

## Ischgl: winter fun with LEGO® City

From up to seven metre high LEGO® sculptures at the 30th "Formen in Weiss" (Shapes in White) snow sculpture contest to the world's highest-located LEGO fan exhibition with nine large LEGO models and special building activities – Ischgl is transforming the Silvretta Arena into a huge indoor and outdoor winter art gallery and surprising with completely new LEGO dimensions. And the winning snow sculptures can even be purchased as NFTs.

You won't be able to visit Ischgl without coming across a LEGO brick this winter. Whether outdoors as giant snow sculptures or indoors as oversized LEGO models – the globally loved bricks bring colourful scenes to life throughout the valley and ski area. So what is there to see and do in Ischgl around the theme of LEGO City, when and where?

### LEGO snow art: 30 years of "Formen in Weiss"

When Ischgl calls for the 30th "Formen in Weiss" snow sculpture contest in January, artists from around the world will be getting busy. This year's event has a LEGO theme. After reviewing all of the submitted designs, the Ischgl and LEGO judges will select the ten best ideas and invite the international sculptor pairs to create their vision of the world-popular LEGO bricks and figures out of Ischgl snow, transforming the ski area into a huge open-air gallery. The rules are simple: be it a LEGO castle, ship or superhero figure – whoever brings their idea to life most accurately wins. The selected pairs will have time to build their LEGO sculptures, which can be up to seven metres high, from 8<sup>th</sup> to 12<sup>th</sup> January 2024. There will also be a predetermined LEGO-themed sculpture designed by last year's winners. Those who would like to watch the artists at work can visit the individual locations across the ski area during the construction phase. On 12<sup>th</sup> January the Ischgl jury will select the winning sculptures. A map with descriptions and locations of the eleven "Formen in Weiss" is available free of charge on site. Full details: [www.ischgl.com](http://www.ischgl.com)

### LEGO record: world's highest-located LEGO fan exhibition in Ischgl

Between 3<sup>rd</sup> and 25<sup>th</sup> February 2024, winter sports enthusiasts in Ischgl can admire the world's highest-located LEGO fan exhibition at 2,624 m above sea level at the Pardorama restaurant on the Pardatschgrat. The builders: adult LEGO fans, also called AFOLs or "Adult Fans of LEGO", who are currently still working on their creations in cellars, garages and living rooms across Germany, Austria and Switzerland. To be discovered by young and old: fabulous worlds, imaginative MOCs (My Own Creations), impressive replicas of well-known buildings and plenty of creativity. As part of the

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exhibition families and children can dive into the world of the most popular LEGO themes, build their own models and win fantastic prizes.

### **Out and about in Ischgl with the LEGO Explorer's Pass**

True to the mottos "LEGO City: Your City – No Limits" and "Ischgl: Your Holiday – No Limits", visitors to Ischgl can pick up a LEGO Explorer's Pass from all ticket offices or the tourist office from Christmas onwards and head out to explore. Larger-than-life LEGO creations made from thousands of LEGO bricks in many hours of work by professional LEGO builders await you at the cable car stations of the Silvretta Arena and Silvretta Therme. Keen explorers will come across Elsa from "Frozen", Father Christmas, a snowman, a LEGO family and a LEGO version of the Ischgl logo. They will also have the opportunity to win great prizes at the end of the circular tour. Good to know: there will be activities for LEGO fans of all ages in the ski area throughout Easter on the weekends between 16<sup>th</sup> March and 7<sup>th</sup> April 2024. All information, events and locations: [www.ischgl.com/lego](http://www.ischgl.com/lego)

### **"Formen in Weiss" as crypto art**

Once completed, the Ischgl "Formen in Weiss" will become art for eternity. After digital, photographic processing, the individual snow sculptures will be available to purchase as NFTs (non-fungible tokens) in the form of crypto art on the online launchpad CAST STUDIO with Castello Coins. Details: [www.formeninweiss-nft.com](http://www.formeninweiss-nft.com)

### **"Formen in Weiss": how too much snow became an art project**

What are we going to do with all of this snow? Create art – what else! With this idea the "Formen in Weiss" snow sculpture contest was launched 30 years ago and sculptors from all over the world have been sending their designs to the jury every year since. The judges select the best ideas and invite ten pairs of artists to the Silvretta Arena to realise their concepts. The snow sculptors then have five days to create their up to seven metre high masterpieces in the 239 km ski area. The annually changing theme is announced in advance and has already included sculptures of the founders to mark the 50th anniversary of the Silvrettaseilbahn AG (2014), sea creatures (1995) and dragons (2012). This season winter sports enthusiasts and snow art lovers can look forward to exciting interpretations of the LEGO theme at the 30th "Formen in Weiss" snow sculpture contest.

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Image download: [Formen in Weiss](#)

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