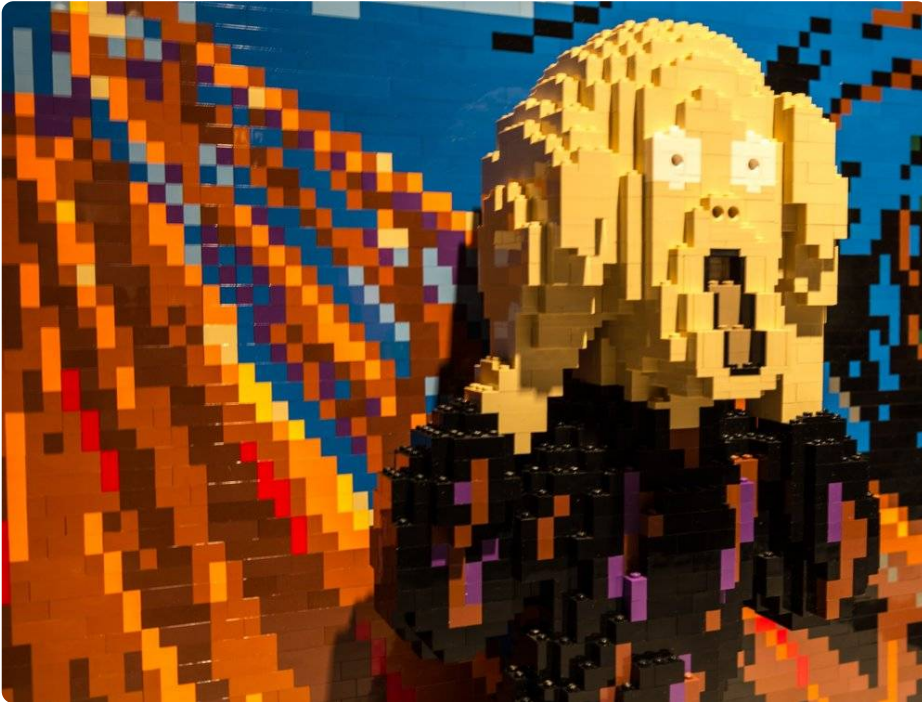


5 February 2024, 11:50 (GMT)

The most famous LEGO® art exhibition, Art of the Brick, to make London premiere this Spring



The Art of the Brick, which immerses guests in the wonderful and colourful world of artist Nathan Sawaya, launches on London's Brick Lane, Shoreditch this Spring.

All-New Show Features 90+ LEGO® Sculptures, made up of over a million bricks. The collection includes a great variety of sculptures including re-imagined versions of some of the world's most famous art masterpieces, such as Michelangelo's David, Van Gogh's Starry Night and Da Vinci's Mona Lisa alongside creative and imaginative original works.

January 24, 2023 – Exhibition Hub, a pioneer in traveling immersive entertainment, in partnership with Fever, the leading global live-entertainment discovery platform, have

announced today that **Art of The Brick Immersive Experience** will make its world premiere in **London** this **March** in **Shoreditch**.

The experience, which will be constructed of more than 1-million LEGO bricks, will feature more than 90 works of art by renowned contemporary artist Nathan Sawaya in a multi-sensory immersive environment, showcased through 3D video mapping and enhanced by a soaring musical score.

Alongside the re-imagining of iconic art world pieces, such as Michelangelo's David and Van Gogh's Starry Night, the exhibition will also unveil of a giant version of 'Yellow' — Sawaya's most famous sculpture and 'Perniciem' (Latin for ruin, disaster, and death) that highlights endangered species in their natural environments.

Exhibition Hub is the company behind the wildly popular Van Gogh: The Immersive Experience, Claude Monet: The Immersive Experience and the new, international smash hit Bubble World. Exhibition Hub has been working with Mr. Sawaya and his team for the past three years to bring the all-new **Art of The Brick Immersive Experience** to life.

Tickets for Art of The Brick Immersive Experience are **now on sale and can be purchased via the Fever Up marketplace**.

"London holds a special place in my heart and I'm very excited to be bringing the Art of the Brick back to Brick Lane after almost 10 years. I was touched by how many people connected with my art in 2014 and I hope to rekindle the magic I felt here 10 years ago and share the art with a city that never ceases to amaze me." said Mr. Sawaya.

Gilles Colinet, Marketing Director & Lead Design Exhibition Hub noted: *"With The Art of The Brick, the only exhibition of its kind in the world to showcase the art of Nathan Sawaya, we are particularly pleased to be able to offer visitors of all ages the chance to discover the art of Lego sculpture in a way they never did before !"*

The exhibition promises to be a fun day out for adults and children alike, including a 'Play and Build' area that gives guests free reign to explore their creativity, while also experiencing both

familiar pieces for art-fans and pieces exploring childhood fun and emotions.

Information:

Tickets: Available for purchase [here](#)

Open to public: March 2024

Location: The Boiler House. 152 Brick Lane, London.

Visuals: Images available [here](#).

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About Exhibition Hub:

Exhibition Hub is a curator, producer and distributor of large exhibitions across the world, from Brazil to China to Paris to Moscow. They deliver edutainment experiences to wide audiences and adapt their productions to the venue creating each time an original experience from museums, exhibition centres, galleries to shopping malls, old churches, historical buildings and other unique spots. Nowadays, Exhibition Hub focuses more and more on immersive experiences. They offer a spectacular 360° video, light and music experience and a one of a kind virtual reality experiences each a compliment to the immersive experiences, didactic introduction galleries allowing the visitor to immerse himself/herself into the artist before experiencing the spectacular larger than life projections all synchronised to an original score of music.

About Fever

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratize access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.

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