



# PHARRELL WILLIAMS

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### OVER THE MOON

## A SPARK OF IMAGINATION

Pharrell Williams is a visionary recording artist, producer, songwriter, philanthropist, fashion designer and entrepreneur; at his core, he is a multihyphenate creator. His foundations and social responsibility initiatives YELLOW and Black Ambition highlight our obligations as humans to support one another and act as a positive transformative force. Pharrell's influential music career has earned him 13 Grammy Awards and an Academy Award nomination in addition to countless other accolades. As one of the most decorated and awarded artists in recent history, he has spurred the creative metamorphosis of modern musical culture. Simply looking up at the stars sparks his curiosity. As a child, Pharrell's creative optimism and his surroundings at Atlantis Apartments fuelled his curiosity and provided the launchpad that helped him build the future he wanted for himself, and others like him. This inquisitive appreciation for the universe drives Pharrell's influential creativity.

# "CURIOSITY IS THE LIFE FORCE IN ALL OF US"

- PHARRELL WILLIAMS





# CREATIVITY IGNITED

This collaboration offers the unique opportunity to combine the creativity of LEGO® Play with the curiosity of Pharrell. Our LEGO design team worked with Pharrell closely over many months to co-create this final product, starting with hundreds of possible concepts, then developing them down to one exciting idea: a space shuttle blasting over the moon on a colourful jet stream. The LEGO design team were inspired by Pharrell's love of space as a place where our imaginations can be untethered, resulting in striking features and inclusions like the all-black colour scheme for the space shuttle and the inclusion of 49 additional minifigure heads so that anyone could come on the journey too.

## POWERED BY CURIOSITY

This is your invitation – get ready to blast off to the moon! Whether you are proudly displaying the shuttle as a display piece or building this unique vehicle with your family to role-play space adventures, we encourage you to follow wherever your creativity leads. The black shuttle represents your limitless potential taking you anywhere you can dream up, with no constraints or confines. The multicoloured jet stream is your dazzling imagination, creativity and joyful play that fuels a thrilling expedition. Remember, you're not alone on this journey, your loved ones can come along too: the expansive collection of minifigure head options is the invitation extension to everyone. Whether you sit in the pilot seat or step into someone else's lived experience, the power of curious empathy and creative compassion will make the world a little brighter.

Your limitless potential taking you anywhere you imagine.

Imagination, creativity and play as fuel.

Inviting everyone to put themselves in the pilot seat.









































































































































































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## YOU COULD

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