

A Galactic First: The LEGO Group And Sphere Studios Turn Sphere Into A LEGO® Star Wars™ Death Star™ To Mark The Reveal Of The New LEGO® SMART Play™ Platform

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- The LEGO Group, in collaboration with Disney Consumer Products and Lucasfilm, lit up the Las Vegas skyline with a first-of-its-kind interactive game experience outside Sphere during CES 2026, transforming the Exosphere into a Death Star designed to appear brick-built, to celebrate the announcement of LEGO SMART Play™.
- Fans hopped into the cockpit of a giant LEGO Star Wars X-Wing (complete with brick-built cockpit) and recreated the iconic trench run from 'Star Wars: A New Hope™' on the 366-ft high Exosphere, taking down the Death Star live!
- The interactive game was designed and built by Sphere Studios, and is the first interactive game to be played on the Exosphere – the world's largest LED screen.
- This was created to mark the reveal of the LEGO Group's latest creation, LEGO SMART Play™, a new play innovation that brings LEGO building sets to life like never before, launching this year with Star Wars™.

LAS VEGAS, USA & BILLUND, DENMARK, 8th January 2026: A first-of-its-kind LEGO Star Wars-themed live interactive game experience debuted on the Exosphere of Sphere in Las Vegas last night. Created by Sphere Studios for the LEGO Group, and in collaboration with Disney Consumer Products and Lucasfilm, the experience celebrated the Consumer Electronics Show (CES) announcement of LEGO SMART Play™, a new play innovation that brings LEGO creations to life like never before. The first building sets featuring LEGO SMART Play™ will be Star Wars™ themed.

The experience brought the interactive nature of LEGO SMART Play™ to life on an incredible scale during CES 2026, transforming the 580,000 square foot Exosphere into a stunning interpretation of the iconic trench run scene from

the film Star Wars: A New HopeStar Wars: A New Hope.

Invited guests were able to step into the adventure themselves outside Sphere, taking a seat in a LEGO themed X-wing cockpit to feel the thrill of “blowing up” the LEGO Star Wars Death Star, displayed on Exosphere, the world’s largest LED screen.

Adding to the excitement, quarterback for the New York Giants, Jaxson Dart, was among the special guests taking part in the experience. Dart took a seat in the LEGO Star Wars-inspired X-wing cockpit as he mastered the trench run and embraced the SMART Play-enabled LEGO Star Wars experience.

“I’ve been a massive Star Wars fan my entire life – from dressing up as Anakin Skywalker at my childhood birthday party to my on-field look inspired by his character,” said Jaxson Dart, quarterback for the New York Giants. “Tonight, I felt like a kid again, stepping into the giant LEGO X-Wing and lighting up the Las Vegas skyline in honor of my favorite movies. I’m thrilled to be here celebrating the future of LEGO Star Wars and to share my passion for that galaxy with the next generation of Star Wars fans.”

This interactive experience was created to mark the launch of LEGO SMART Play™. Unveiled at CES 2026, LEGO SMART Play™ represents the most significant evolution of the LEGO System-in-Play since the debut of the LEGO Minifigure in 1978 — redefining what creative play can be.

Powered by the innovative LEGO SMART Brick, which is packed with pioneering, world-first technologies, LEGO SMART Play™ is a groundbreaking new platform that brings LEGO creations to life like never before.

LEGO SMART Play™ will launch on March 1st, 2026 in select markets with LEGO Star Wars™, which is the perfect playground for epic storytelling, unforgettable characters and endless brick-built adventures. This means that for the first time in LEGO Star Wars, with LEGO SMART Play™, the galaxy far, far away.... will play back!

Julia Goldin, Chief Product & Marketing Officer of the LEGO Group, said: “LEGO SMART Play™ marks an exciting new chapter in the LEGO Group’s story; one where creativity, technology, and imagination come together like never before. Showcasing our latest innovation via an incredible experience on Sphere in Las Vegas allowed us to celebrate play on an extraordinary scale by bringing the Star Wars galaxy to life, in alignment with our friends at Disney Consumer Products and Lucasfilm. This experience captures the essence of what the LEGO brand has always stood for: inspiring builders of all ages to create, explore, and push the boundaries of what’s possible!”

Ron Faris, Senior Vice President, Global Brand Marketing, Disney Consumer Products, said: “The LEGO SMART Play system will breathe new life into the Star Wars galaxy, giving fans endless opportunities to create and experience Star Wars at home like never before. The size and scale of Sphere in Las Vegas lent itself perfectly for this first-of-its-

kind Star Wars experience recreating the iconic trench run, allowing us to highlight the immersive capabilities of the new LEGO SMART Play system on a new canvas.”

Marcus Ellington, Executive Vice President, Ad Sales and Sponsorships, Sphere said: “This interactive Exosphere experience – which brings LEGO SMART Play™ and Star Wars to life on an unprecedented scale – marks the first collaboration to leverage Sphere’s new immersive Exosphere technologies, and exemplifies how brands can utilize Sphere to connect with their fans in new ways.”

LEGO SMART Play™ begins its journey in the LEGO Star Wars galaxy with the launch of three ‘All-In-One’ sets, each featuring everything needed for a complete SMART Play experience, including a LEGO SMART Brick with charger, at least one LEGO SMART Minifigure, and a LEGO SMART Tag.

The LEGO SMART Play™ All-in-One sets from LEGO Star Wars will be available for pre-order from January 9th and available to purchase from the 1st March from **www.LEGO.com**, LEGO Stores and select retailers in launch markets.

LEGO SMART Play will continue to expand through new updates, launches and technology – with the LEGO Group set to reveal more additions in the future.

For more information about LEGO SMART Play™ – visit: <https://www.lego.com/smart-play>

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Note to Editors

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About Sphere Entertainment Co.

Sphere Entertainment Co. is a leader in immersive entertainment, technology and media. The Company includes Sphere, an experiential medium powered by advanced technologies to redefine the future of entertainment. The first Sphere opened in Las Vegas, with a second venue planned for Abu Dhabi. In addition, the Company includes MSG Networks, which operates two regional sports and entertainment networks, MSG Network and MSG Sportsnet, as well as a direct-to-consumer and authenticated streaming product, MSG+, delivering a wide range of live sports content and other programming. More information is available at **www.sphereentertainmentco.com**.

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". 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, please contact media@lego.com or visit **Newsroom – About Us – LEGO.com**.

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