

# LEGO MASTERS

+HRE  
**now**

**Challenge:**

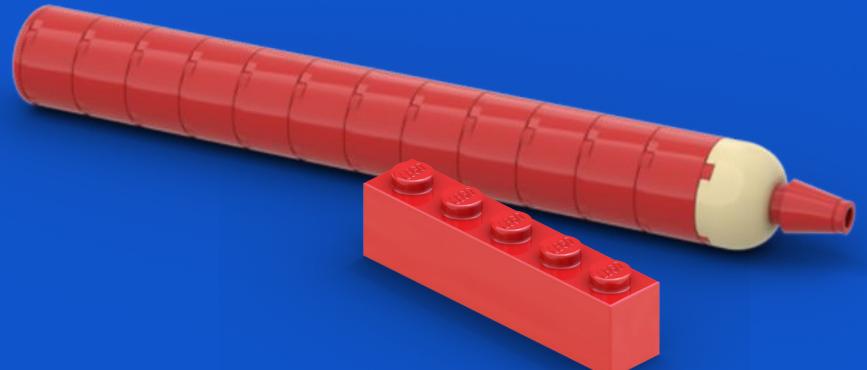
Kiwi families are gutted that the NZ series is no longer running. So we need build hype about Lego Masters Australia 2025.

**Insight:**

Creativity begins from the moment we pick up a pen.

**Idea:**

Immortalise their creations with Lego.



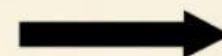
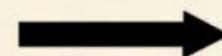


# MINI MASTERS

Children's imaginations are bold, curious and unlimited. To celebrate the new season of LEGO Masters Australia we created an AI based tool to bring children's creations to life.

Introducing Mini Masters, the fusion of kids' two favourite creative outlets; drawing and LEGO.

# How it works:



## Draw:

Scan your drawing on the Mini Masters app or website.

