



# Movement for every heartbeat

Elinkeinoelämän Keskusliitto  
Webinaari 16.2.2024

 **LAPPSET**<sup>®</sup>

# Mission

Our mission is to **improve the wellbeing** of the world by creating **inspiring playces** that stretch the **imagination**, foster **learning**, respect the **environment** and encourage **activity** of all mankind.



Lappset experiences

# Our products move millions of people every day



Playgrounds



Fitness & Gym



Street furniture



Sport fields



Senior sport



Interactive play & sport



Theme parks

# Experience

**Story**



**Strong  
Visual  
identity**



**Play**

Supported by visuals

Supported by Play

Supported by story

Linked to Play

Enhanced by story  
and visuals

# Our way of doing

**Modular  
structure**

The key to our success



**Custom  
Parts**

Fast response  
internally



**Special  
production**

Estonia & Kuopio



Hong Kong



Hong Kong



Czechia





Finland

LAPPSET



Finland



Ireland



**LAVA DRAGON**  
Legoland Windsor UK  
Legoland Germany



A tall, cylindrical lighthouse with a red upper section and a white lower section. A white spiral slide is attached to the side of the lighthouse. The lighthouse is surrounded by lush greenery, including trees and bushes. A large tree trunk is visible on the right side of the frame. The sky is overcast.

France



Latvia



Colombia

Australia

PIER 2  
10-20 SEP 2018

LAPPSET





# PIRATE SHIP

## Legoland Germany

CRE  
ATI  
VE



LAPPSET

CRE  
ATI  
VE



# BENNY'S SPACESHIP

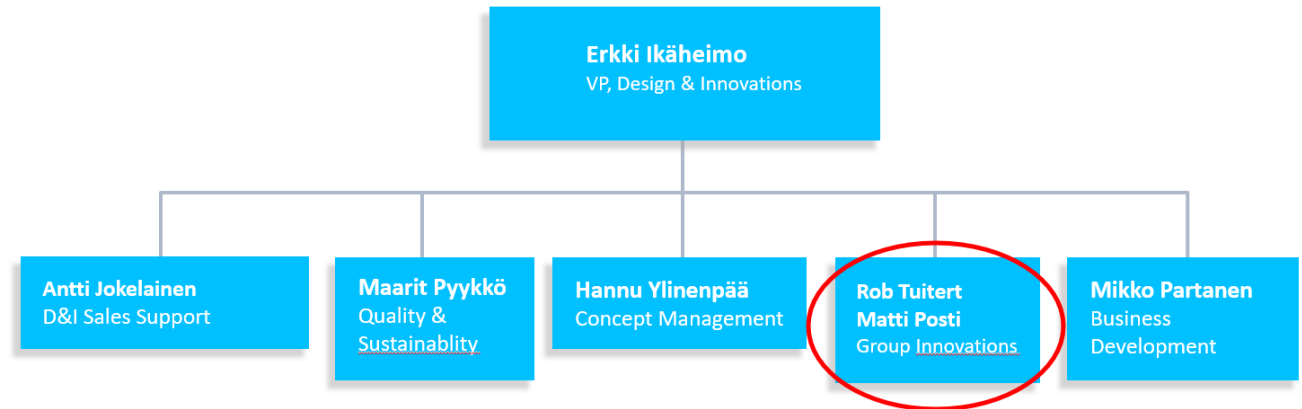
## Legoland Billund Denmark

LAPPSET

# D&I: What is what?

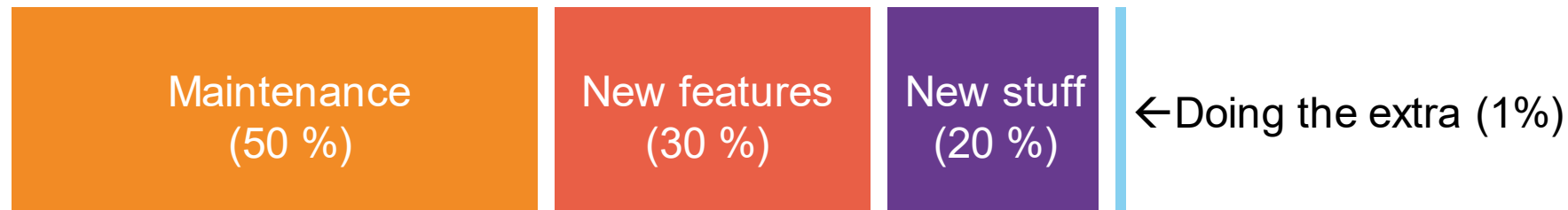
- **D&I = Design & Innovations**

- Sales support
- Quality and sustainability
- Business development
- Concept management
- Group Innovations



- **Group Innovations = R&D = Research & Development**

- Developing and maintaining an innovative and competitive product portfolio



# Vision

**Our dream** is to strengthen the heartbeat of more than a billion people by 2030.

