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WELCOME TO LEGO® ART

Reconnect with your inner creative rebel and compose an iconic tribute to the undisputed King of Rock and Roll. Listen to the exclusive Soundtrack curated around Elvis Presley's monumental career as you build, and dive into your own Graceland.

BIENVENUE À LEGO® ART

Réveillez votre côté rebelle et créatif et composez un hommage emblématique au roi incontesté du rock and roll. Écoutez la bande sonore exclusive inspirée de la carrière monumentale d'Elvis Presley pendant que vous construisez en imaginant votre propre Graceland.

TE DAMOS LA BIENVENIDA A LEGO® ART

Restablece la conexión con el rebelde creativo que llevas dentro y compón pieza por pieza un icónico homenaje al indiscutible Rey del Rocanrol. Mientras construyes, escucha la exclusiva banda sonora seleccionada a partir de lo mejor del monumental repertorio de Elvis Presley y sumérgete en tu propia Graceland.



NOTES DE LA CONCEPTRICE

● « J'adore la musique d'Elvis Presley ! Lorsque j'ai visité Graceland à Memphis, j'ai été surprise par sa taille relativement modeste et par la façon dont la décoration intérieure exprime les différentes facettes de la personnalité d'Elvis. Au-delà de son image publique envoûtante, il était une personne généreuse, enjouée et attentionnée qui protégeait rigoureusement sa vie privée. Recréer des photos de cette figure emblématique avec des éléments LEGO® était un défi de taille; les yeux, les lèvres charnues et la mâchoire ont été particulièrement complexes. Les portraits reflètent des expressions artistiques et réflexives, et des phases différentes de sa carrière. Avec des couleurs de fond typiques de l'époque, ils apportent une touche à la fois cool et nostalgique à votre foyer. »

DESIGNER'S NOTES

● "I love Elvis Presley's music! When I visited Graceland in Memphis, I was surprised by its relatively humble size, and how the interior design expressed such diverse sides of his persona. Beyond his mesmerizing public image, he was a generous, playful, caring person who rigorously guarded his privacy. Recreating photos of this iconic figure with LEGO® elements was a challenge - especially his eyes, famous lip curl and jawline. The portraits each reflect different artistic and reflective expressions and phases in his career. With background colors typical for the era, they bring a touch of nostalgic cool to your home."

ACERCA DEL DISEÑO

● "¡Me encanta la música de Elvis Presley! Cuando visité Graceland, en Memphis, me sorprendieron su relativamente modesto tamaño y la diversidad de aspectos de su carácter que refleja la decoración interior. Más allá de su fascinante imagen pública, era una persona generosa, divertida y atenta que protegía celosamente su intimidad. Recrear fotografías de esta leyenda con elementos LEGO® fue todo un desafío, especialmente los ojos, la mandíbula y ese gesto suyo tan reconocible levantando el labio superior. Los retratos representan cada uno diferentes expresiones reflexivas y etapas artísticas de su carrera. Con colores de fondo típicos de la época, llevarán un sugestivo toque de estilo nostálgico a tu hogar".



KITT KOSSMANN
Senior Designer
Conceptrice principale
Diseñadora sénior

1970's



1956



1959



1973

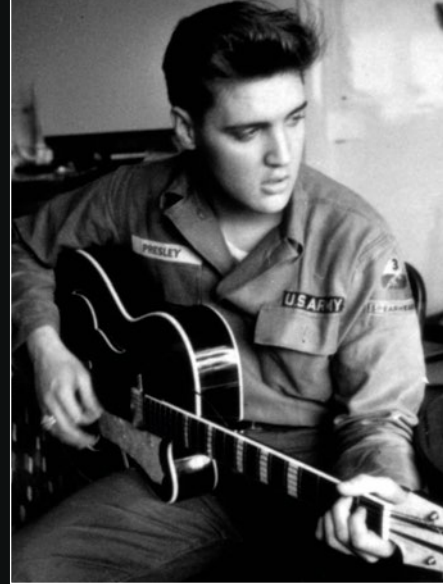
1970's



FROM BLUES,
COUNTRY
AND GOSPEL...

DU BLUES, DU COUNTRY
ET DU GOSPEL...

DEL BLUES, EL COUNTRY
Y EL GÓSPEL...



● When a shy 18-year-old Elvis Presley recorded his first song, *My Happiness*, in the Sun Records studios in 1953, no one could predict the impact the singer would leave on the world. From humble roots in segregated East Tupelo, Mississippi to extravagant venues, Elvis Presley's charisma, talent, ambition and rise to revolutionary rock-and-roll rebel became the epitome of the American Dream.

● Lorsque le timide Elvis Presley, âgé de 18 ans, enregistre sa première chanson, *My Happiness*, dans les studios de Sun Records en 1953, personne ne peut se douter que le chanteur laissera une empreinte remarquable sur le monde. De ses origines modestes dans le quartier ségréguionniste d'East Tupelo, dans le Mississippi, aux salles de spectacle extravagantes, le charisme, le talent, l'ambition et l'ascension d'Elvis Presley au statut de rebelle révolutionnaire du rock and roll sont devenus la quintessence du rêve américain.

● Cuando un tímido Elvis Presley de 18 años grabó su primera canción, *My Happiness*, en los estudios Sun Records allá por 1953, nadie podía predecir la huella que dejaría este artista en el mundo. En ese viaje que comenzó en sus humildes raíces en la comunidad segregada de East Tupelo (Misisipi) y lo llevó hasta los escenarios más extravagantes, el carisma de Elvis Presley, su talento, su ambición y su revelación como rebelde revolucionario del rocanrol se convirtieron en el arquetipo del sueño americano.

