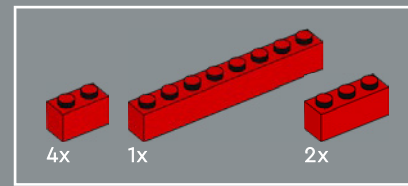
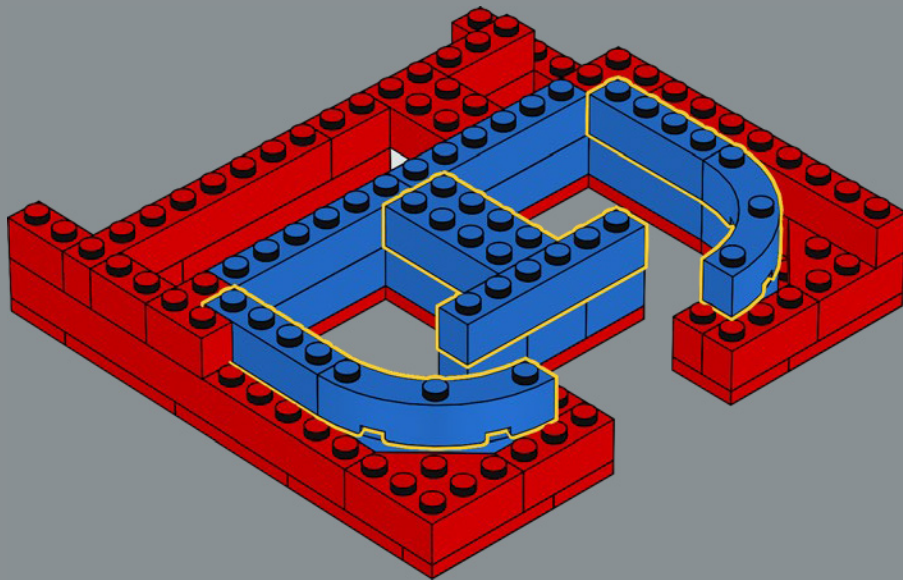


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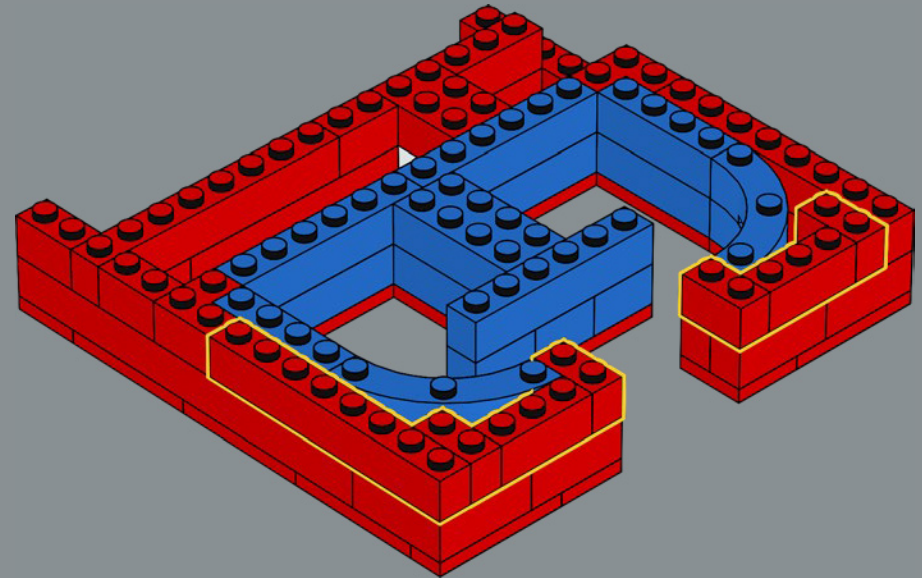


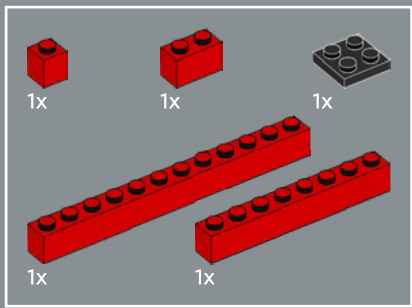


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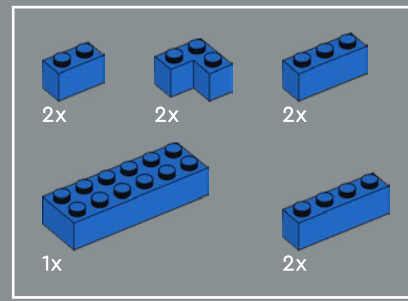
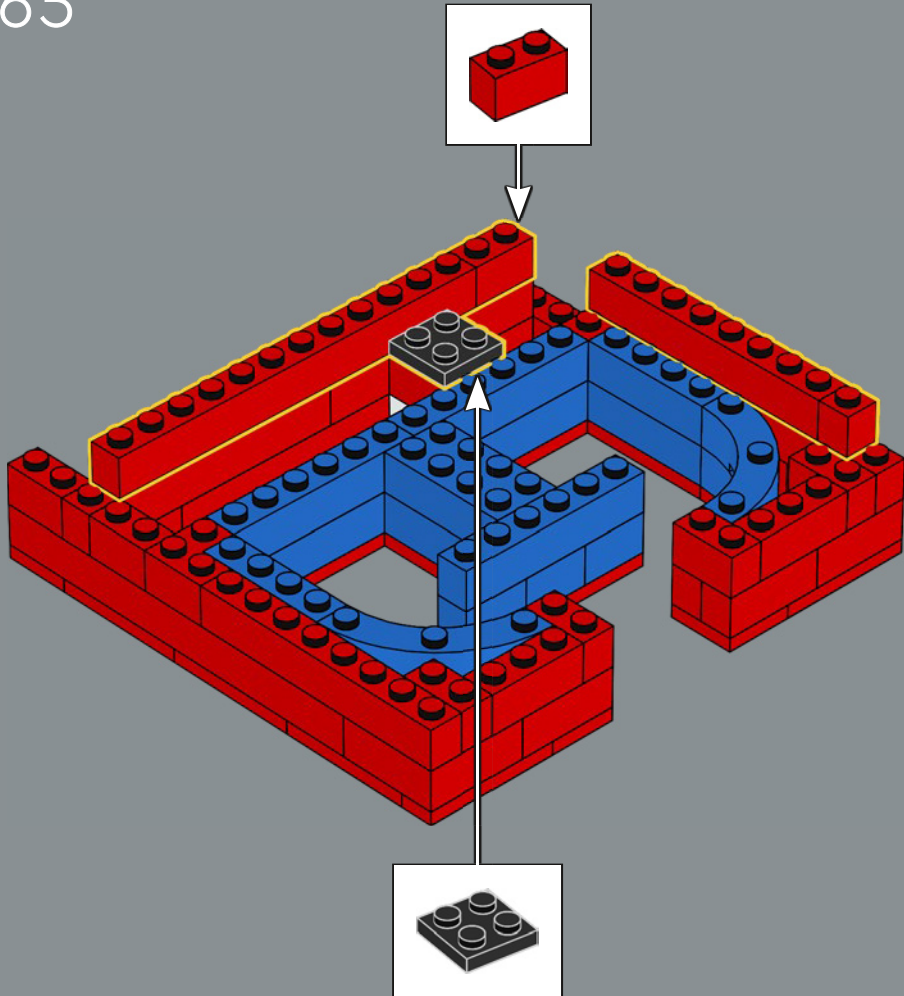


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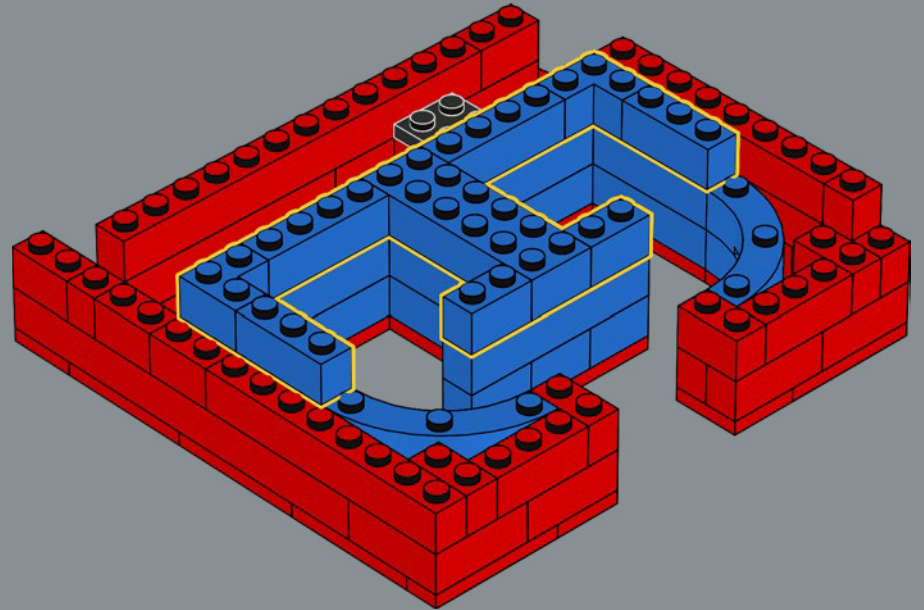


