

# PLAY BRANDING

## REPORT

Five playgrounds that have **enhanced** major global brands.



# PLAY MEETS PLACE BRANDING

Playgrounds can play a central and defining role in branding a company, institution, or area.

Physical gathering places, which embody the intrinsic values and aesthetics of a given brand; iconic storytelling elements that invite people to an immersive and, not least, fun experience - playgrounds are an effective branding tool.

Our landmark creations are more than merely play equipment for children. They are characteristic sculptures of identity that inspire both young and old and that act as differentiating factors for the brands in question.

We've gathered insights here from 5 MONSTRUM projects demonstrating the impact and value of tailor-made creative playgrounds for these major global brands.

## MONSTRUM



Rashid playground at Expo 2020.  
The magnificent blue whale breaching the waves.



EXPO 2020

# TELLING THE STORY OF EXPO 2020

For over 170 years, Expo, also known as World Expo, has provided a platform to showcase the greatest innovations that have shaped the world we live in today.

At MONSTRUM, we were commissioned to create three artistic playgrounds for Expo 2020 in Dubai. Two of the playgrounds were to convey the stories of the Expo mascots Rashid & Latifa while the third should reflect the spirit of The Sustainability Pavilion, which it is situated outside of.

We designed and created The Adventurous Octopus, The Humpback Whale, and Future City playgrounds for the various locations at Expo.

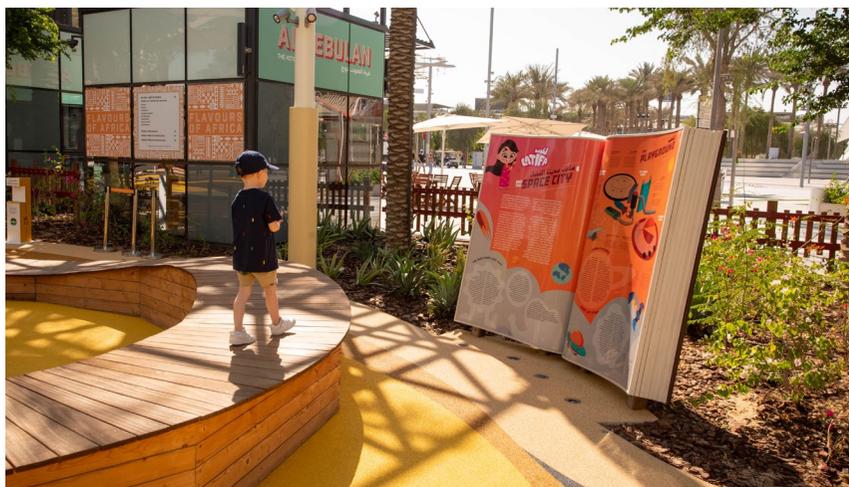
The playgrounds invite kids to enter the universe of the Expo mascots Rashid and Latifa and embark on fun journeys of learning through play. A captivating physical experience, the playgrounds play a strong role in establishing the respective narratives of the characters by, for example, utilising small educational illustrations of the characters painted on the insides of the play structures.

The playgrounds are both iconic in their design and physically challenging for children, whilst having a strong focus on inclusivity - a central focus at Expo.

## ABOUT

- Playgrounds built in 2020/2021.
- Expo 2020 finally opened its doors in 2021.
- Some 25 million visits are expected at Expo.





## LEGO HOUSE

# A PLAYFUL COLLABORATION

LEGO House opened in 2017, launching the most unique LEGO experience in the world - a 12,000-square meter house filled with 25 million LEGO bricks. The mission was to create a place, where LEGO fans of all ages can discover much more about where LEGO play can take you.

MONSTRUM was tasked with designing 9 themed playgrounds for the interlinked roof terraces on top of the series of "LEGO bricks" comprising the building. The narrative was "The Journey to LEGO House" and each playground depicts a different way of traveling to LEGO House - be that by hot air balloon or space rocket.

The resulting playgrounds have become synonymous with LEGO House visually and integrate seamlessly with the aesthetic universe of LEGO. The playgrounds immerse children in the story, enabling them to become the LEGO figures embarking on their own adventures. Where inside LEGO House kids get to create the scenes, here on the roof terraces, they are able to enter into the scenes and become the characters in the stories.

A truly immersive experience of the play value of LEGO.

## ABOUT

- Playgrounds built in 2017.
- Estimated 250,000 annual visitors.
- 9 MONSTRUM playgrounds.







INDUSTRIAL MUSEUM OF DENMARK

# PLAY IN HISTORY

With a mission to put themselves on the map as an attraction for the whole family, The Industrial Museum of Denmark sought us out to create a unique playground.

The playground encapsulates and reflects the historical lessons and elements of the museum, inviting children to play themselves into history. The design features several iconic elements from the museum grounds, such as the huge red wheel and the Nimbus motorcycles. The colour palette of the playground is also aligned with the museum's visual identity, emphasising the brand value.