...TO JAILHOUSE ROCK...

In 1956, Elvis's first recordings for RCA studios and his legendary, trail-blazing *Hound Dog* performance on the *Milton Berle Show* became pivotal turning points in his career. Shortly after, *Heartbreak Hotel* became his first number one hit in the United States, and soon Hollywood and the rest of the world lay at his feet.

... À JAILHOUSE ROCK...

En 1956, les premiers enregistrements d'Elvis pour les studios RCA et sa légendaire et révolutionnaire prestation de *Hound Dog* au *Milton Berle Show* marquent un tournant décisif dans sa carrière. Peu de temps après, *Heartbreak Hotel* devient son premier succès numéro un aux États-Unis. Rapidement, il conquiert Hollywood et le reste du monde.

... AL ROCK DE LA CÁRCEL...

En 1956, las primeras grabaciones de Elvis para los estudios RCA y su legendaria e innovadora interpretación de *Hound Dog* en el programa *The Milton Berle Show* fueron hitos de importancia decisiva en su trayectoria. Poco después, con *Heartbreak Hotel*, alcanzó su primer número uno en las listas de éxitos de los Estados Unidos, y pronto Hollywood y el resto del mundo caerían rendidos a sus pies.

...TO BECOMING THE KING

Only Elvis could make sport coats, black leather outfits and sparkly, rhinestone jumpsuits and capes look equally cool. In every performance on stage, in the studio and in movies, he defied convention and conformity, and his voice, like no other, became one of change, play, passion and personal expression for generations to come.

... AU STATUT DE KING

Seul Elvis pouvait porter avec panache tant les vestes sport et les tenues en cuir noir que les combinaisons et les capes ornées de strass. Il défie les conventions et le conformisme dans chacune de ses prestations sur scène, en studio et au cinéma, et sa voix unique devient un symbole de changement, de jeu, de passion et d'expression personnelle pour les générations à venir.

... Y A CONVERTIRSE EN EL REY

Solo a Elvis se le veían igual de bien los sacos sport, la ropa de cuero negro o las capas y overoles llenos de aplicaciones de cristales brillantes. En cada actuación en vivo, en el estudio o en las películas, desafiaba los convencionalismos y el conformismo, y su inconfundible voz se encumbró como la voz del cambio, el juego, la pasión y la expresión personal para las generaciones venideras.





THE LEGACY
L'HÉRITAGE
EL LEGADO

OVER
1 BILLION
RECORD
UNITS SOLD
WORLDWIDE

PLUS DE
1 MILLIARD
DE DISQUES
VENDUS À
TRAVERS LE
MONDE

MÁS DE
1000 MILLONES
DE DISCOS
VENDIDOS EN
TODO EL
MUNDO

14

Grammy Award Nominations
nominations aux prix Grammy
Nominaciones a los Grammy



3

WINS
VICTOIRES
PREMIOS

OVER 150
albums and singles
certified gold,
platinum and multi-
platinum by the
Recording Industry
Association of
America

PLUS DE 150
albums et simples
certifiés or, platine
et multi-platine
par la Recording
Industry Association
of America

MÁS DE 150
álbumes y sencillos
con certificación Oro,
Platino y Múltiple
Platino concedida por
la Asociación de la
Industria Discográfica
de los Estados Unidos

STARRED IN:
31 Feature Films
3 Concert
Documentaries
3 TV Concert
Specials

A JOUÉ DANS :
31 longs métrages
3 documentaires sur
des concerts
3 émissions spéciales
de concerts
télévisés

PROTAGONIZÓ:
31 Largometrajes
3 Documentales de
concierto
3 Especiales en
concierto para
televisión



ELVIS IS STILL IN THE BUILDING

● Elvis's music appealed to young and old from every walk of life. Everyone wanted to be with him or be like him. With more than half of his Spotify listeners currently under the age of 25, Elvis continues to inspire new generations of adoring fans. His influence can still be found in all music genres, fashion styles, movies and arts, yet few have come close to filling his *Blue Suede Shoes* when it comes to voice range, musical versatility and cultural impact.

ELVIS EST TOUJOURS PRÉSENT

● La musique d'Elvis a séduit les jeunes et les moins jeunes de tous les horizons. Tout le monde voulait être avec lui ou être comme lui. Avec plus de la moitié de ses auditeurs sur Spotify actuellement âgés de moins de 25 ans, Elvis continue d'inspirer de nouvelles générations d'adorateurs. Son influence continue de vivre à travers les genres musicaux, les styles vestimentaires, les films et les arts, mais le registre de sa voix, sa polyvalence musicale et son impact culturel demeurent inégalés.

ELVIS SIGUE PRESENTE

● La música de Elvis atraía a jóvenes y mayores de cualquier condición social. No había nadie que no quisiera estar con él o ser como él. Más de la mitad de quienes escuchan ahora sus canciones en Spotify tienen menos de 25 años: Elvis sigue inspirando a nuevas generaciones de entregados fans. Su influencia todavía se detecta en todos los géneros musicales, estilos de moda, películas y expresiones artísticas; aun así, pocos han llegado a acercarse y ninguno a llenar sus famosos *zapatos de gamuza azul* en términos de registro de voz, versatilidad musical e impacto cultural.

