

Lego-Rockefeller Flagship Store *CASE STUDY*





Opened in 2021, this new LEGO® Flagship store within New York City's iconic Rockefeller Center was designed to create an immersive world of LEGO bricks by blending unique digital and physical experiences. Spread over 7,175sq. ft, the two-story store is the first to feature an innovative new retail format, elements of which will be introduced to more than 100 stores worldwide in the coming year.





Working closely with the general contractor and installer, Shawmut Design and Construction, SAS delivered the design brief created by brand architects W40 Design who have delivered LEGO® stores globally.

“Working with SAS was truly an exceptional experience. The team offered assistance with design elements, expedited samples, competitive pricing and ultimately delivered a quality product ahead of schedule.

I truly look forward to working with the SAS team again on future projects!”

- Caleb Wiley, Project Manager
Shawmut Design and Construction



Drawing upon a 'Brick' theme, SAS130 ceiling panels were perforated with the large format, square pitch S1030 pattern and configured in a 'Running Bond' brick configuration, giving the impression of large LEGO® bricks within the ceiling. Close attention was paid to the integration of mechanical and electrical services to ensure a seamless installation process.



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SAS International is a leading British manufacturer of quality metal ceilings and custom architectural metalwork for over 50 years.

Installed in iconic, landmark buildings worldwide, SAS leads through innovation, cutting-edge design and technical acoustic expertise.

Success is built on continued investment in manufacturing and achieving value for clients through world-class engineered solutions.

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Project Information

<i>Client:</i>	Lego Group
<i>Architect:</i>	W40 Interiors
<i>Location:</i>	Rockefeller Center, 630 5 th Avenue, New York City
<i>General Contractor:</i>	Shawmut Design and Construction
<i>Installer:</i>	Shawmut Design and Construction
<i>Products:</i>	SAS 130 custom perf layout, on 15/16" T Grid
<i>Completed:</i>	2021

Contact us for more details