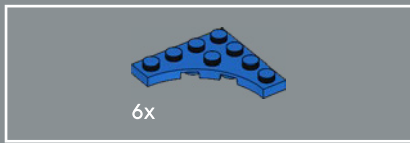


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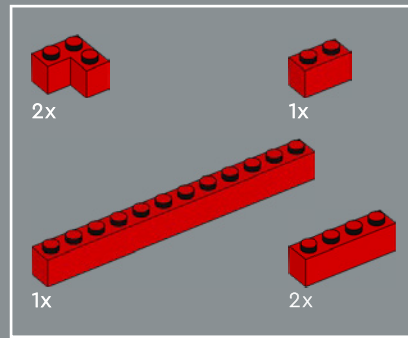
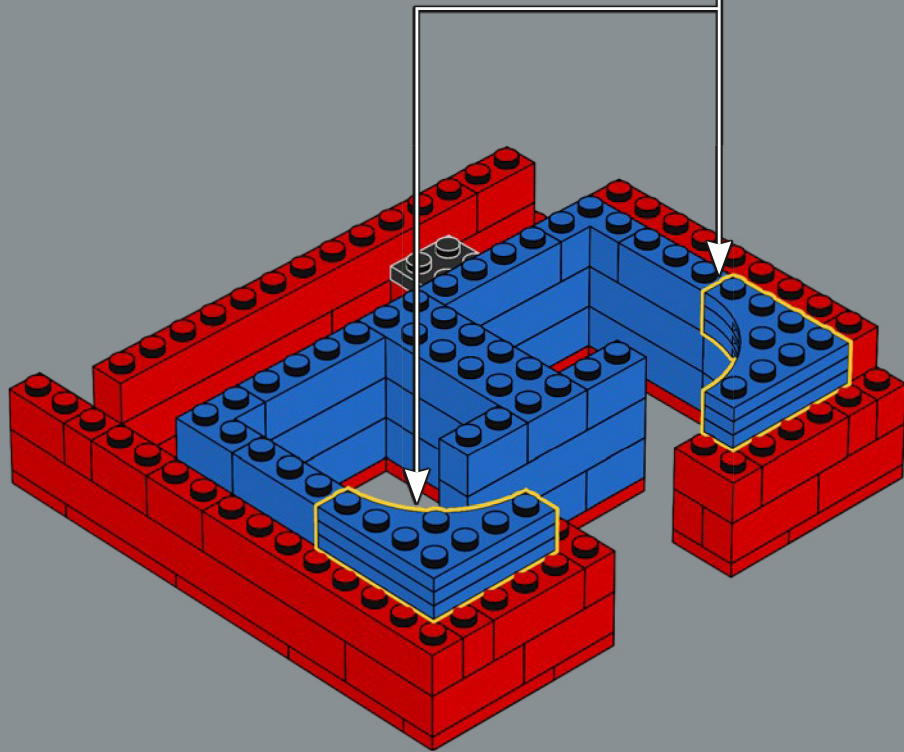
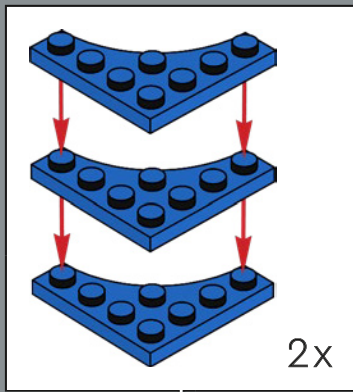


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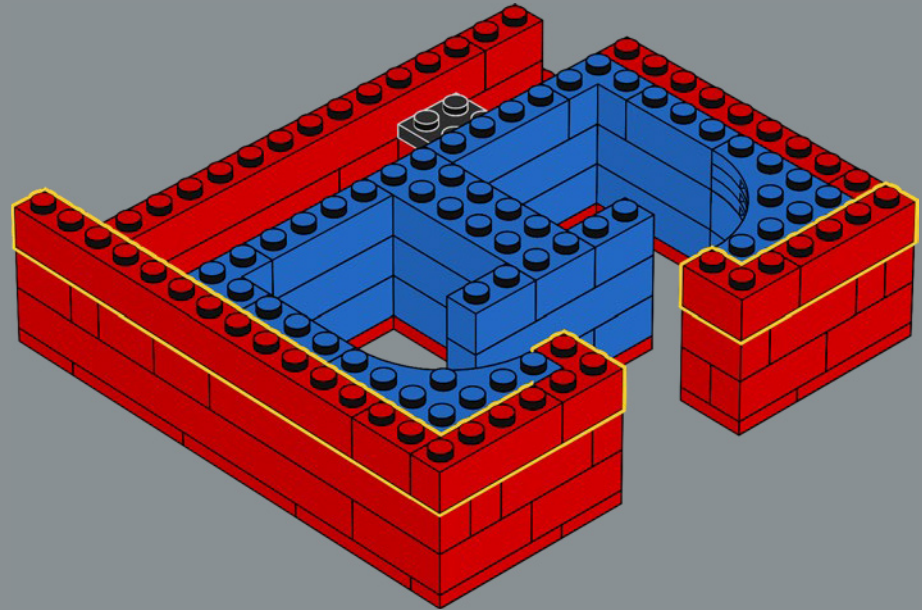


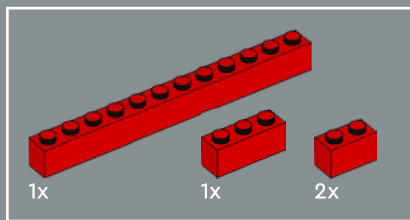


67

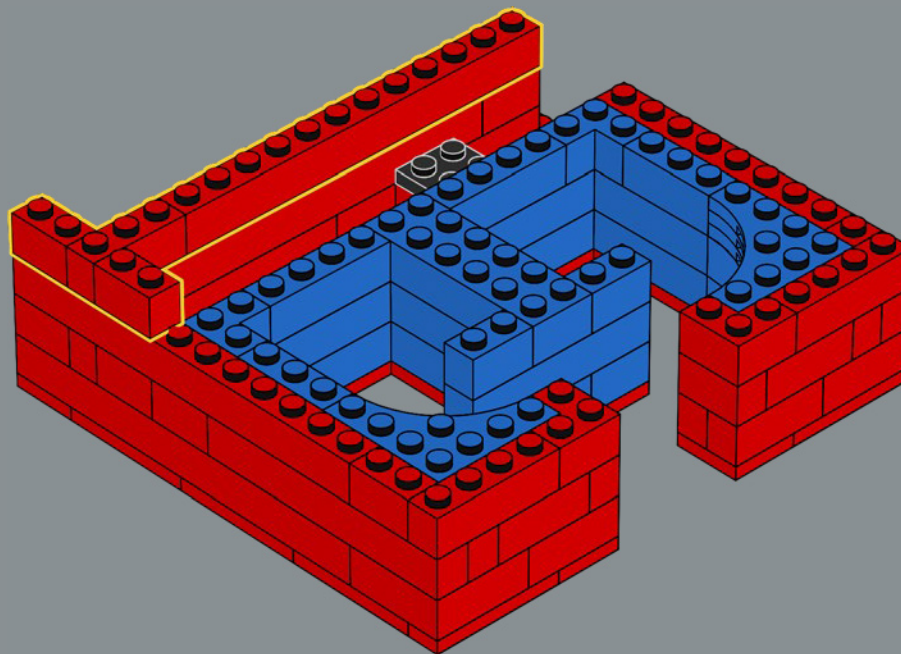


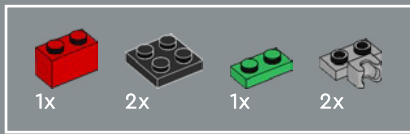
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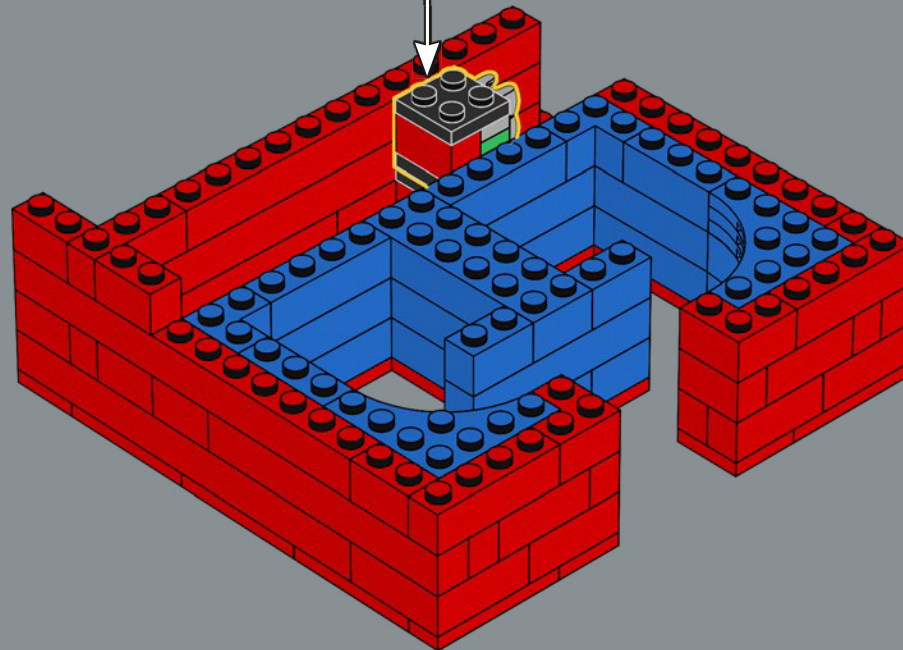
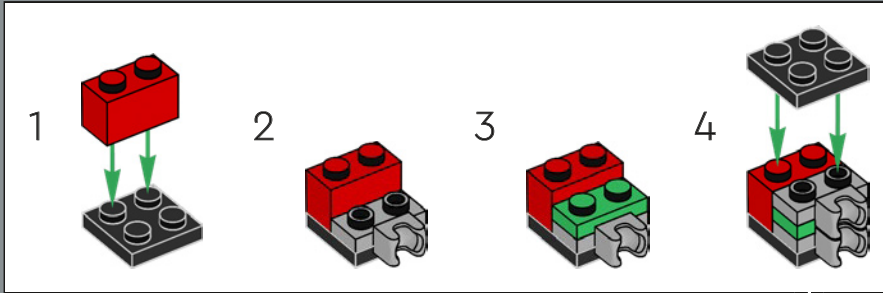