GET READY TO BUILD

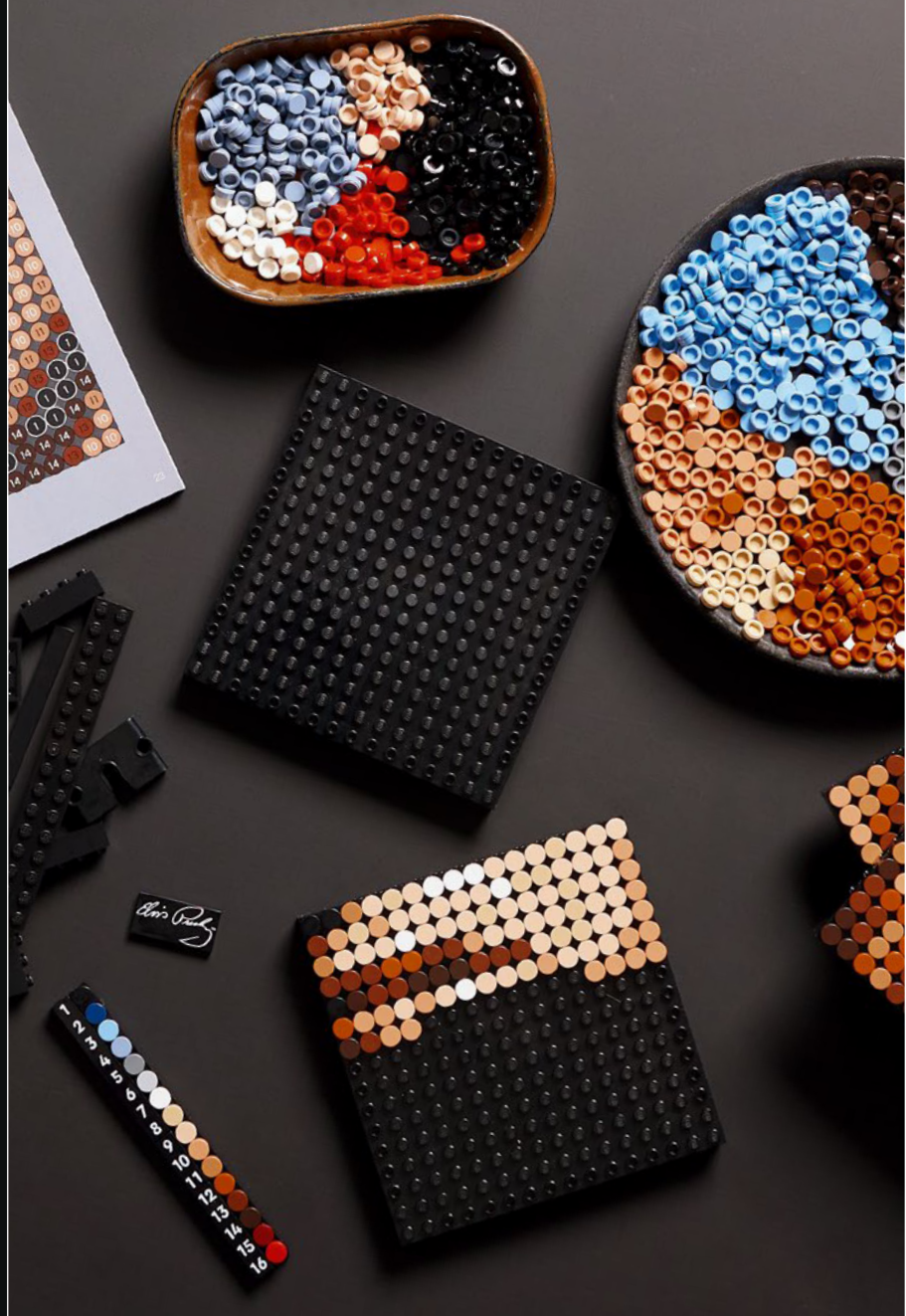
● TIP: Before you start building your favorite portrait, organize your color palette and sort your tiles into small bowls to keep track of the numbers and colors. Make yourself comfortable and enjoy!

PLACE À LA CONSTRUCTION

● ASTUCE : Avant de commencer à construire votre portrait préféré, organisez votre palette de couleurs et divisez vos tuiles dans de petits bols pour suivre les numéros et les couleurs. Mettez-vous à l'aise et amusez-vous !

PREPÁRATE PARA CONSTRUIR

● CONSEJO: Antes de empezar a construir tu retrato preferido, organiza tu paleta de colores y ordena los azulejos en recipientes pequeños para no perderte entre los números y colores. ¡Ponte cómodo y disfruta!





SOUNDTRACK
Only in English

BANDE SONORE
En anglais uniquement

BANDA SONORA
Solo en inglés



LISTEN

● Scan the QR code to go behind the scenes of your set with a uniquely curated Soundtrack featuring highlights from Elvis Presley's music career and expert insights.

BUILD

Follow the simple building instructions in this book to create your favorite iconic portrait.

RELAX

Disappearing to your own version of Graceland with LEGO® Art Elvis Presley "The King" is the perfect way to unwind, de-stress and relax.

ÉCOUTEZ

● Scannez le code QR pour découvrir les coulisses de votre ensemble grâce à une bande sonore unique comprenant les moments forts de la carrière musicale d'Elvis Presley ainsi que des commentaires d'experts.

CONSTRUISEZ

Suivez les instructions de construction simples présentées dans ce livret pour créer votre portrait emblématique favori.

DÉCOMPRESSEZ

Évadez-vous dans votre propre version de Graceland et oubliez tous vos soucis avec l'ensemble LEGO® Art Elvis Presley « Le King ».