## Legoify:

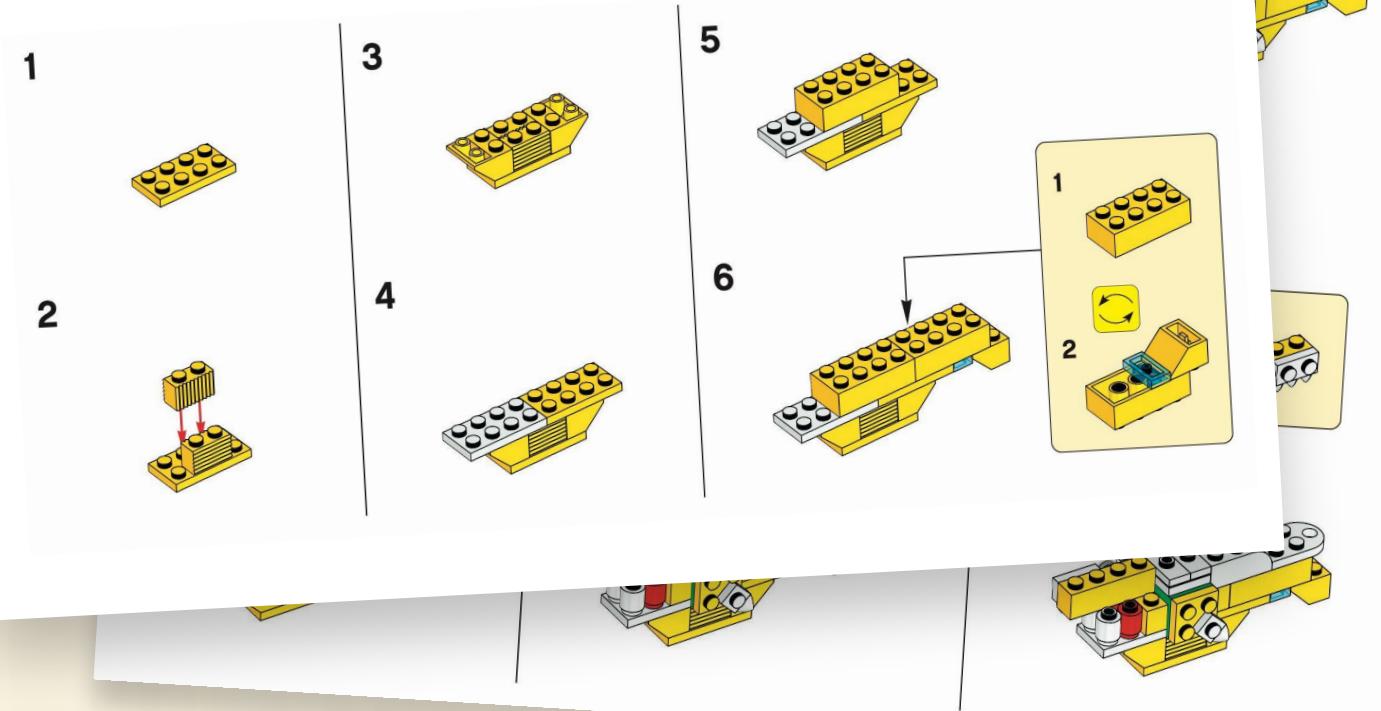
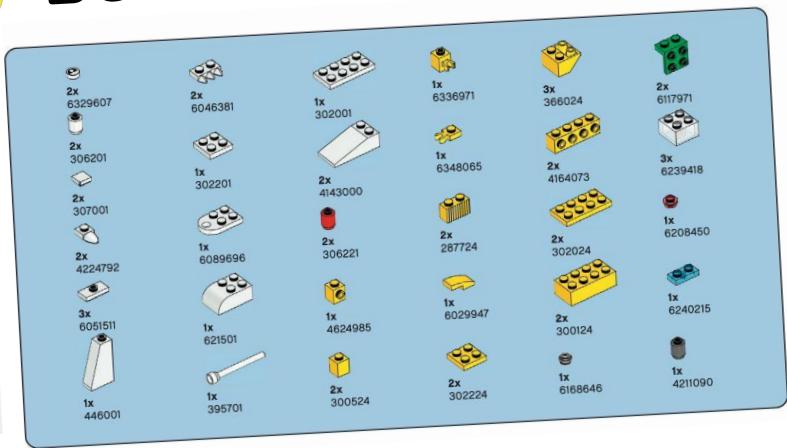
Using generative AI, we'll create a LEGO model of your drawing.

## Build:

You'll get a model kit with the instructions and all the pieces needed to bring your creation to life.



## MINI MASTERS Bella's Giraffe-dozer



## See the sets, get the instructions.

All of the Mini Masters creations will be showcased online and will be available to purchase. You can also download the instructions for free, or pay to have them printed and posted.



### To launch:

We'll get NZ Lego Masters to recreate life size models of drawings from all over country. We'll use chalk drawings, classroom art and art galleries as inspiration.



## To launch:

To fuel creativity in New Zealand schools, LEGO will provide art supplies, inspiring kids to draw whatever their imaginations can dream up. One standout drawing will be transformed into a LEGO creation built by a LEGO Master.

