

ABOUT MONSTRUM

At MONSTRUM, we design and produce **unique playgrounds** with a focus on artistic and architectural quality. Our thematic playgrounds spark the imagination and inspire movement while gathering both kids and adults.

KEY INFORMATION

COMPANY NAME	MONSTRUM ApS
LOCATION	Engager 3, 2605 Brøndby, Denmark
EMPLOYEES	100+
PLAYGROUNDS COMPLETED	325+ globally
CEO & FOUNDING PARTNER	Ole Barslund Nielsen
WEBSITE	www.monstrum.dk
CONTACT INFO	post@monstrum.dk

- 325+ playgrounds all around the world.
- 100+ craftsmen, engineers, designers & architects at our workshop in Copenhagen, Denmark.
- Multi-award-winning playground manufacturer
- Tailor-made playgrounds
- Around 80% of production is for export
- Everything is designed & produced under one roof

HISTORY

MONSTRUM was founded in 2003 by Ole Barslund Nielsen. Ole's background in art and scenography design in the theater world became the foundation for a new kind of playground company. The catalyst for the creation of the company was a humble kindergarten playground project. When the kindergarten that Ole's five-year-old son, Sixten Gustav, attended was looking to source a new playground, Ole joined a parent committee tasked with planning the project.

"I realized that I could design a playground like a theater set design that gave better play possibilities than the known playground concepts. It became a really nice playground that the children and the teachers (and the parents) became very happy with. This playground led me to form MONSTRUM."

– Ole Barslund Nielsen.

At MONSTRUM, we now count over 80 builders, architects, and designers at our workshop in Copenhagen, Denmark. We export playgrounds to countries all over the world and we are proud that the world has seen the quality of our work.

PHILOSOPHY

The following three values are the pillars of our way of working:

FOCUS ON ARTISTIC QUALITY

Based on visual arts and design, MONSTRUM create playgrounds that are not only full of physical challenges but that inspire kids to play. We craft adventurous scenes, where there is space for the imagination. The designs of MONSTRUM's playgrounds are based on stories. The playgrounds must first and foremost inspire children to play and challenge their motor skills as well as their imagination. But MONSTRUM's distinctive creations are more than just playgrounds. They are sculptures in the urban landscape, telling stories and bringing a smile to peoples' faces. They become landmarks in their surroundings, causing both children and adults to talk about "meeting by the giant jellyfish." Why play on a climbing frame if you can play in a space rocket, a submarine, a giant snail's house, a clown's head, or a Trojan horse?

GATHERING PLACES FOR KIDS AND ADULTS ALIKE

At MONSTRUM, we have a dedicated team of architects, designers, and craftsmen with a passion for bringing inspiring play value to kids. That doesn't mean, however, that playgrounds only benefit the youngest visitors - there are just as many adults as kids on a playground and our playgrounds engage teen siblings, parents, and passers-by. The scenography of the playgrounds becomes a social platform, where all ages are entertained. It's our belief that great gathering places in cities - like playgrounds - connect people across communities.

INSPIRING KIDS TO MOVE

A good playground should inspire kids to move. The swing and the climbing frame are classic playground elements, where you can feel a sense of joy and a tickle in your stomach just from looking at it. But what makes a playground great is when kids are not able to figure it out at first glance. They have to explore it. When they are running or climbing through the playground, there is no one correct way of navigating. They have to consider various options and paths, assessing their motor skills and risk tolerance. This creates continuous movement and lots of fun. A playground can be an essential part of childhood, inspiring and reflecting the challenges of the physical world. Here you meet new friends and develop your ability to socialize with other kids. And equally important, it's time spent away from screens getting active.

A playground's appearance in the urban landscape has become a valued part of city planning today. We would also like our playgrounds to become icons and social meeting places in the community. The playground should be a magnet that attracts kids and adults walking by: "Wow! I want to spend time there with my child."

SUSTAINABILITY

The core of MONSTRUM's sustainability policy is producing **long-lasting** playgrounds in **wood**. Wood is a warm, natural material to the touch and is a renewable natural resource. We want to make playgrounds for the next generation while taking care of the environment.

