

## MLA South East case study

### **Thinktank & Lego - Arts & Business New Partners Investment Scheme**

Under this scheme, Thinktank, an interactive museum and science showcase in Birmingham, in partnership with LEGO, has designed the LEGO Lab, an interactive learning workshop that attracts thousands of teachers, children and families each year.

Thinktank is an interactive museum and science showcase in Birmingham, designed to help children understand how science and technology change the way we live. Since 2002 it has been home to the LEGO Lab, an interactive learning workshop that attracts thousands of teachers, children and families each year. A hands-on showcase for LEGO's innovative educational products, including computer-controlled robotics, the Lab is the product of an ongoing partnership between LEGO Educational Division and Thinktank, supported by an Arts & Business New Partners investment.

For the LEGO Company, with a high profile in the toy market, the LEGO Lab is a way of raising awareness of the brand in the education sector. It provides a friendly, non-threatening place to learn as appealing to girls as it is to boys in which children can explore science and technology through play. It has been particularly popular with Birmingham's many inner city schools, giving them a stimulating environment away from the schoolroom.

Birmingham has proved the ideal location. It is a central and easily accessible city outside the South East (where the LEGO Company already has a high profile thanks to LEGOLAND). It is also a major industrial centre, reinforcing LEGO's relationship with science and technology, and enabling dialogue with relevant local businesses.

The LEGO Lab has been the venue for high-profile events, including the finals of the FIRST LEGO League, an international tournament that encourages team-building, problem solving and creativity in 9-14 year olds. Through initiatives such as the LEGO Lab, LEGO is playing a part in giving children practical and exciting ways to learn about science and technology. The LEGO Lab has certainly been good for business: sales of LEGO educational products to schools in the Midlands have increased. And it's no wonder. For anyone visiting Thinktank, the message is loud and clear: LEGO isn't just a toy brand, it is educational and it makes learning fun.

"The LEGO® Lab gives us a brilliant way of showcasing our educational products and demonstrating that learning with LEGO's education assortment is creative and fun."

Neil Rhind, Sales & Marketing Director, LEGO Educational Division.

For further information, visit the Arts & Business website: [www.aandb.org.uk/](http://www.aandb.org.uk/).