

HiQ and LEGO House – winners in Webby Awards

When the winners of the 24th annual Webby Awards are announced, HiQ and LEGO House are winners in the category Experience Marketing.

"I'm very proud that we won a Webby Award, another great win for HiQ. This truly demonstrates our innovative and technical skills – and that we together with our brave client LEGO House have taken the opportunity to challenge existing ways of doing things", says Lars Stugemo, CEO and President of HiQ.

HiQ's team in Gothenburg has together with LEGO House created a digiphysical play experience for the family restaurant that involves visitors in the process of composing their food order with the help of LEGO bricks. "We are so glad to be honoured with this prestigious global award, and happy that this unique project is acknowledged by the public vote. This is a perfect example of when we use our deep tech knowledge in combination with creativity to create something that makes the experience at LEGO House even more fun, and also creates attention," says Jerker Lindsten, Managing Director of HiQ Göteborg.

Also in Billund, Denmark the award is highly appreciated. Managing Director of LEGO House, Jesper Vilstrup says: "With the MINI CHEF restaurant we've created a unique dining experience for the entire family. To have this acknowledged by the Webby Award is truly amazing".

The Webby Awards is the leading international award honouring excellence on the Internet. This year's Webby Awards received 13,000 entries from 70 countries around the world and were reviewed by an unprecedented quality of judges: the International Academy of Digital Arts and Sciences (IADAS) – a 2000+ member judging body.

HiQ have received repeated recognition from industry-leading competitions such as European Design Awards, The Webby Awards, Red Dot Design Awards, and Eurobest during the recent years.

LEGO House is an experience house in Billund, Denmark dedicated to LEGO fans of all ages.

Please find more information about LEGO House on: LEGOHouse.com
And more about HiQ's project on: hiq.se/case/lego-house

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