ESCUCHA

● Escanea el código QR para conocer todos los detalles y entresijos del set con una banda sonora cuidadosamente seleccionada con lo más destacado de la carrera musical de Elvis Presley y comentarios de expertos.

CONSTRUYE

Sigue las sencillas instrucciones de construcción que contiene este libro para crear un retrato basado en tu ícono favorito.

RELÁJATE

Desaparecer en tu propia versión de Graceland con el set LEGO® Art Elvis Presley "El Rey" es la forma perfecta de desconectarte, desestresarte y relajarte.



CREATE AND DISPLAY – YOUR WAY

● Imagine yourself visiting the Graceland mansion or a recording studio with the King, find your own rhythm as you build and watch your artwork come alive. The LEGO® Art brick separator and hanging hook make rebuilding easy when you want to refresh and update your display.

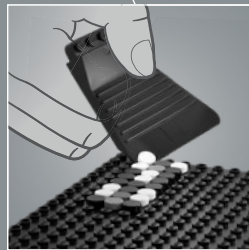
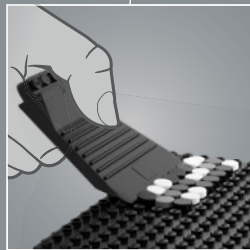
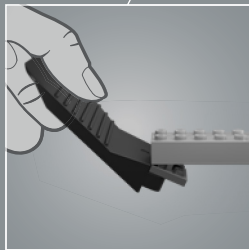
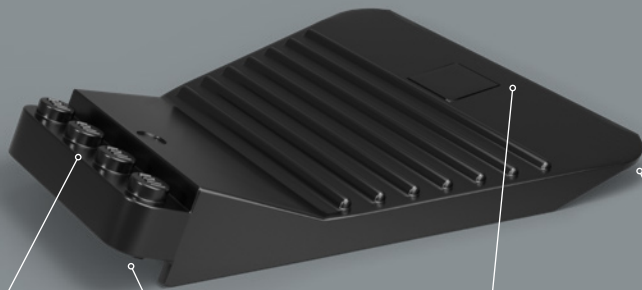
CRÉEZ ET EXPOSEZ – À VOTRE FAÇON

● Imaginez que vous visitez le manoir de Graceland ou un studio d'enregistrement avec le King, trouvez votre propre rythme et regardez votre œuvre prendre vie. Le séparateur de briques LEGO® Art et le crochet de suspension facilitent la reconstruction lorsque vous souhaitez rafraîchir et mettre à jour votre décoration murale.



CREA Y DECORA A TU MANERA

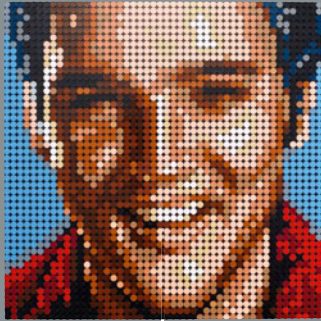
● Imagínate visitando la mansión Graceland o un estudio de grabación con el Rey, encuentra tu ritmo mientras construyes y contempla cómo cobra vida tu obra de arte. El separador de bricks y el gancho para colgar LEGO® Art facilitan la reconstrucción cuando llega el momento de renovarla o actualizarla.



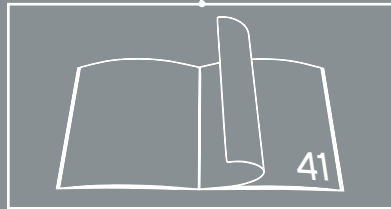
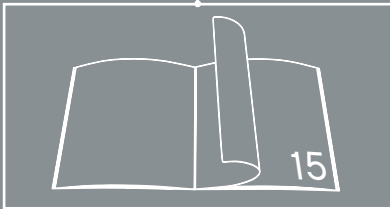
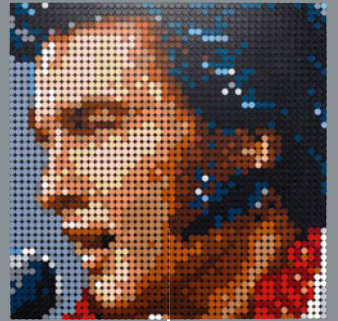
A