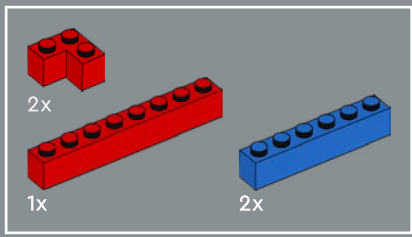
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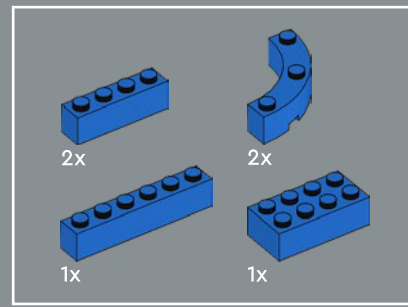
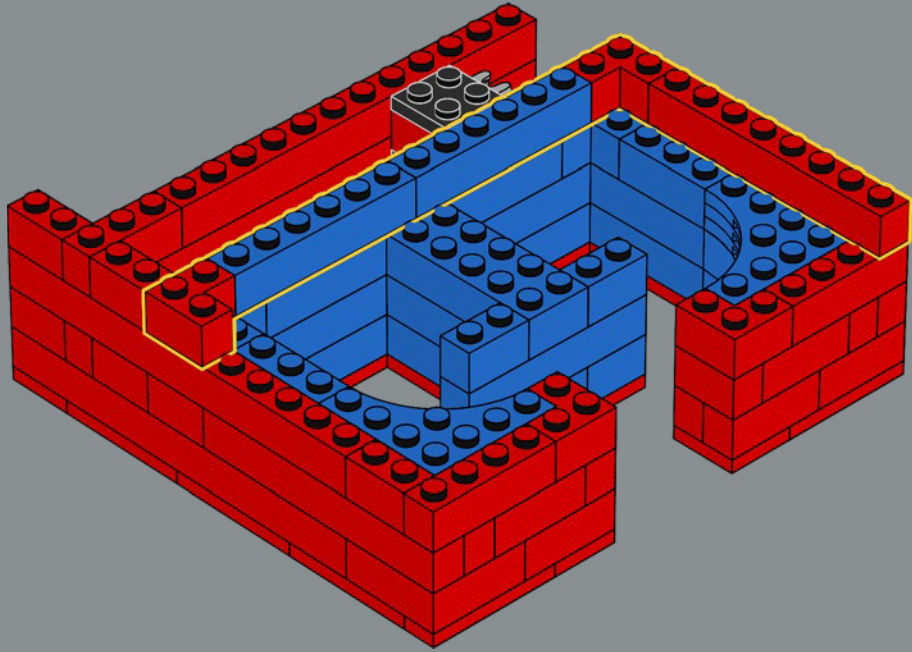


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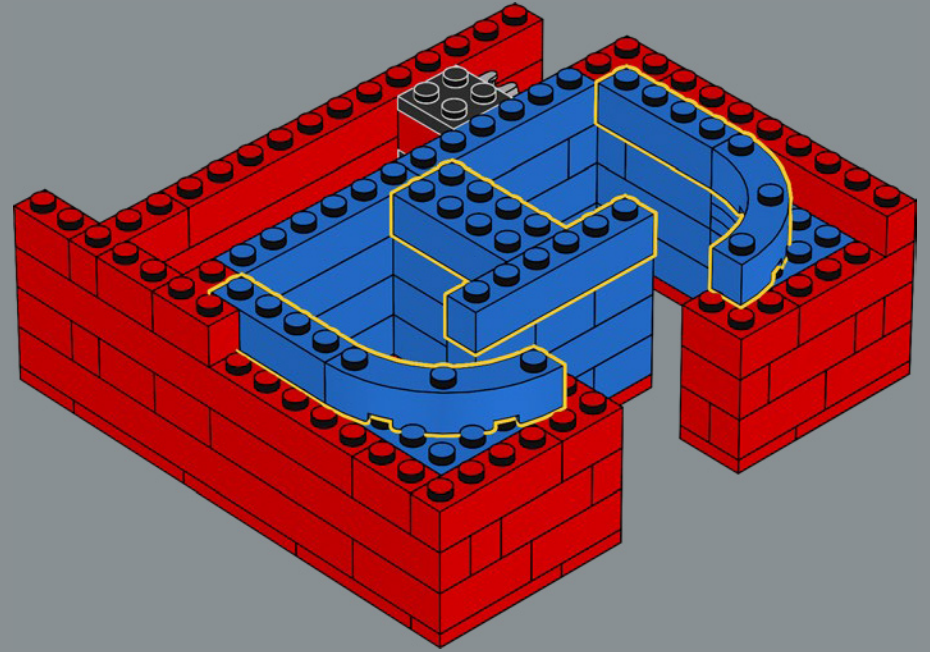


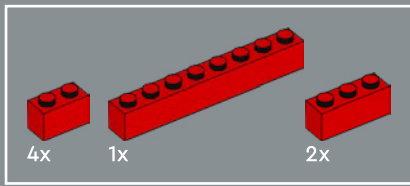


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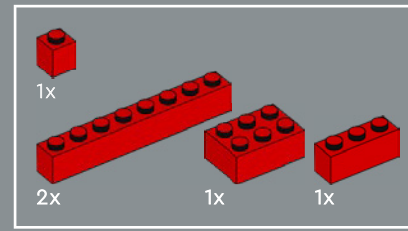
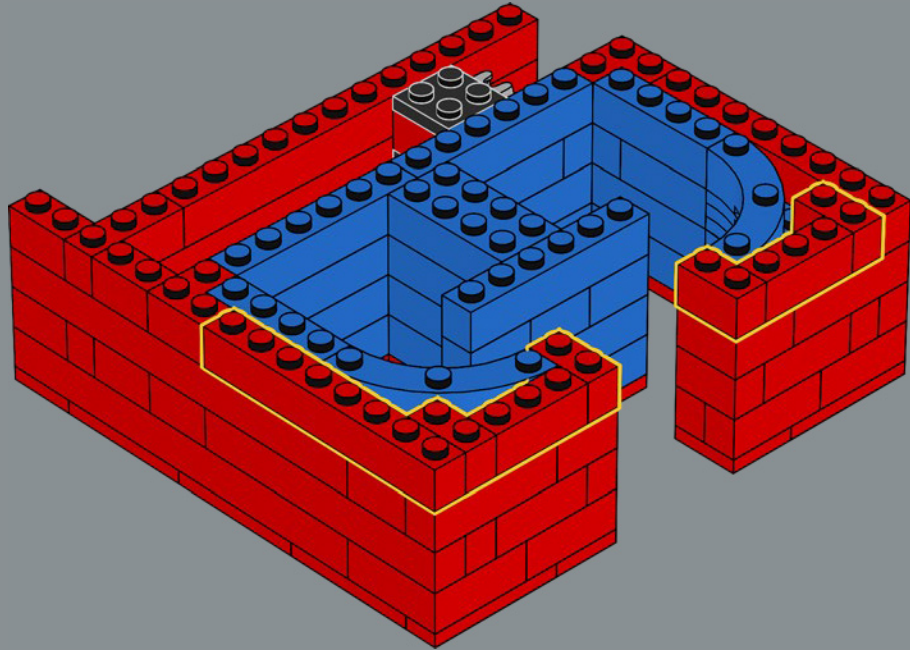


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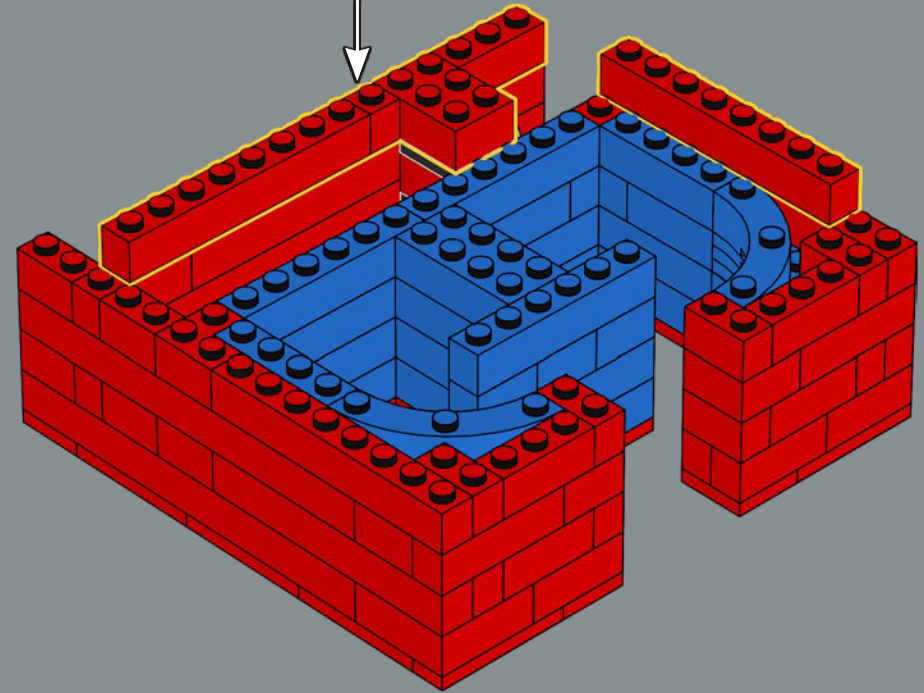
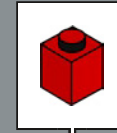


