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Meet the fan designer

The Family Tree idea was submitted by Ivan Guerrero (LEGO[®] Ideas name BulldozerBuilder), an avid LEGO fan from the Philippines. When he's not building sets, he directs videos and commercials.



Ivan in front of his family tree mural that inspired the model





"First of all, thanks to everyone who supported this project! I hope you will enjoy building this unique keepsake and find creative ways to represent YOUR own family. My family members are spread out across the world, but we remain close and continue to be a big part of each other's lives. During one of our reunions, we shot portrait photos of the entire family. I later printed and displayed them across a large wall in my home. I then had an artist paint a tree mural to connect all our family's branches. Every year, we refresh the mural with photos of new members, so the tree has become a 'living' map of our ancestry and the stories we share with our kids and grandkids. It brings everyone together in the same room.

I wanted this model to be a unique kind of tree that differed from other LEGO sets. I gave it a black tree trunk and some striking red leaves and branches to give it a real sense of warmth and personality. The result is a set that can be customised by every family that builds it, and hopefully become a cherished heirloom and a place to save treasured photos. You might even 'grow' a whole forest of trees to represent your entire clan!

Notice the butterfly element? It was inspired by the species *Graphium idaeoides* which used to appear on Filipino coins. In Philippine culture, seeing a butterfly flying around the house represents an ancestor visiting their loved ones. I think it's a beautiful symbol for keeping memories of family members alive."

What does Family mean to you?

⁶⁶Family is hugely important to all of us, but could you show off exactly what that means to you with some LEGO[®] bricks?"

"In 2022, we launched a challenge on ideas.LEGO.com with this question. We received hundreds of amazing ideas from all over the world and got a glimpse of just how creative and diverse family bonds can be! We were so inspired by the gratitude and love expressed in each submission and the personal stories they represent – and how universal they are. From outdoor adventures and travels to family pets, important milestones and cosy game nights. Generations sharing stories or cooking family meals together, community celebrations, holiday traditions and just the precious everyday moments of life."

- Monica Pedersen, LEGO® Ideas Marketing Director



Our life witnesses

The bonds we build and the memories we share with our loved ones enrich us throughout our lives. They help sustain us in both good times and tough ones.

They are the people you don't remember not knowing, simply because they've always been there. They are the extended family you can't wait to spend time with over the holidays. They are the chosen families and communities you become a part of as your roots grow and you build your future. They may push your buttons one minute but then make you burst out laughing the next.

No matter how your family tree is built, you can always find sanctuary in the sense of belonging that comes from sharing millions of moments, big and small. Family creates that unique space between us where we can take part in each other's victories, mistakes, guidance, support and unconditional love.



Ivan's original submission

Play your part

With more than eight billion people living on our little blue planet, there are infinite ways for us to meet, get to know each other and form lifelong bonds. No matter how you define your roots, or how far your branches reach, you can find ways to customise your LEGO[®] Family Tree and add the little gems that connect you. You can fill the 16 hanging photo frames with passport photos or printed pictures of your loved ones, fun memories, ticket stubs, or maybe a miniature drawing or two! Change the colours of the tree blossoms and surrounding flower beds to reflect your favourite season. Display accessories that remind you of all the fun moments you have shared together, from a child's first artwork or a creative masterpiece to cosy family picnics, and many more!



Build together

Who will play the biggest part in your LEGO Family Tree? Invite your loved ones to help you build and customise your model. Download the free LEGO[®] Builder app, search for this set and have fun building and playing together!



Meet the LEGO[®] designer family

The LEGO[®] Ideas design team worked with Ivan to get his Family Tree ready to be planted in homes all over the world. In the process, they got to reflect on what family meant to them as well.



Laura and her husband in the middle, in-laws to the left and parents to the right

"Family, to me, is a supportive and loving community that shows up in many forms and changes and grows over time. I am so thankful for the wonderful people (and pets) who have helped me and have been part of my life! Special shoutout to my parents, sister, brother-in-law, niece and nephew, my relatives and grandparents, my husband and his welcoming family, my friends and colleagues, and my cats. We've created so many precious memories together! Like camping in the Canadian Rockies, running from roller-coaster to roller-coaster at amusement parks and walking on the beach in Maui. But also at our kitchen table, playing canasta with my grandparents or dominoes with my in-laws, eating dinners and celebrating holidays together!"

- Laura Perron, LEGO[®] Ideas Model Designer



"Family is a very important part of my life. It gives me a feeling of connection and belonging towards the people that raised me and that I grew up with. Now that I live in Denmark and, therefore, am further away from my own family, it gives new meaning to the connection I have with my family. It makes our contacts stronger and more meaningful, and seeing each other in real life is always a joy - especially now that my brother and his wife have their first child and our family has started to grow. My strongest family memories from growing up are of driving to Spain for our holidays. It was always a long drive but when we arrived, we were in a new world. I have always loved exploring new things with my family. I still do."

- Ashwin Visser, LEGO[®] Ideas Senior Graphic Designer



Ashwin (left) with his parents and brother


















































































































































































































































































































































































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VIKING VILLAGE

Insect Collection



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