We value running an **environmentally friendly** and sustainable operation & production and we are conscious of this throughout our entire supply chain. All MONSTRUM playgrounds are produced at our workshop in Denmark, where our team carefully selects the materials used. We select only high-quality, fit-for-purpose materials, ensuring that all relevant safety standards are met and that environmental factors are taken into consideration.

At MONSTRUM, our playground equipment is made of sustainable timber: FSC certified Siberian Larch (harvested in Lithuania, Europe), PEFC certified Duraply and Robinia from sustainable forestry operations in Europe. For large constructions, we also use galvanized and stainless steel.

Our playground equipment is painted with water-based wood protection - 'Flügger Wood Tex'. The paint is certified with the Nordic Swan Ecolabel, ensuring it contains less environmentally harmful substances and fewer substances with health effects than other paints.

THOUGHTS ON PLAYGROUNDS

We create artistic playgrounds for our customers, who have big ambitions of inclusivity, identity, and entertainment. Our success is a product of our design thinking. Design is very important for us - it's a question of who we are - we want to be holistic in our approach. It's not just art, it's not just design - functionality is the essence of good design and essential when outworking a playground. We place great value on the relationship with our customers - we want them to be able to see themselves in the end product. What we want to achieve in the playgrounds is creating a gathering place for the whole family and for the community, the neighbourhood. We want it to be so much more than equipment, we want to make places that convey a story and create an experience for all and bring people together despite their differences. The simple, powerful concept of play translates across generations, nationalities and abilities.

In this increasingly digital age, we view play in its most analogue, imaginative form as vital to children and their development - getting them away from screens and whisking them away into an imaginary adventure crafted

by themselves. The scene is set and the narrative is waiting to unfold as the children interact with one another and the playground elements.

AWARDS

GERMAN DESIGN AWARD 2024

Special Mention - Lilidorei Play Village, The Alnwick Garden, England

RED DOT DESIGN AWARD 2017

Winner - Chunga Playground, Odense Zoo, Denmark

GERMAN DESIGN AWARD 2022

Special Mention - Surfer's Paradise, Helsingborg, Sweden

IDA INTERNATIONAL DESIGN AWARD 2017

Winner Category - Chunga Playground, Odense Zoo, Denmark

IDA INTERNATIONAL DESIGN AWARD 2021

Winner - Bronze, Surfer's Paradise, Helsingborg, Sweden

BEAUTIFUL PLACES COPENHAGEN 2013

Awarded by the City of Copenhagen for The Tower Playground in Fælledparken.

GERMAN DESIGN AWARD 2021

Winner - Gold, The Historical Playground, Viborg, Denmark

DANISH DESIGN AWARD 2012

Winner

GERMAN DESIGN AWARD 2021

Special Mention - The Colourful Peacock & The Hong Kong Skyline, Hong Kong

AOK, THE CITY'S BEST CHILDREN'S EXPERIENCE, COPENHAGEN 2012

Winner

GAZELLE AWARD 2012-2018

7 years winner for fast-growing healthy business, Denmark

SWEDISH ARCHITECT'S PLAN PRIZE 2010, MALMÖ CITY

Winner, Spider Playground

IDA INTERNATIONAL DESIGN AWARD 2018

Winner - Mobile Home for Homeless, Charity project, Denmark

GERMAN DESIGN AWARD 2018

Winner - Chunga Playground, Odense Zoo, Denmark

SELECTED PROJECTS



LILIDOREI PLAY VILLAGE, ALNWICK, UK

(CLICK IMAGE TO SEE CASE)



THE STURGEONS AT PIER 26, NEW YORK, NY, USA

(CLICK IMAGE TO SEE CASE)

SELECTED PROJECTS



SURFER'S PARADISE, HELSINGBORG, SWEDEN

(CLICK IMAGE TO SEE CASE)



THE JOURNEY TO LEGO HOUSE, LEGO HOUSE, BILLUND, DENMARK

(CLICK IMAGE TO SEE CASE)