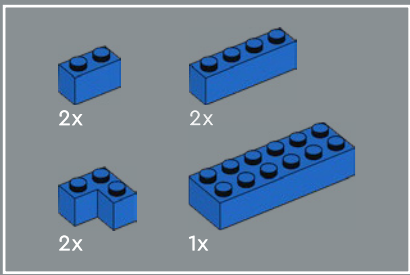


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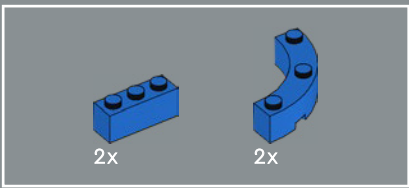
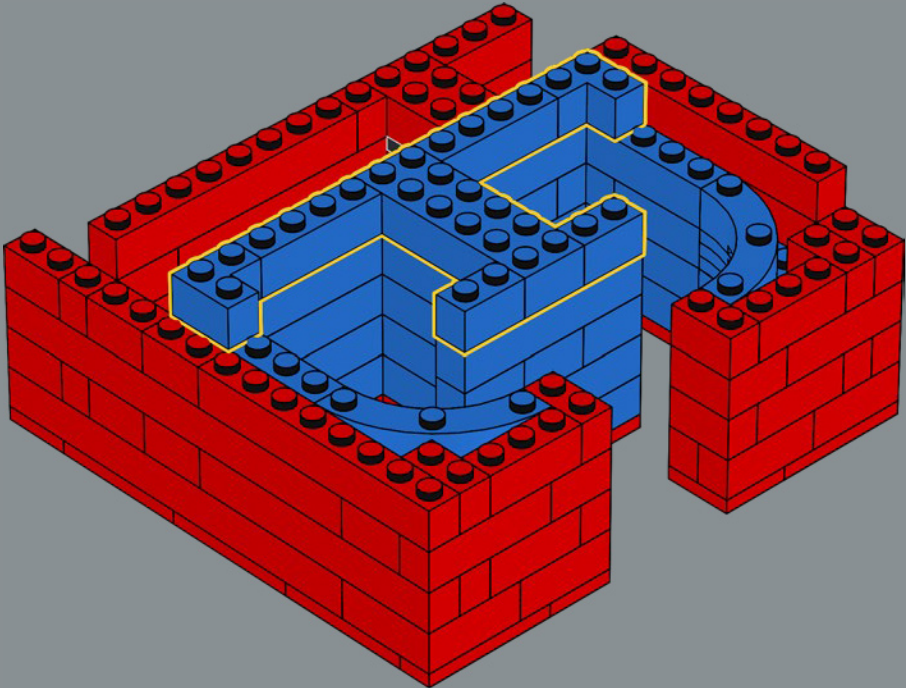


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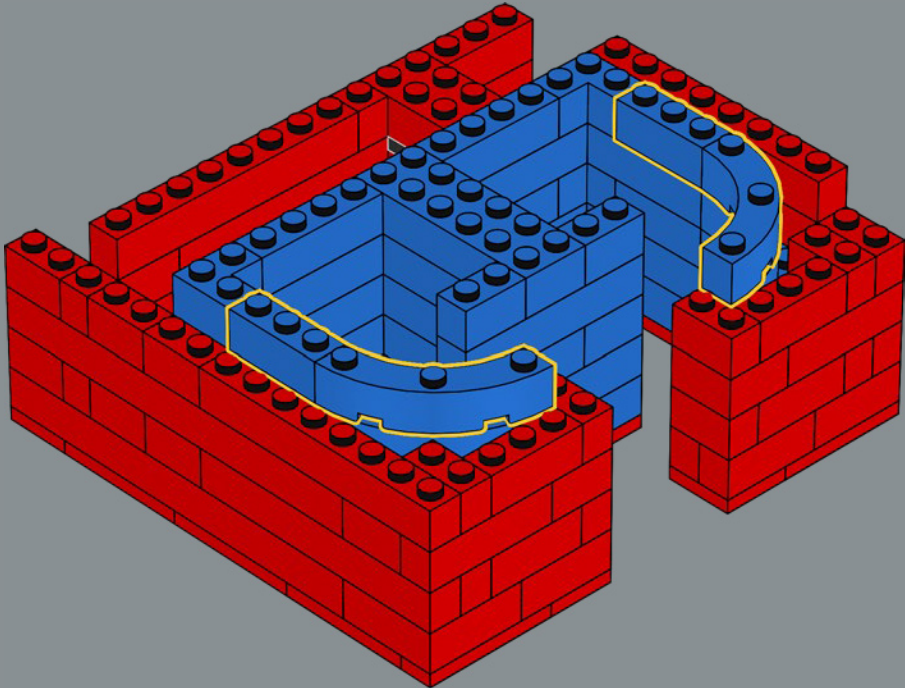


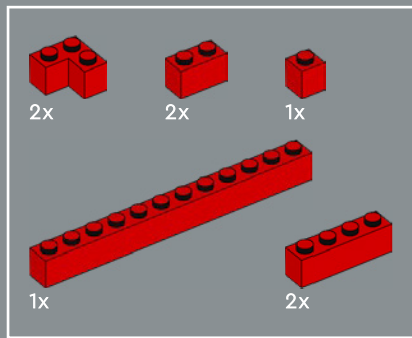


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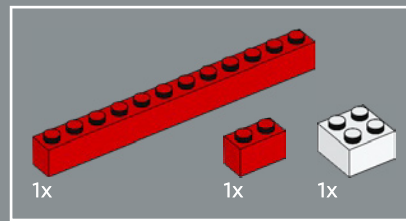
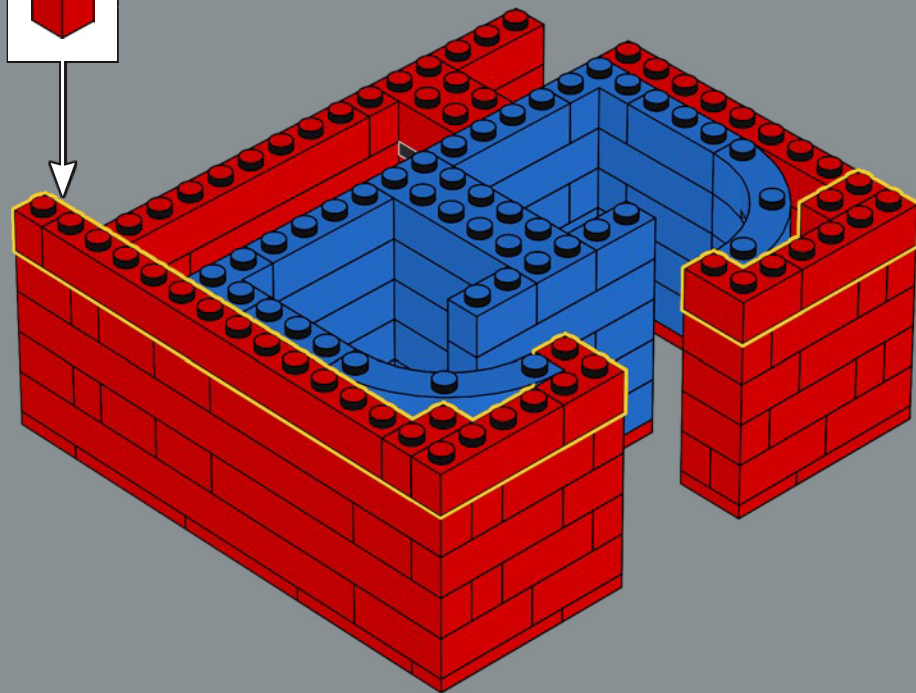
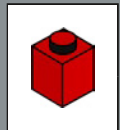


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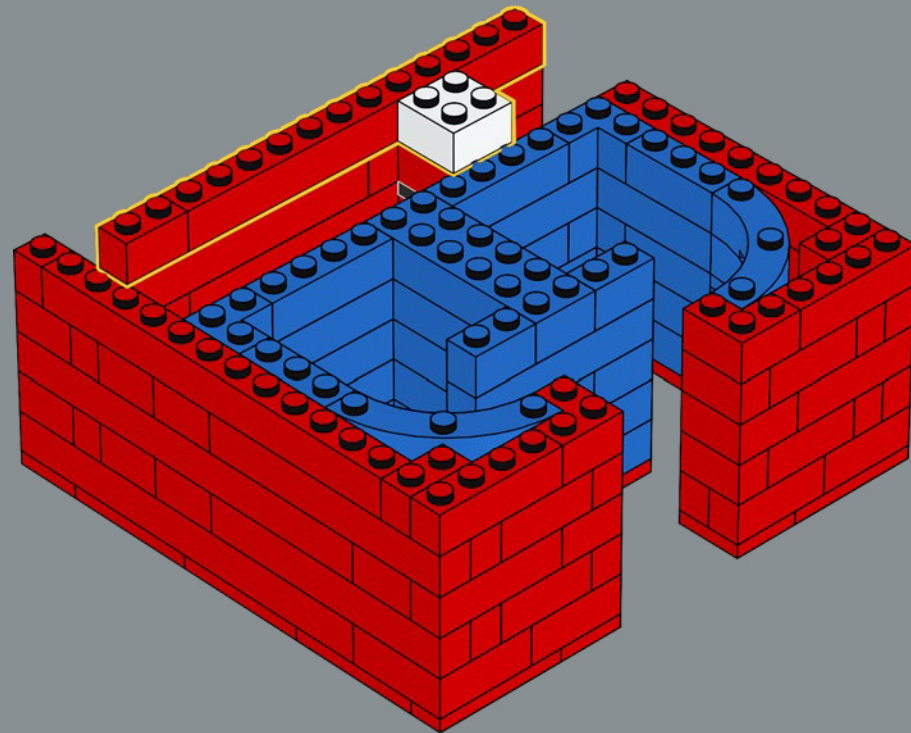