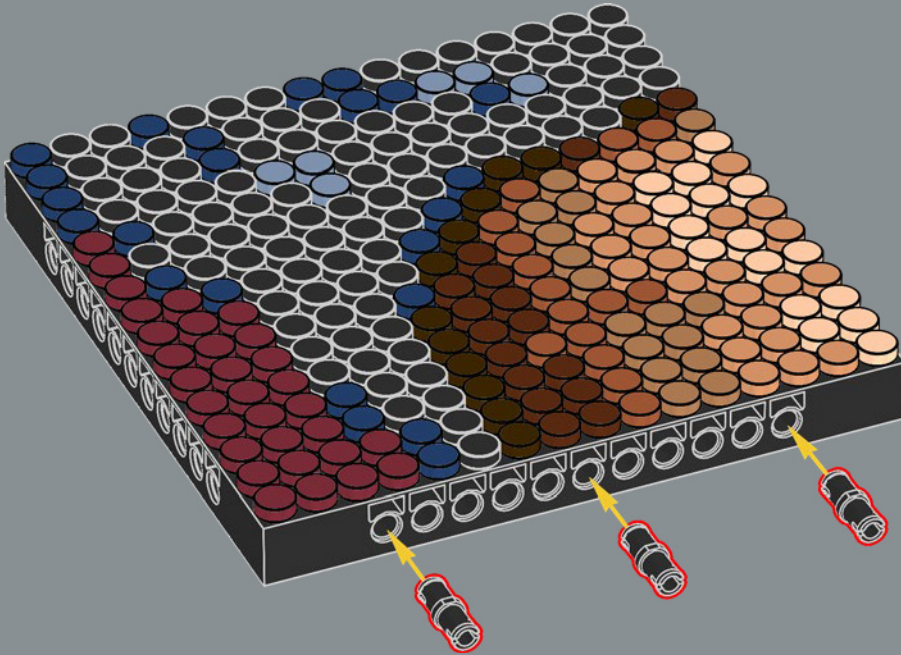
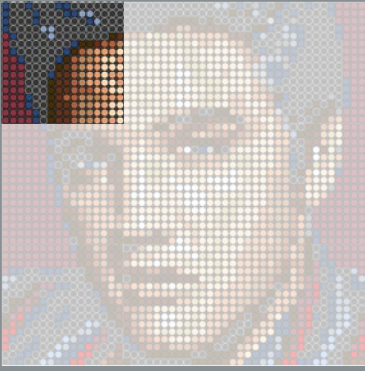
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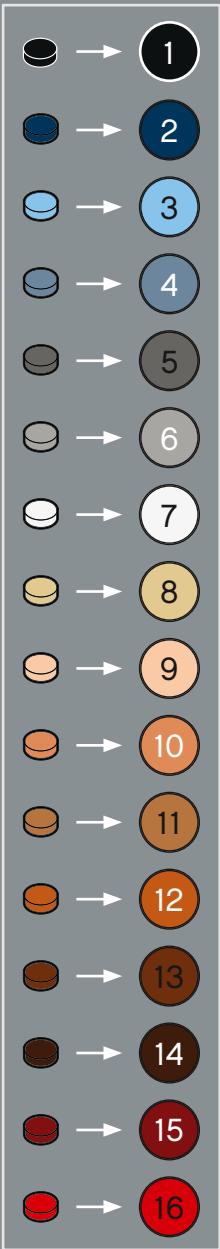