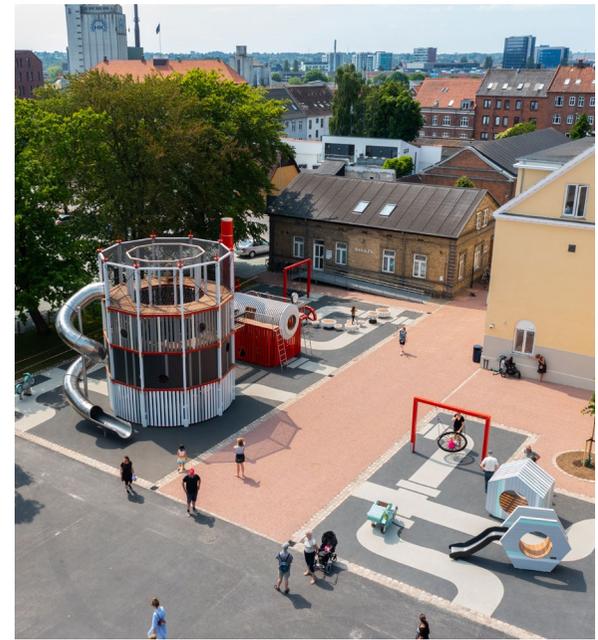
The playground has become a characteristic symbol of the museum and also an extremely popular family attraction in the city. Instantly recognizable and inviting, the playground bridges the gap between children and traditional museums and opens up a new form of learning environment to explore.



INDUSTRIMUSEET

## ABOUT

- Playground built in 2021.
- The playground was gifted to the museum and town by the Schur foundation in celebration of Schur's 175 year anniversary.
- The museum has, since the opening of the playground, been nominated as the "Best Family Attraction of 2021" in the city.





## HALLARNA SHOPPING MALL

# A MALL FOR ALL AGES

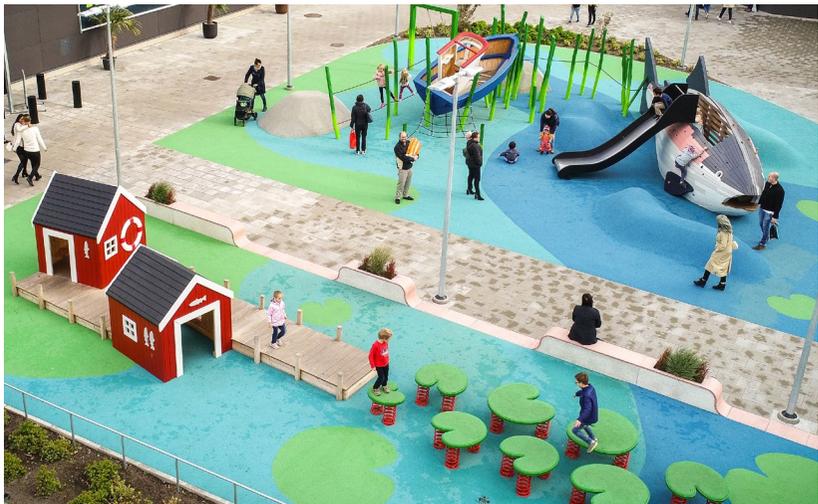
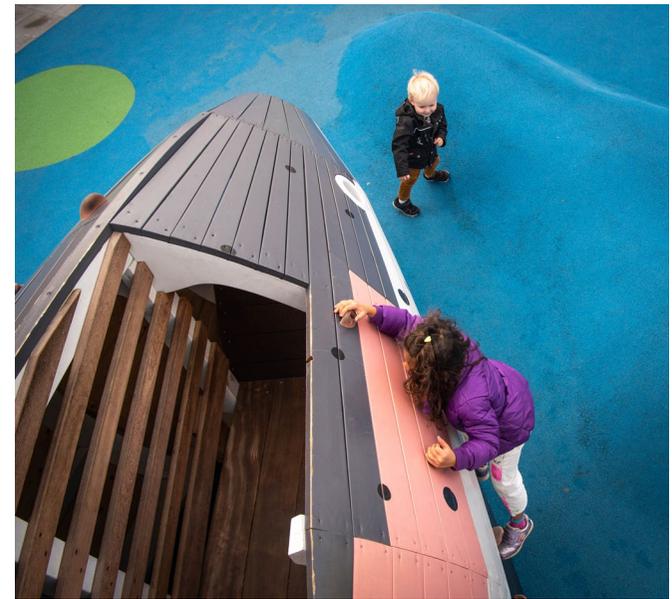
Hallarna Shopping Mall in Halmstad, Sweden wanted to offer visiting families a good play experience, that would help brand the mall and improve customer experience.

The result was an ocean-themed playground for kids of all ages. It's divided into two areas: The Shallow Waters for little kids to play in, with small houses and water lilies on springs; and The Deep Waters - a much more daring adventure for the bigger kids. Scale the giant salmon or steer the fishing boat across the wild seas.

Situated at one of the main entrances to the shopping mall, the vibrant playground is visible to all visiting and has become a defining feature of the visual expression of the mall. The playground provides that fun element for families looking to get some shopping done, enabling the kids to blow off some steam making a shopping trip attractive to and entertaining for the whole family.

## ABOUT

- Playground built in 2018.
- Hallarna was crowned as "Sweden's Best Shopping Center" in 2019.





## COPENHAGEN AIRPORT

# DESTINATION: PLAY

Copenhagen Airport is the largest airport in the Nordics and is known for setting a precedent for good design and efficiency. The starting point for countless family adventures, airports are not typically associated with a lot of fun for the youngest family members. Copenhagen Airport sought to change that with the introduction of several new play areas.

We designed and built two creative playgrounds - one outside of the Terminal 2 building and one inside

the departures area. The playgrounds feature the logo of Copenhagen Airports on both the plane and the control tower and therefore act as strong brand elements and a form for advertisement in themselves.

Play is a great stress-reliever for kids (and subsequently their parents) and provides an outlet for both physical and emotional energy as kids embark on their own imaginary adventure before the long check-in queue.

## ABOUT

- Playground built in 2019.
- The airport saw 30.3 million passengers pass through in 2019.