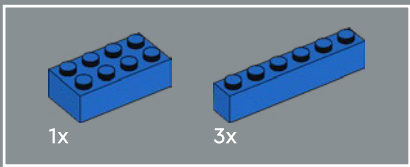


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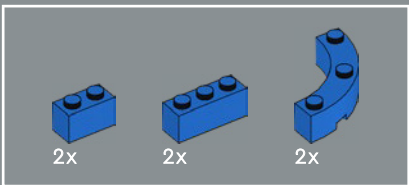
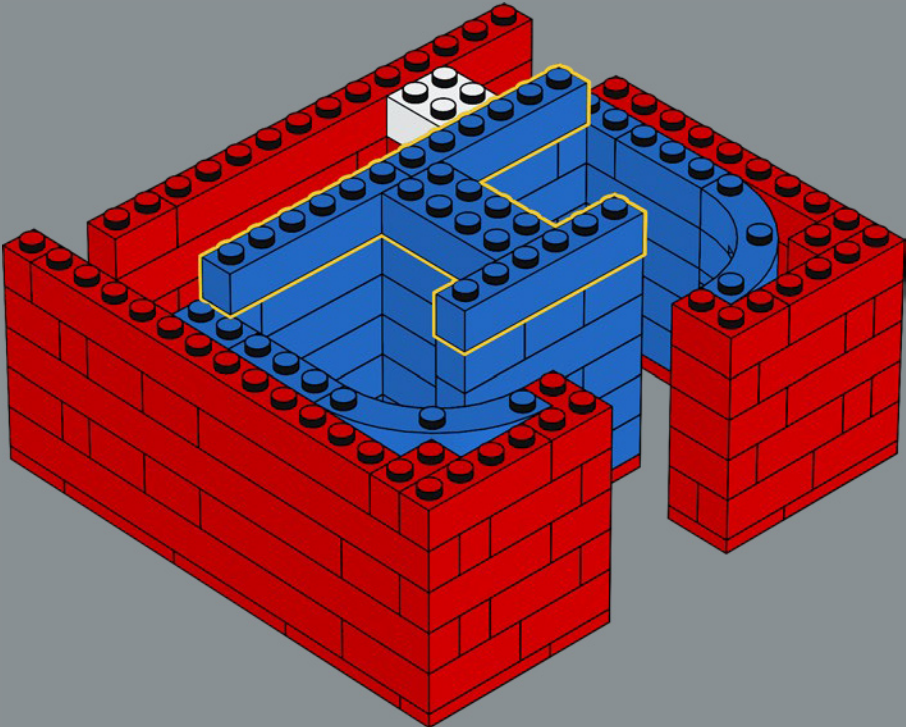


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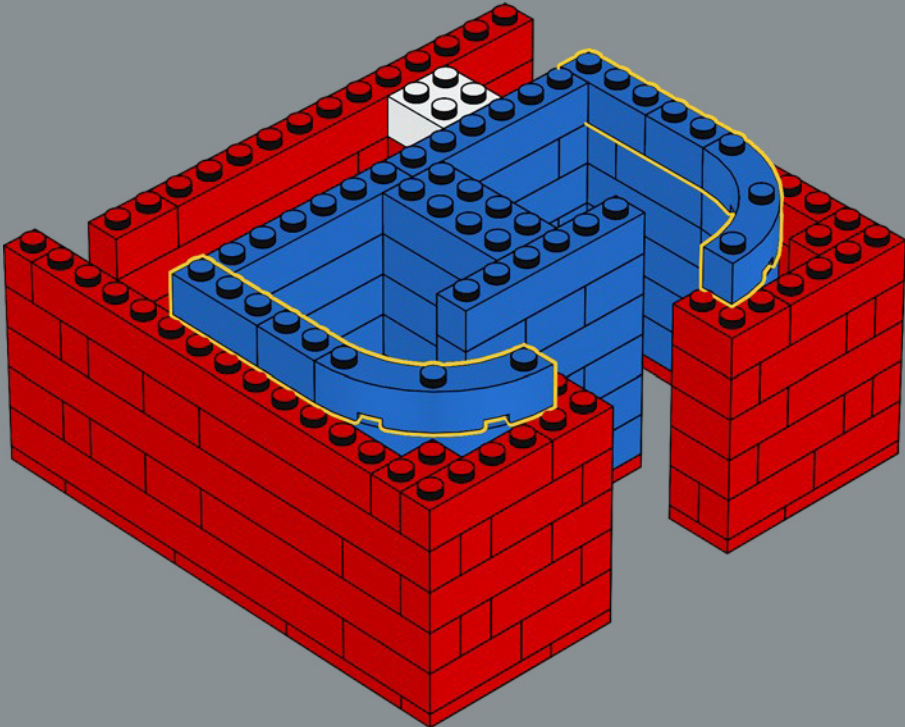


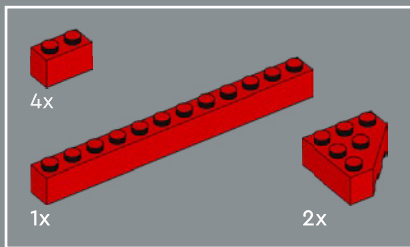


79

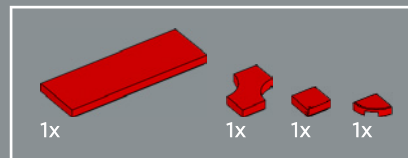
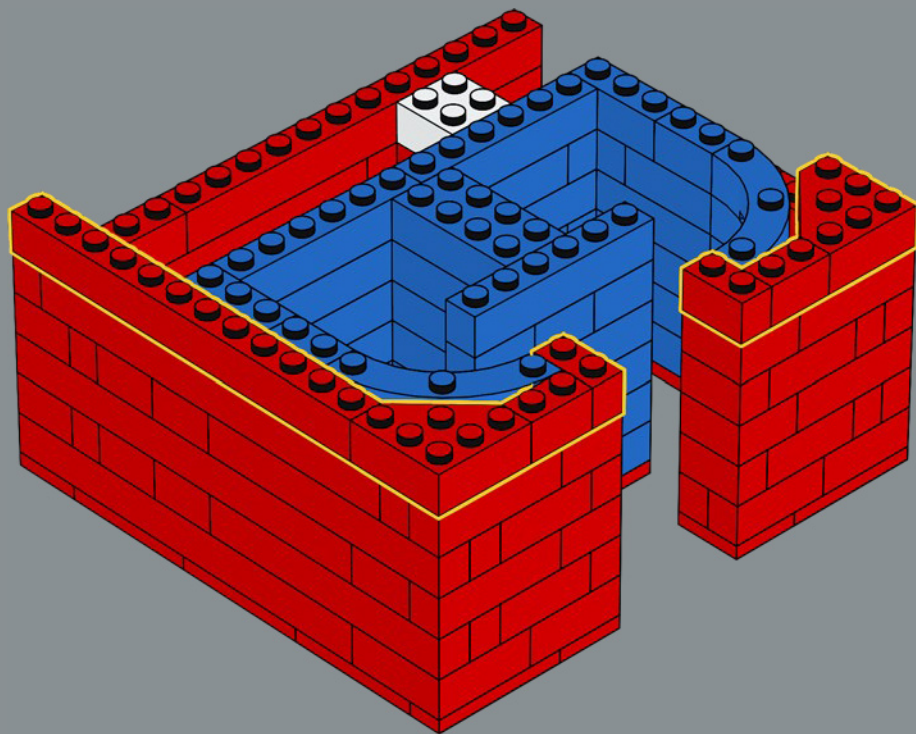


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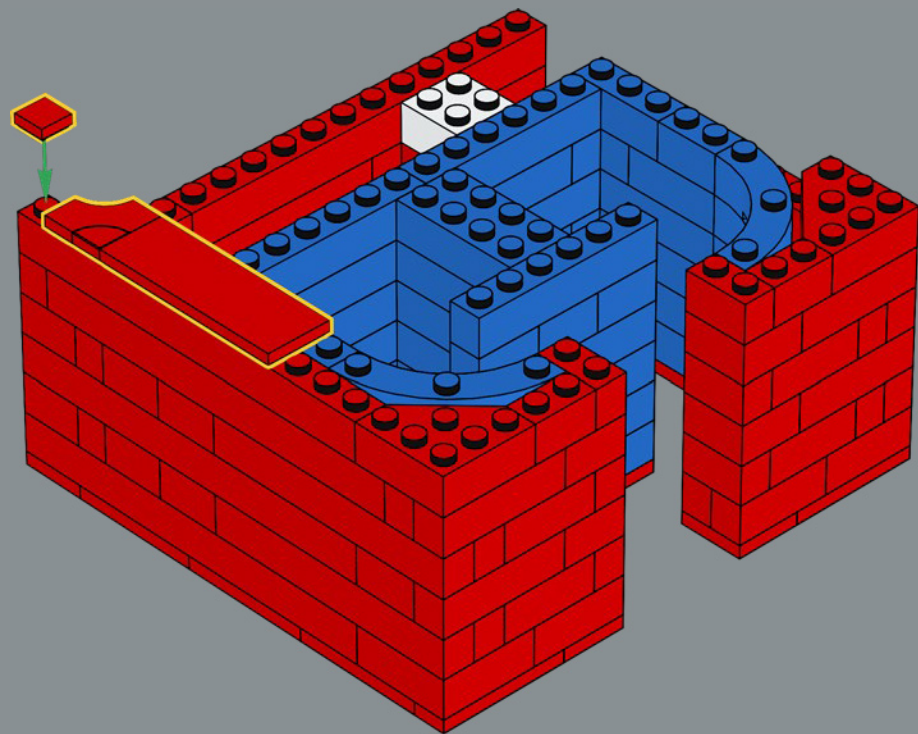