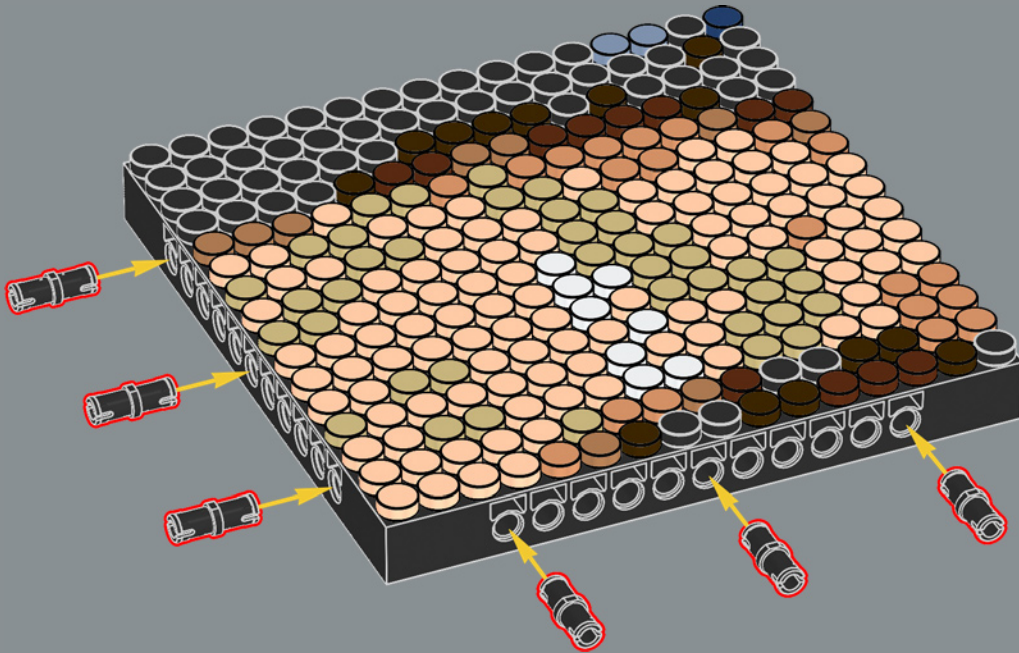
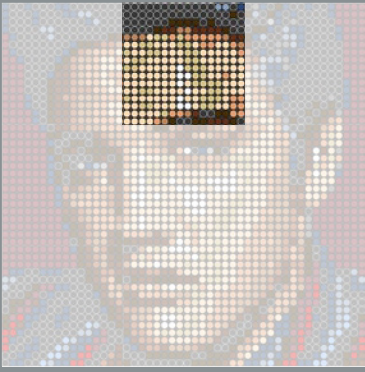
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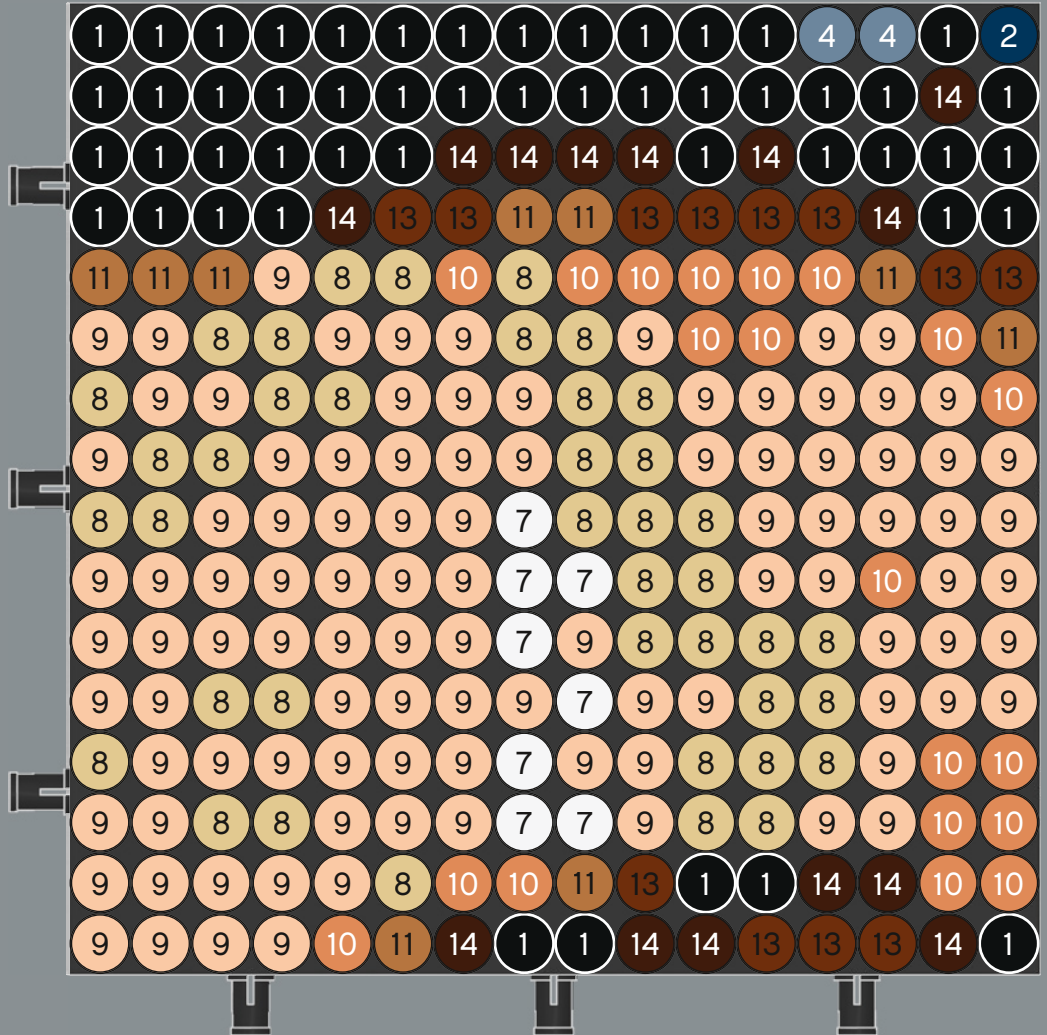
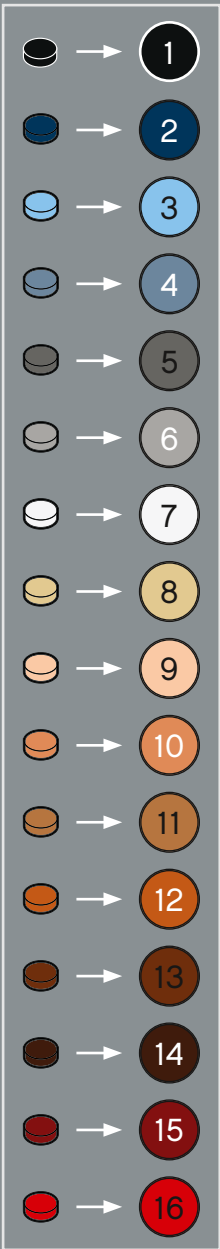


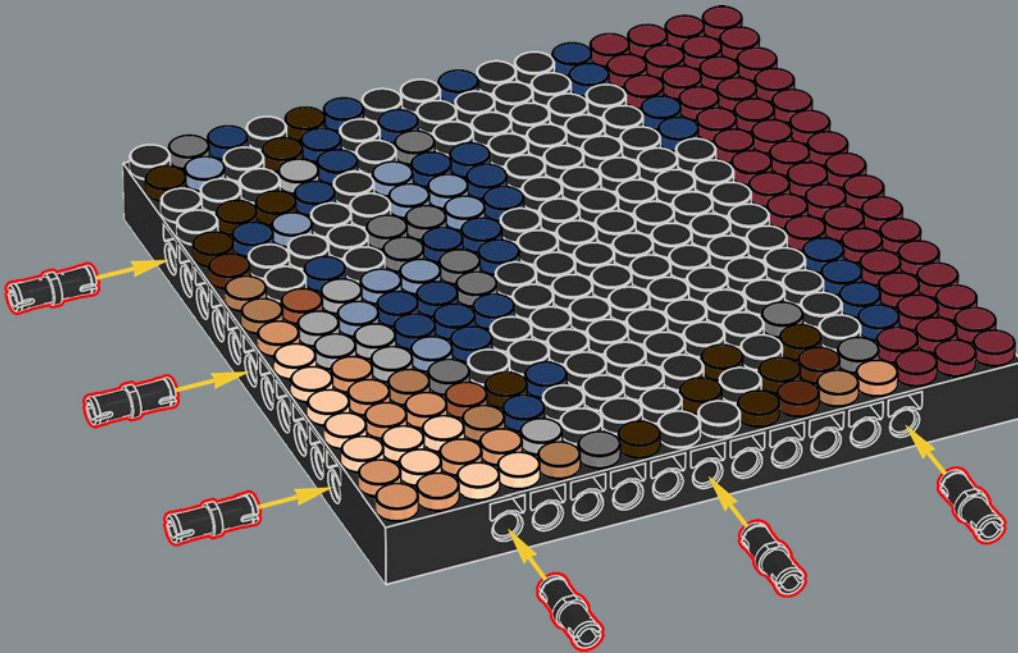
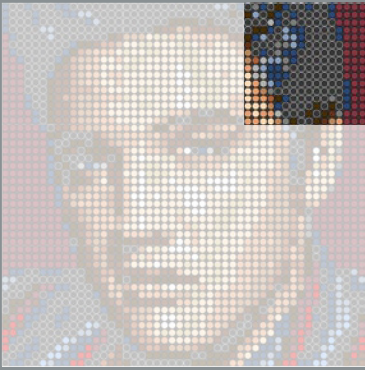


