

THE LEGO GROUP AND THE BELVEDERE REVEAL LARGEST LEGO® ART MASTERPIECE TO DATE: GUSTAV KLIMT – THE KISS

Billund, Denmark, 15 July 2026

- Featuring 4,000 pieces, the LEGO Art *The Kiss* set is the largest LEGO Art Masterpiece set released to date.
- A striking three-dimensional interpretation of one of the world's most celebrated paintings, recreated with gold LEGO elements, layered textures and specially decorated pieces.
- Developed in partnership with the Belvedere in Vienna, the set will be available from 1 August 2026.

The LEGO Group, in collaboration with the Belvedere, invites fans to discover the golden age of art with the new LEGO® Art Gustav Klimt – *The Kiss* set. This 4,000-piece LEGO Art set is a striking three-dimensional tribute to one of the world's most iconic paintings, and the largest LEGO Art Masterpiece set released to date.

Inspired by Klimt's celebrated masterpiece *The Kiss*, the set captures the emotion, ornamentation and luminous colour palette that defined the Austrian modernist painter's work and the Vienna Secession movement. Reimagined through LEGO bricks, the artwork becomes an immersive creative experience that blends art, design and mindful building.

Created in collaboration with the Belvedere in Vienna, where the original painting is permanently displayed, the set faithfully recreates Klimt's signature style using layered textures and intricate details. Decorated circles, spirals, flowers, metallic gold elements and familiar LEGO studs come together to depict the iconic embracing couple in rich, tactile form.

Speaking about the design process, Milan Madge, Master Model Designer at the LEGO Group, said: *Recreating Klimt's The Kiss in LEGO bricks was a unique creative challenge, requiring us to capture its rich textures, golden tones, and intricate detail while honouring the original masterpiece. By combining golden LEGO elements with specially decorated pieces, we were able to recreate the artwork's distinctive shades and textures in a building experience that celebrates its extraordinary beauty.*

To accompany the launch, the LEGO Group has produced a podcast episode featuring Master Model Designer Milan Madge and Stephanie Auer, Curator of 19th- and 20th-

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Century Art at the Belvedere Museum. Available from 1st August via LEGO.com/TheKiss, Spotify and YouTube, the conversation explores Klimt's artistic legacy and the creative process behind translating The Kiss into LEGO brick form – a perfect podcast to create an even more immersive building experience.

Curator Stephanie Auer on the collaboration: *Working as a curator for the adaptation of Klimt's The Kiss into a LEGO Art set was a once-in-a-lifetime experience. Together with Milan Madge, we had extensive discussions about Gustav Klimt's symbolism, ornamentation, and artistic techniques, as well as how these could be represented using LEGO bricks. Distinctive features such as the flatness and composition were carefully translated into LEGO bricks—always with the goal of staying true to the spirit of the original work.*

Enhancing the building journey, the set also offers an engaging experience through the LEGO Builder app, featuring interactive 3D instructions, allowing builders to track their progress in one place.

The LEGO Art Gustav Klimt – *The Kiss* (31221) will be available for LEGO Insiders Early Access* from 1 August 2026, and for all from 4 August 2026, priced at £269.99 / €299.99 / \$299.99. Discover more and purchase at LEGO.com/TheKiss, your nearest LEGO Store or select retailers. *LEGO Insiders membership required, T&Cs apply.

Product Information:

- **Product Name:** LEGO® Art Gustav Klimt – *The Kiss*
- **Product Number:** 31221
- **Age:** 18+
- **Pieces:** 4000
- **RRP:** 269.99 GBP / 299.99 EUR / 299.99 USD
- **Available:**
 - o **LEGO Insiders Early Access:** 1 August 2026
 - o **For all:** 4 August 2026
- **CTA:** LEGO.com/TheKiss

About the LEGO Group

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".

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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.

About the Belvedere

The Belvedere presents Austrian art in an international context across three locations. The Baroque complex of the Upper and Lower Belvedere, with its expansive gardens, is a UNESCO World Heritage Site. The significant art collection spans works from the Middle Ages to the present day, including the world's largest collection of paintings by Gustav Klimt. Other highlights include prominent works from the Viennese Biedermeier period, Austrian Baroque, Viennese Modernism around 1900, and French Impressionism. With over two million international visitors in 2025, the Belvedere is one of Austria's most-visited museums. Continuous innovation and the consistent development of digital offerings will ensure its position as one of the leading museums well into the future.

High-resolution press images and information for media coverage can be found [HERE](#).

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