

LEGO® Winter Fun 2025/2026 in Ischgl at an altitude of over 2,600 metres

Ischgl – 6 November 2025 In the coming winter season, visitors of Ischgl can look forward to an extraordinary LEGO® experience that combines creativity, family fun and a spirit of sporting discovery. According to the motto "LEGO winter fun for everyone – creative, sporty, unique", the cooperation between LEGO GmbH, Silvrettaseilbahn AG and the Paznaun – Ischgl Tourism Association offers numerous highlights for young and old alike. From November 2025 to April 2026, the popular Tyrolean holiday resort will be transformed into a winter LEGO highlight.

"The combination of creative building, sporting energy and winter surroundings is what makes this collaboration with the LEGO brand so special," says DI (FH) Markus Walser, CEO of Silvrettaseilbahn AG.

"LEGO Winter Fun in Ischgl is our invitation to families and fans to experience, build and be inspired together," adds Theresa Silbereisen, Head of Marketing at LEGO GmbH.

At Pardorama: The highest LEGO fan exhibition in the world

In the Pardorama mountain restaurant, the world's highest LEGO fan exhibition showcases the most beautiful creations from the LEGO community, featuring colourful themed worlds and creative building ideas. Admission to the exhibition is included in the ski pass and pedestrian ticket. Throughout the winter season, there will be changing building activities at the Pardorama, where guests of all ages can help build, design and implement their own ideas.

Shapes in white and a racing car in winter use

From 10 to 17 January 2026, the Silvretta Arena Ischgl will once again be transformed into an icy art gallery. Under the motto "LEGO® meets Sports", 20 international artists in 10 teams will create impressive snow sculptures from pure white. This year, the clear, colourful shapes of the LEGO world meet the dynamism of sport – from football to Formula 1 and luge to a Paralympic discipline – and finally to a sculpture dedicated entirely to tennis and the Ischgl Trophy. Characteristic features include clear edges, a building block aesthetic and humorous figures. The result is a playful yet monumental winter art world in the middle of the ski resort. From 16 January 2026, the sculptures will be fully constructed and easily accessible via the Flimjochbahn or Idjochbahn cable cars. Visits are only possible on skis or snowboards – walking on the slopes is not permitted.

From 12 January 2026, visitors can look forward to a real highlight at the Silvrettabahn valley station: a 1:1 LEGO model of a Kick Sauber F1 racing car. After its spectacular appearance at the Grand Prix in Miami, guests can now experience the impressive model up close – a must for all motorsport fans.

Search game & winter pass

With the Ischgl Discovery Pass, children and adults can search for LEGO figures and models throughout the region. Those who find all the stations can look forward to a little surprise. The Discovery Pass is available free of charge at the tourist information office.

"With the LEGO experiences, we bring playful imagination and cross-generational enthusiasm to the mountains. The collaboration exemplifies Ischgl's commitment to creating high-quality offerings for an international audience. It strengthens our positioning as an innovative and family-friendly winter tourism destination in the Alpine region," says Alexander von der Thannen, President of the Paznaun – Ischgl Tourism Association.

About the LEGO Group

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The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine. The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words LEg GOdt, which mean "Play Well". Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 120 countries worldwide. For more information: www.LEGO.com

Further information is available at www.ischgl.com.

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fischerAppelt, relations GmbH | Waterloohein 5 | 22769 Hamburg | lego@fischerappelt.de