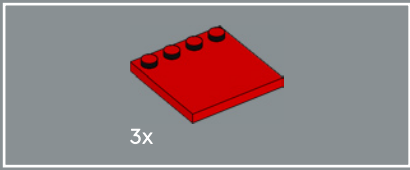


81

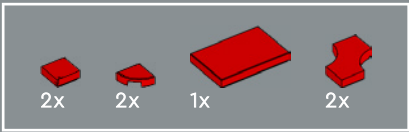
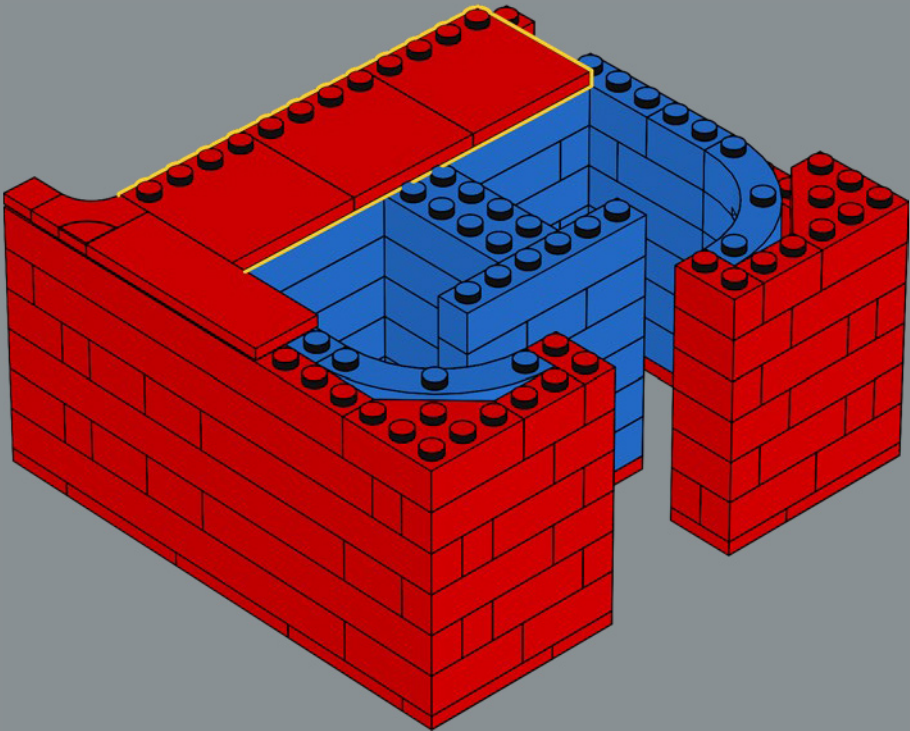


82

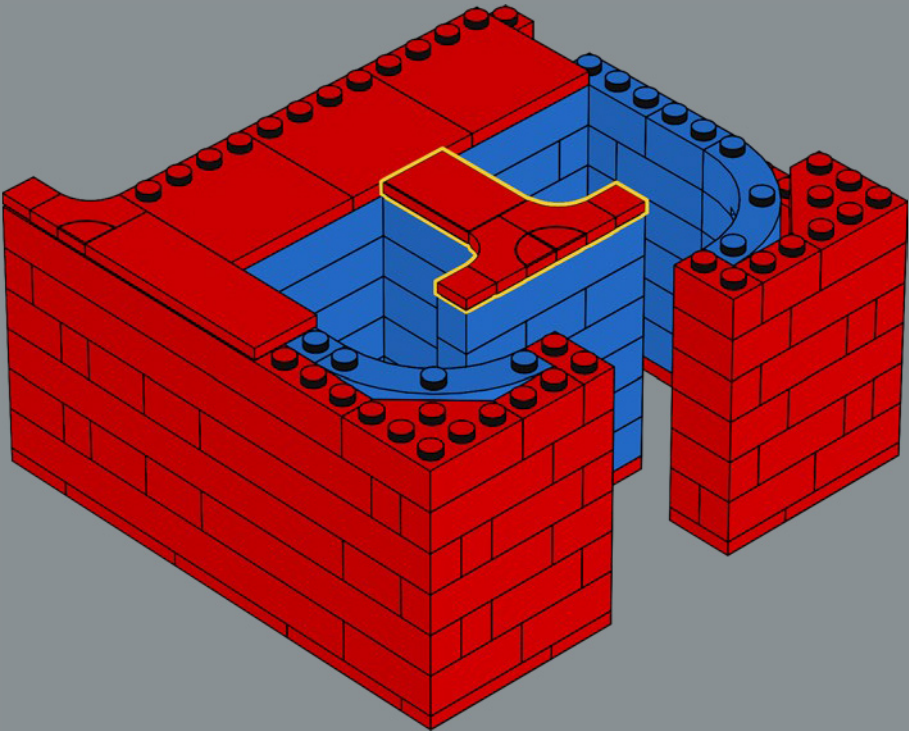


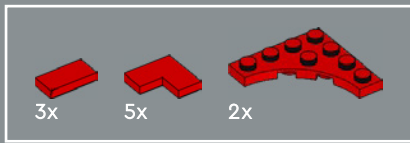


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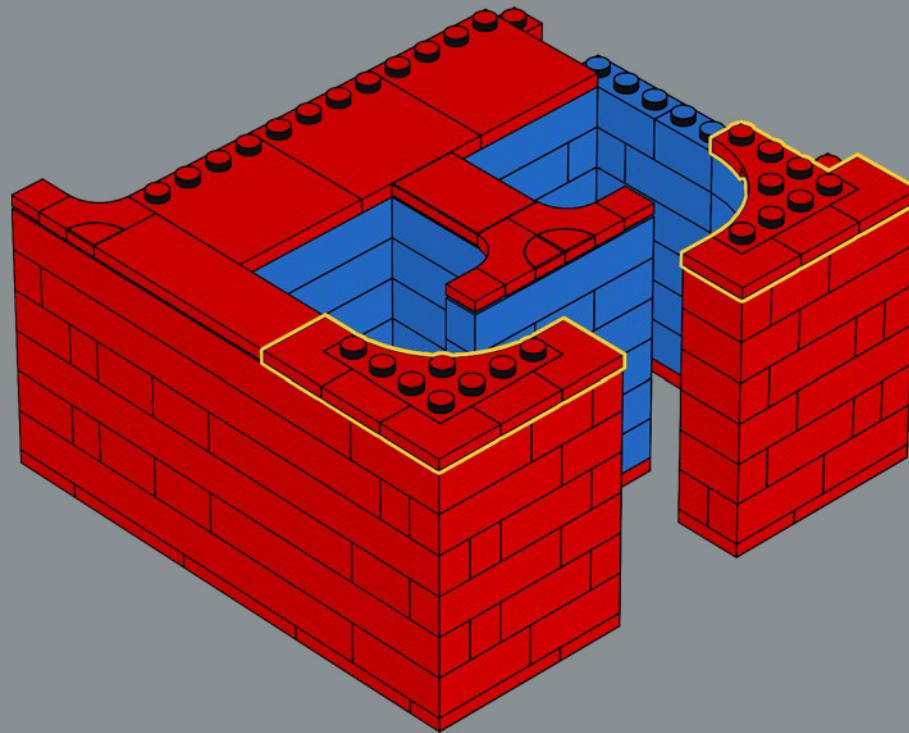


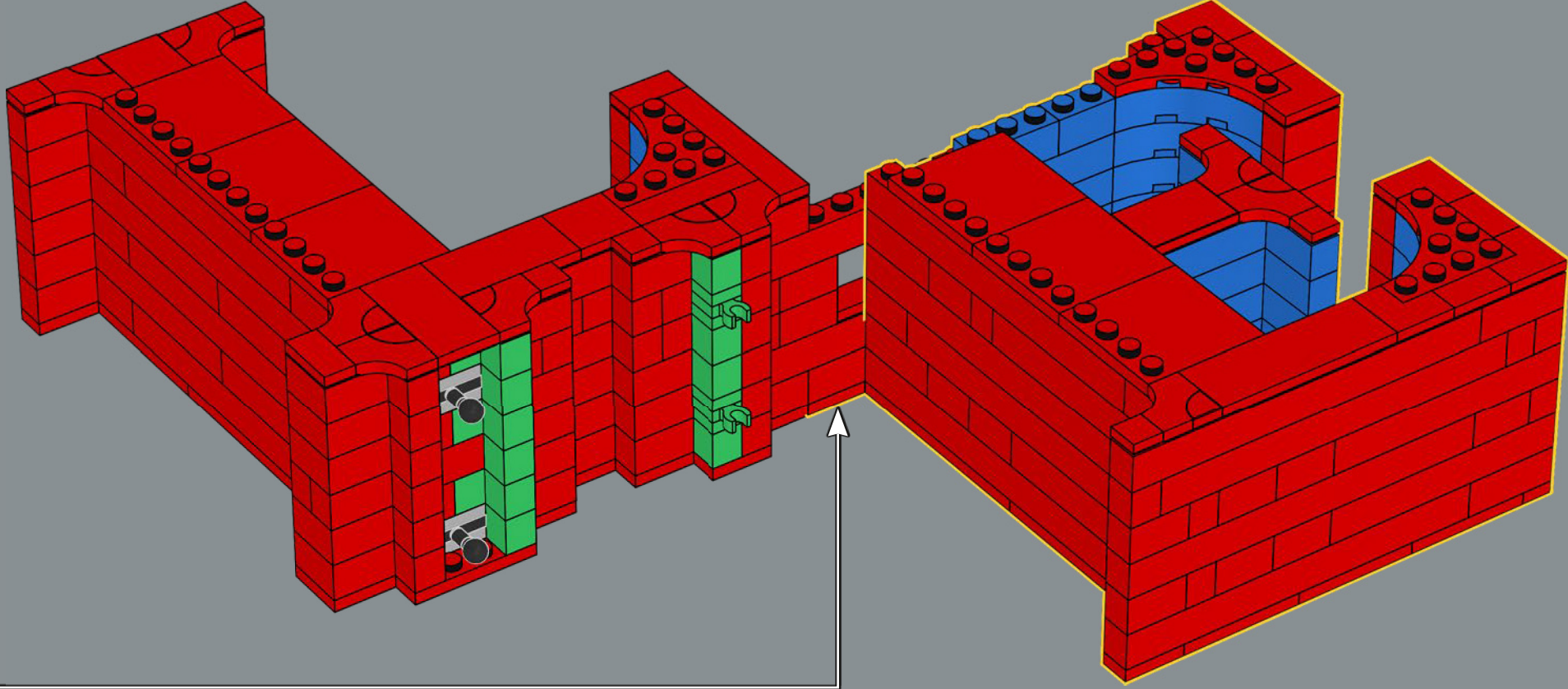
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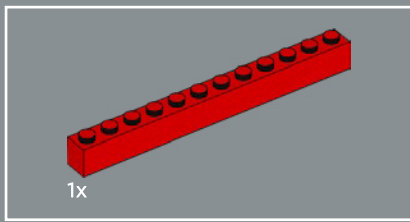




