

Magical LEGO® Winter Fun 26/2027 in Ischgl at an altitude of over 2,320 metres – under the theme ‘Harry Potter™ – LEGO® & HBO Max’

It's that time of year again: from late November 2026 to early April 2027, Ischgl will once more be transformed into a spectacular LEGO® experience world. The successful partnership between LEGO GmbH, the Paznaun – Ischgl Tourist Board and Silvrettaseilbahn AG is entering its next phase, offering new highlights for families, winter sports enthusiasts and fans.

The **LEGO® experience world** will take place from late November 2026 to early April 2027 in the high-alpine Silvretta Arena Ischgl/Samnaun.

Magical snow art: From 10 to 15 January 2027, international artists will create giant snow sculptures under the theme ‘**Harry Potter™ – LEGO® & HBO MAX**’.

Technical highlight at the Idalp: a spectacular 1:1 scale model of the McLaren P1 supercar, built from 342,817 LEGO® Technic elements.

The world's highest LEGO fan exhibition: At the Pardorama mountain restaurant, visitors can explore colourful LEGO-themed worlds and join in the building fun during a variety of activities.

Floating action: One cable car cabin each from the Silvretta Cable Car and the 3-S Pardatschgrat Cable Car are on the move this season as floating LEGO® Star Wars™ and LEGO® Technic works of art.

Puzzle fun for families: With the free Discovery Pass, guests of all ages can search for LEGO figures throughout the region and secure a surprise.

Magic in the snow: ‘LEGO® meets Harry Potter’ at ‘Formen in Weiß’

From 10 to 15 January 2027, the Silvretta Arena will be transformed into what is surely the frostiest classroom Harry Potter fans could ever imagine! Under the ‘Harry Potter’ theme, 20 international artists will create ten extraordinary snow sculptures – five inspired by LEGO® Harry Potter™ and five by the upcoming HBO Original series ‘Harry Potter and the Philosopher’s Stone’, which premieres this Christmas on HBO Max.

These icy works of art will bring the magic of Harry Potter to life in the snow right in the heart of the Silvretta Arena Ischgl-Samnaun. From 16 January 2027, the finished sculptures will be accessible via the Flimjochbahn or the Idjochbahn.

But be warned: even though you might fancy imagining yourself aboard the Hogwarts Express, winter sports equipment is a must here – the sculptures are accessible only on skis or a snowboard, as **walking on the slopes is not permitted.**

“The combination of creative building and a winter setting is what makes this collaboration with the LEGO brand so special again this year,” explains **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 – this season in particular with our new LEGO® Harry Potter elements,” adds **Theresa Silbereisen, Senior Marketing Director at LEGO GmbH.**

Top performance at 2,320 metres: Why is a McLaren P1 parked on the Idalp?

Those who prefer tangible engineering prowess to magical spells will find what they’re looking for in the next highlight: what is a supercar doing in the middle of an Alpine winter? It proves that the will to engineer knows no bounds! As a symbol of extreme engineering and the highest precision, a spectacular 1:1 model of the McLaren P1 from the LEGO® Technic range awaits visitors at Idalp. To create it, 23 specialists in design and model-making used exactly 342,817 bricks and invested an incredible 8,344 hours. An absolute must-see for all motorsport fans!

The world’s highest LEGO fan exhibition at the Pardorama restaurant

Anyone looking to warm up between runs will find the world’s highest LEGO fan exhibition at the Pardorama mountain restaurant. Here, the community’s finest creations are on display. Admission is included in the ski pass or pedestrian ticket. Throughout the winter season, a series of building activities invite guests of all ages to get creative and bring their own ideas to life. Important: The LEGO fan exhibition is also accessible to pedestrians without skis!

Action in the air: LEGO cable car cabins as floating eye-catchers

New this season: from November 2026 to May 2027, one cabin each on the Silvretta Cable Car and the 3-S Pardatschgrat Cable Car will be transformed into floating LEGO works of art. Instead of traditional winter motifs, the cabins will now feature fast-paced action scenes focusing on LEGO® Star Wars™ and LEGO® Technic against an atmospheric snowy backdrop.

For explorers of all ages

The programme is rounded off by the free Ischgl Discovery Pass. With this multilingual scavenger hunt – available at the cable cars, the tourist information centre and the Silvretta Therme – visitors can track down LEGO figures and models throughout the region. Anyone who finds all the stations can look forward to a little surprise.

Alexander von der Thannen, President of the Paznaun–Ischgl Tourism Association, emphasises: “The LEGO brand has been a strong partner of Ischgl for four winters running. This continuity shows just how well two internationally renowned brands complement each other in creating special experiences and inspiring people across generations. Long-term partnerships such as this one strengthen our positioning and generate attention in international markets. At the same time, the LEGO experiences underline our commitment to the continuous development of Ischgl and to offering our guests extraordinary holiday experiences that will be remembered for years to come.”

About the LEGO Group

The LEGO Group’s mission is to inspire and nurture the builders of tomorrow through the power of play. The LEGO System in Play, built on the foundation of LEGO bricks, enables children and fans to build and rebuild anything they can imagine. The company was founded in 1932 in Billund, Denmark, by Ole Kirk Kristiansen. The name is derived from the Danish words ‘LEg GOdt’, which means ‘play well’. Today, the LEGO Group remains a family-owned business headquartered in Billund, with its products sold in more than 120 countries. Further information: www.LEGO.com

Ischgl – more than just a holiday resort

Ischgl is synonymous with world-class skiing, alpine innovation and entertainment on an international scale. 15 December 1963 marked a historic turning point: with the opening of the first Silvretta cable car, the village began its transformation from a mountain hamlet into one of the Alps’ most famous winter sports destinations. Today, the Silvretta Arena delights visitors with cross-border skiing, modern mountain railways and perfectly groomed slopes. Ischgl has also made history in the world of music: since 1995, the destination has been regarded as **the ‘Pioneer of Music Acts in the Alps’** and continues to set new standards with its legendary ‘Top of the Mountain’ concerts and international stars.

PRESS RELEASE

Today, Ischgl is renowned worldwide for top-class live acts, spectacular productions and unforgettable experiences both on and off the slopes – thereby combining winter sports and entertainment in a unique way.

Further information is available at www.paznaun-ischgl.com.

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