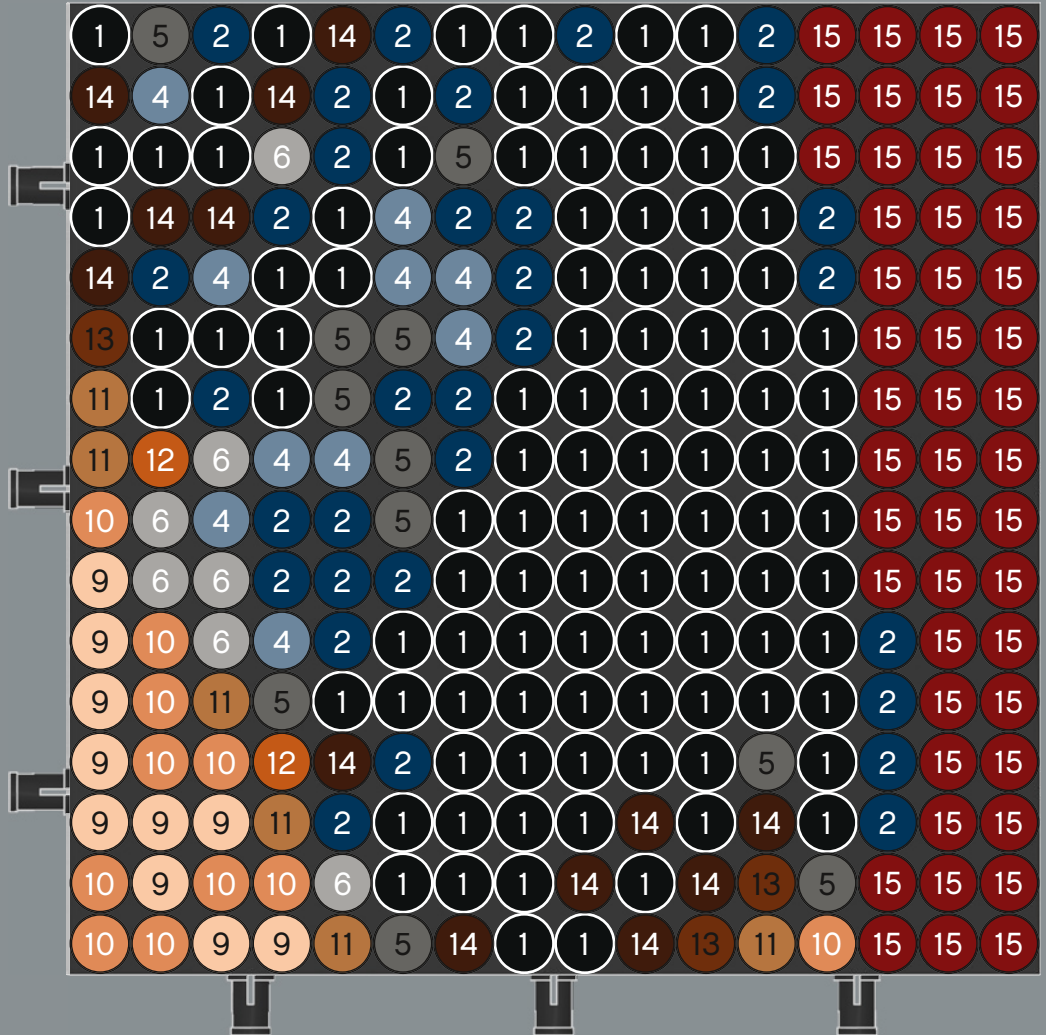
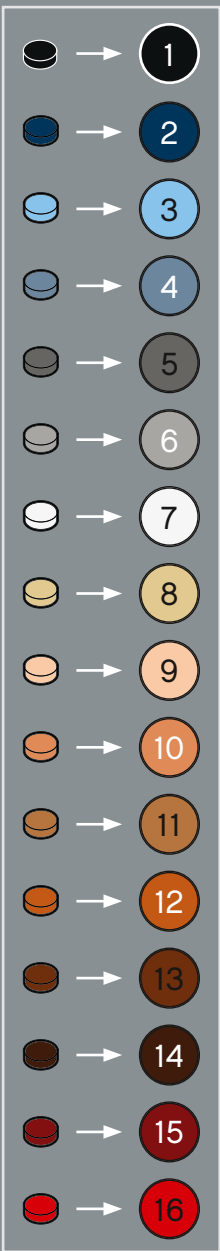