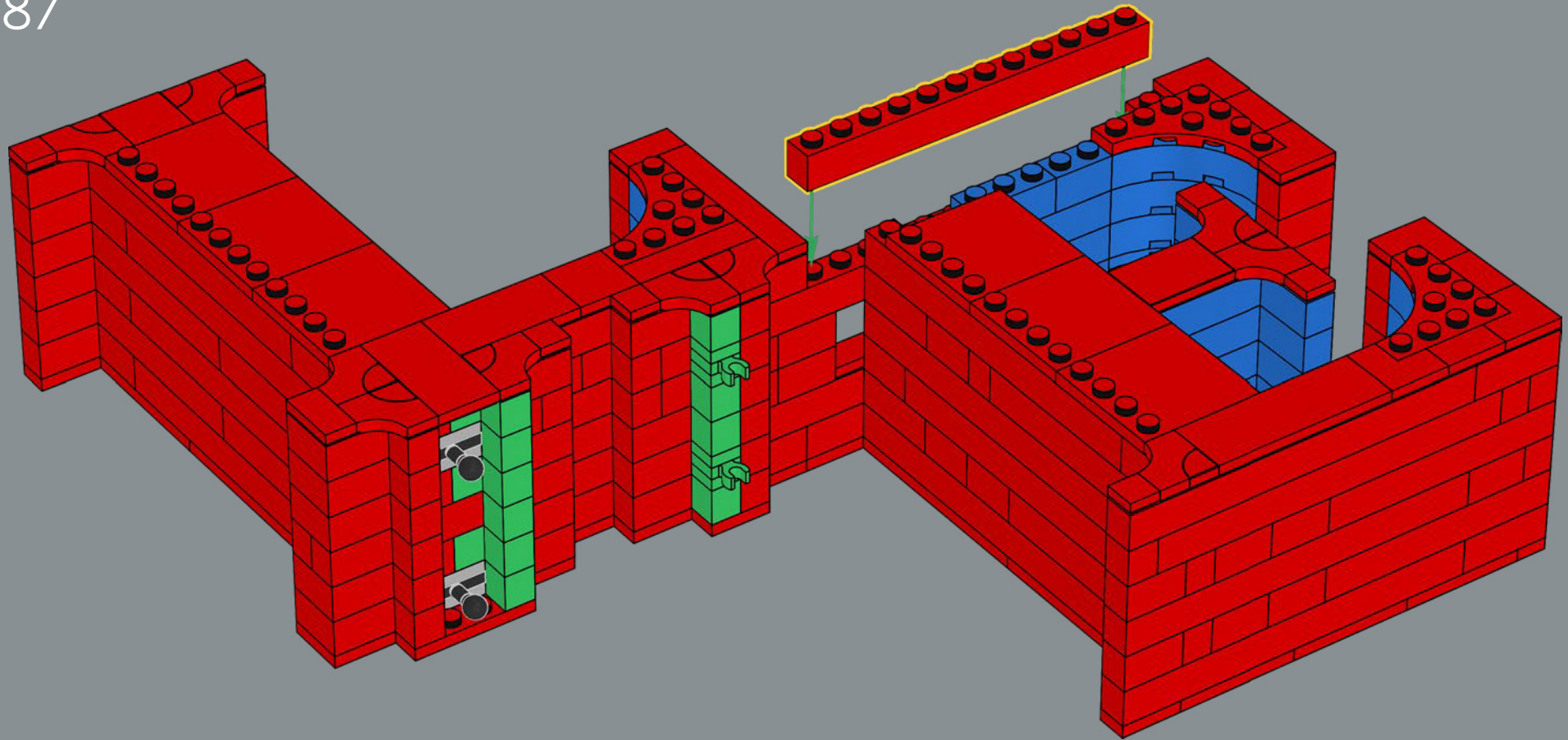
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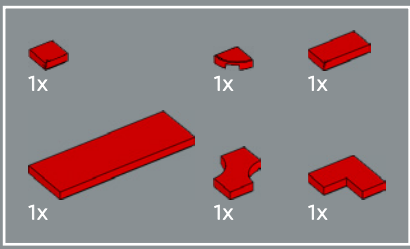