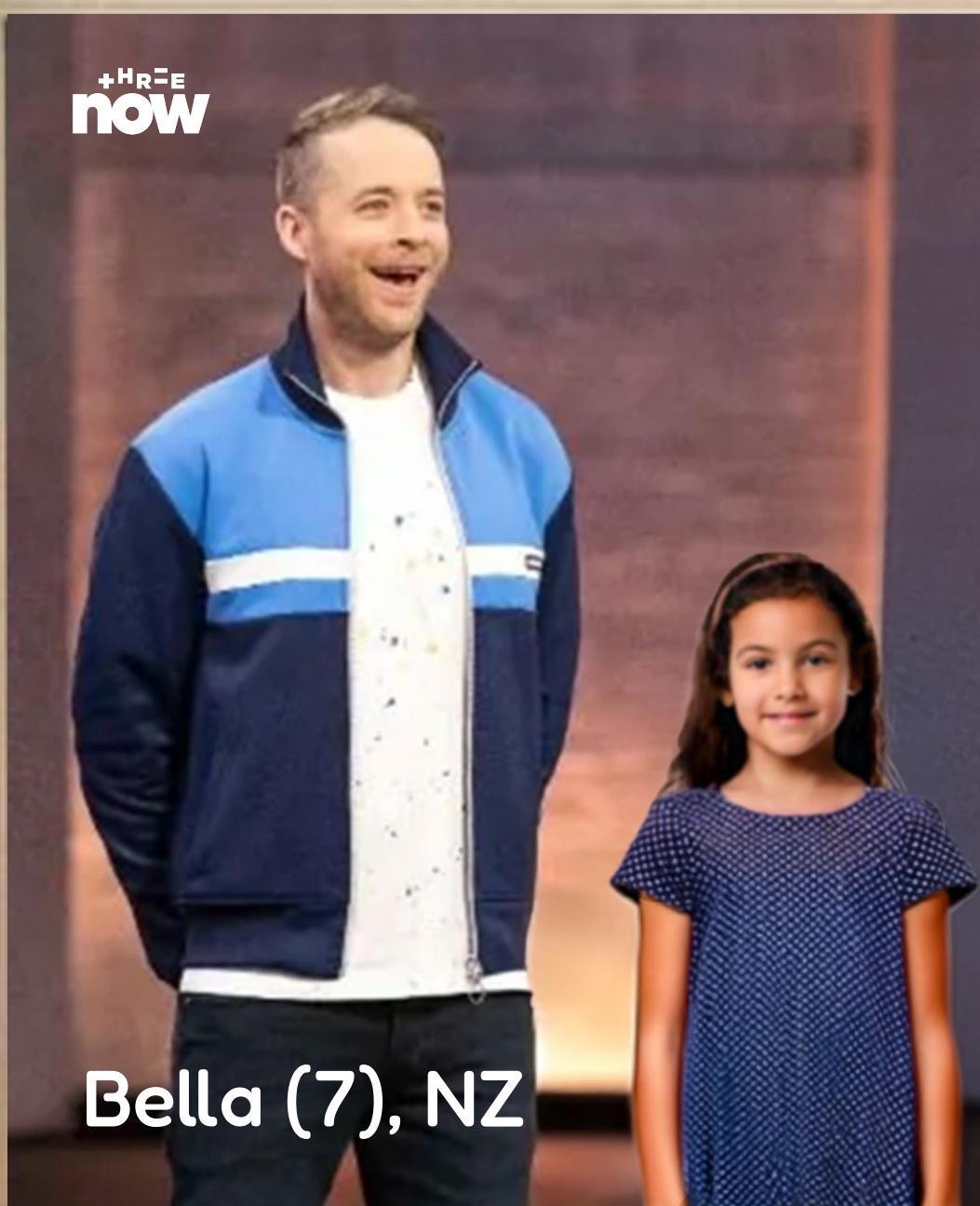
## To launch:

To fuel creativity in schools, we'll provide art supplies, and encourage students to draw whatever their imaginations can dream up. One standout drawing will be transformed into a LEGO creation built by a LEGO Master from the show.



**LEGO  
MASTERS**  
Watch the masters  
bring creations to life.  
Streaming now on **HBO NOW**

+ THREE  
now



Bella (7), NZ

## Mini Cameos:

The young artist will make a special appearance on the LEGO Masters Show, setting a challenge based on their creation, before joining the adults to judge.



LEGO  
MASTERS

Bella's Ballet  
Cow Challenge



Make it, or create your own  
masterpiece at [Minimasters.co.nz](http://Minimasters.co.nz)