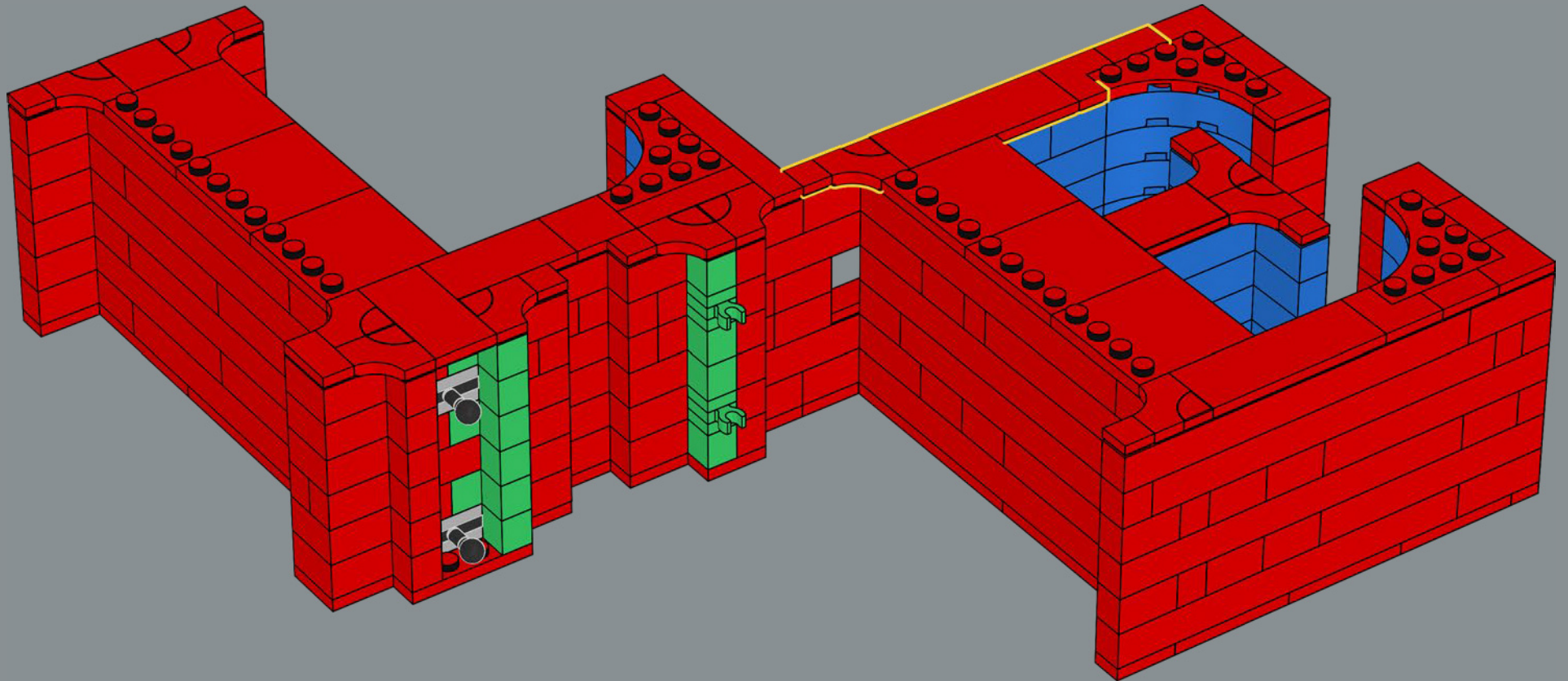


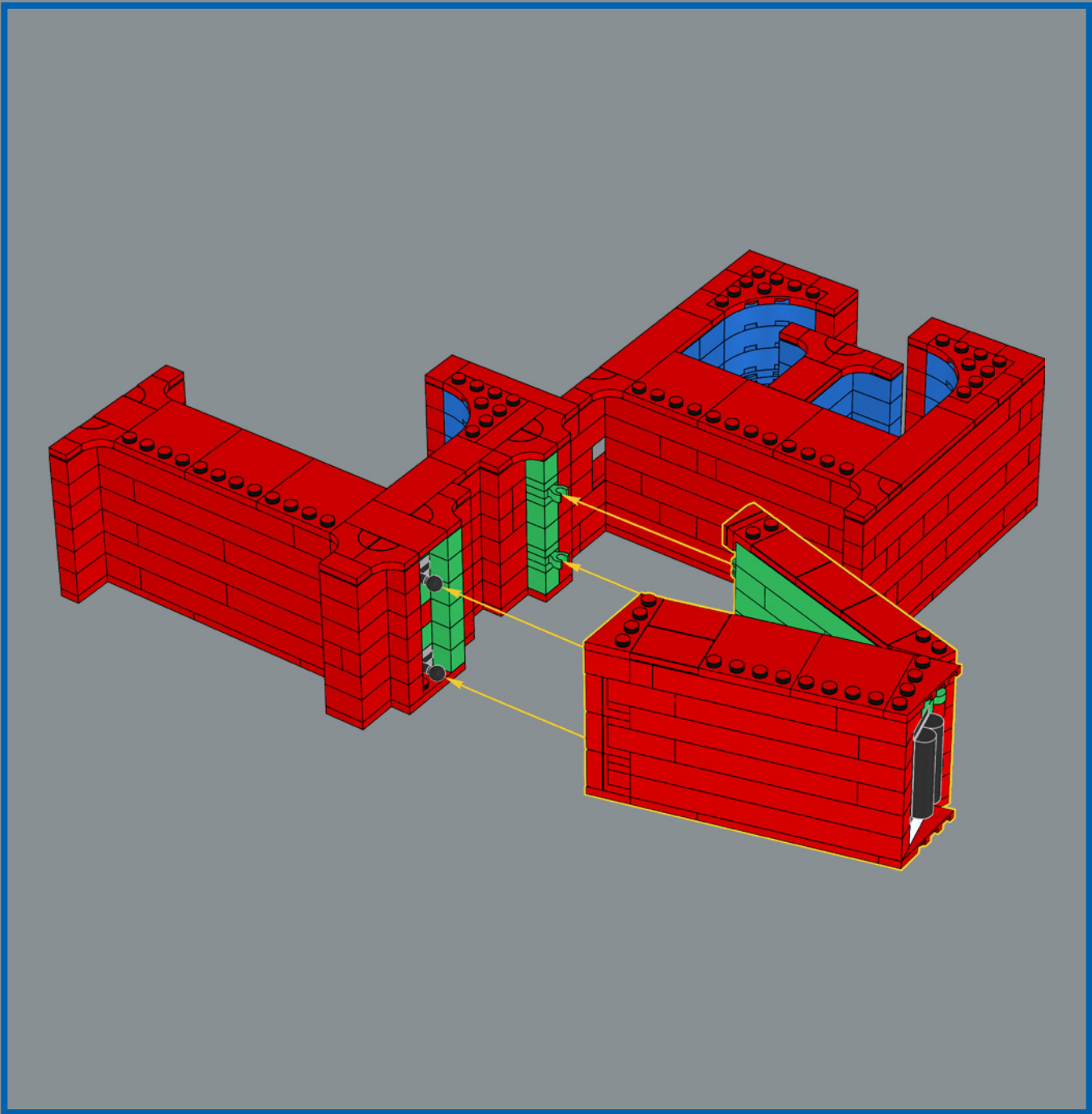
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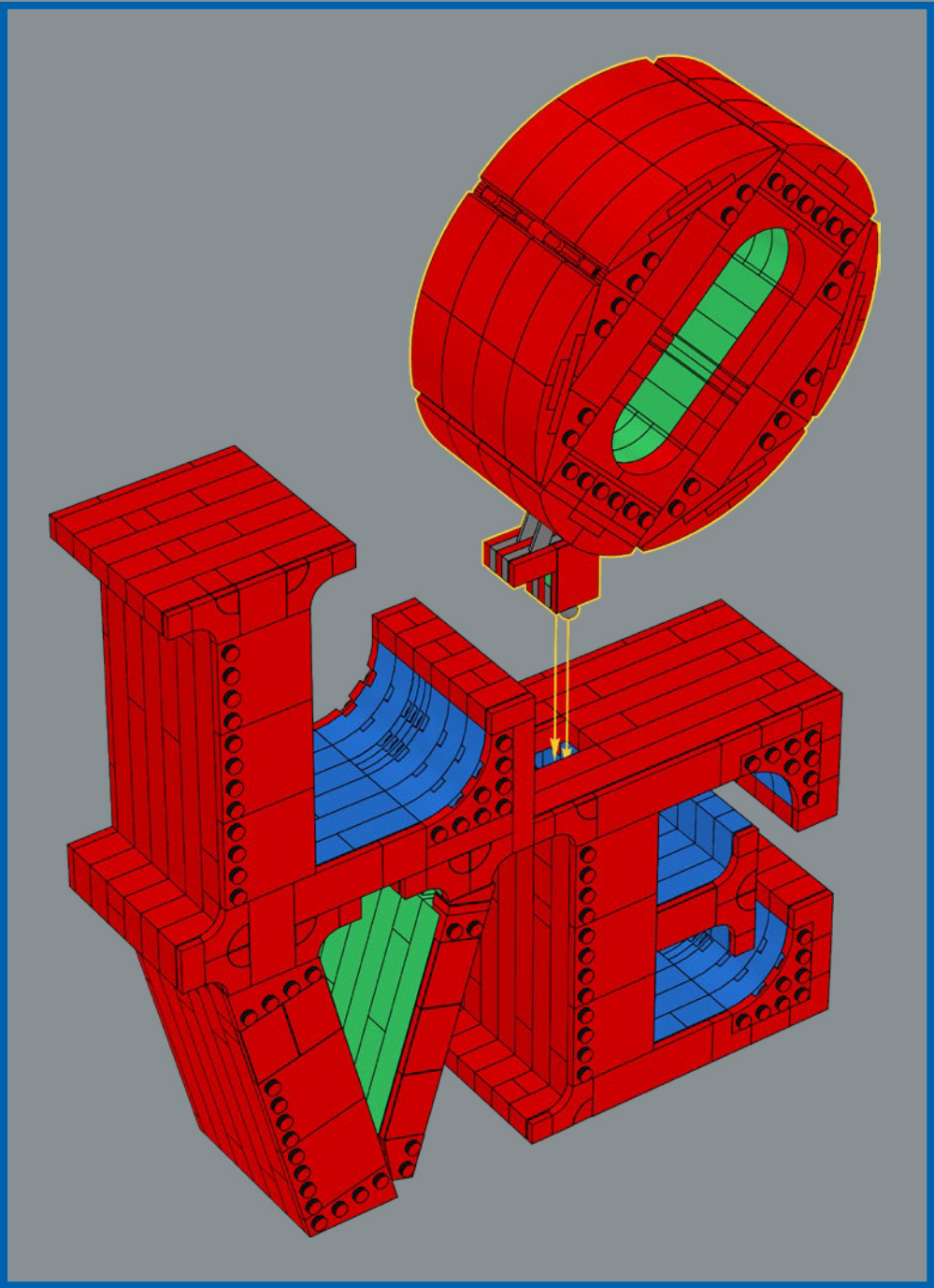


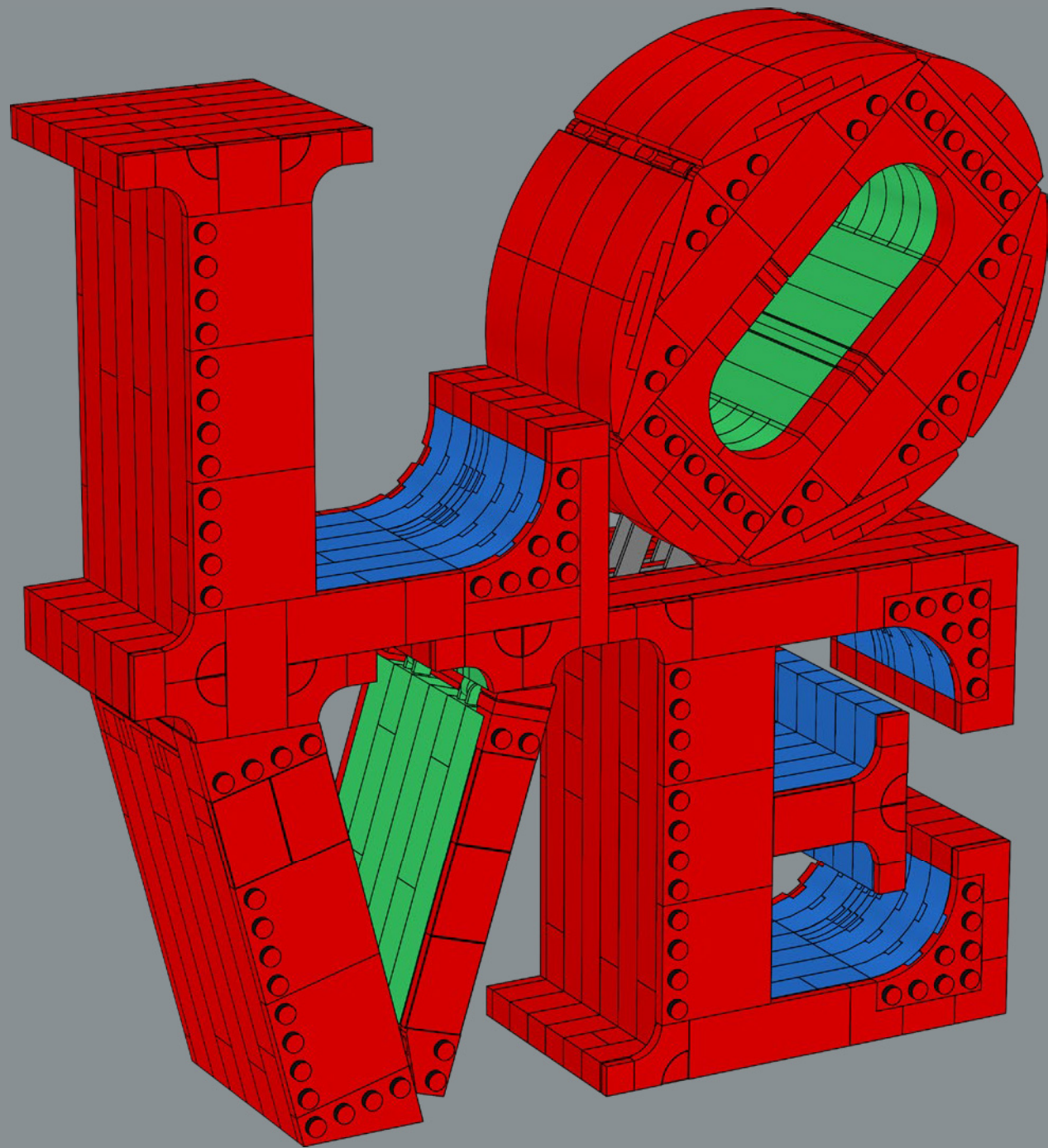


88











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