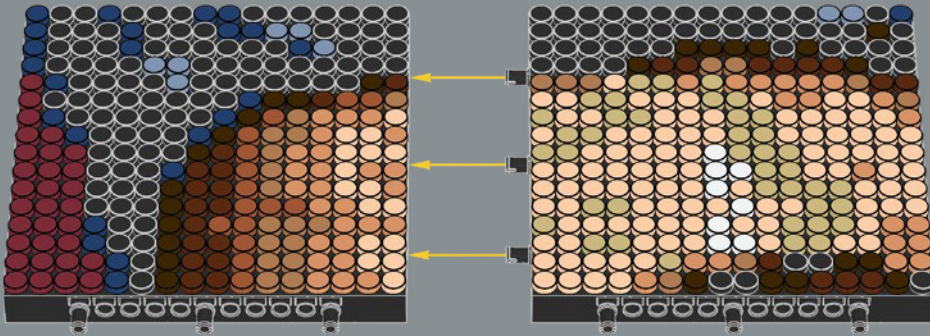
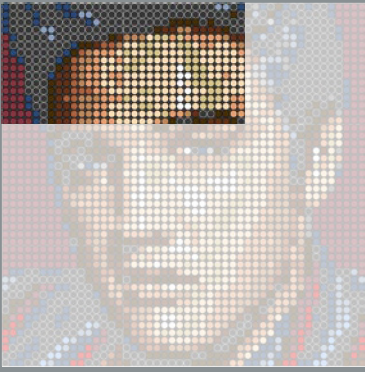


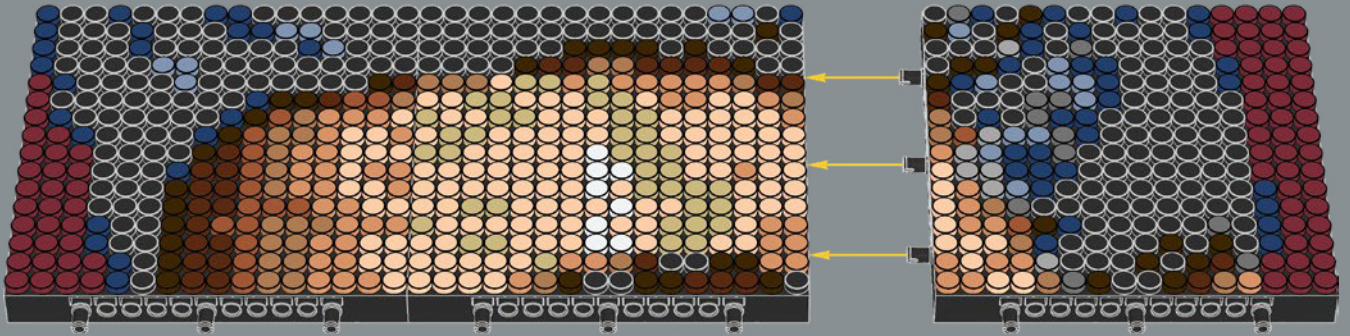


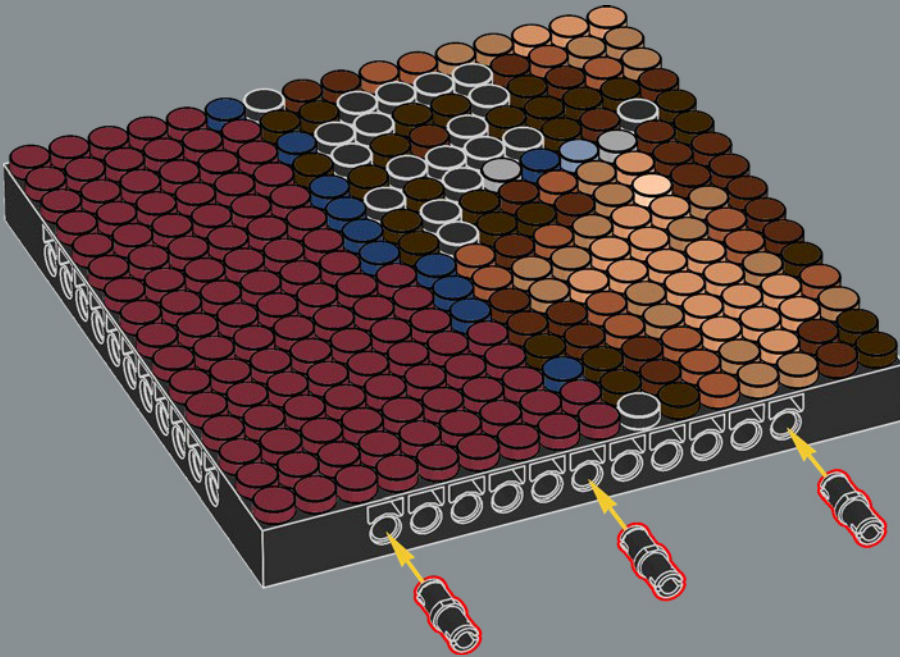
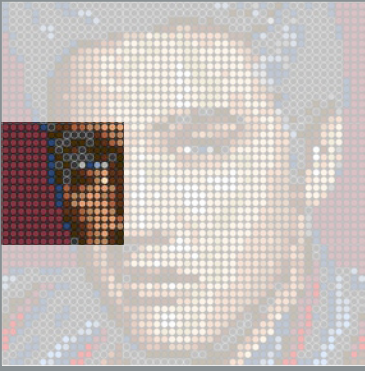


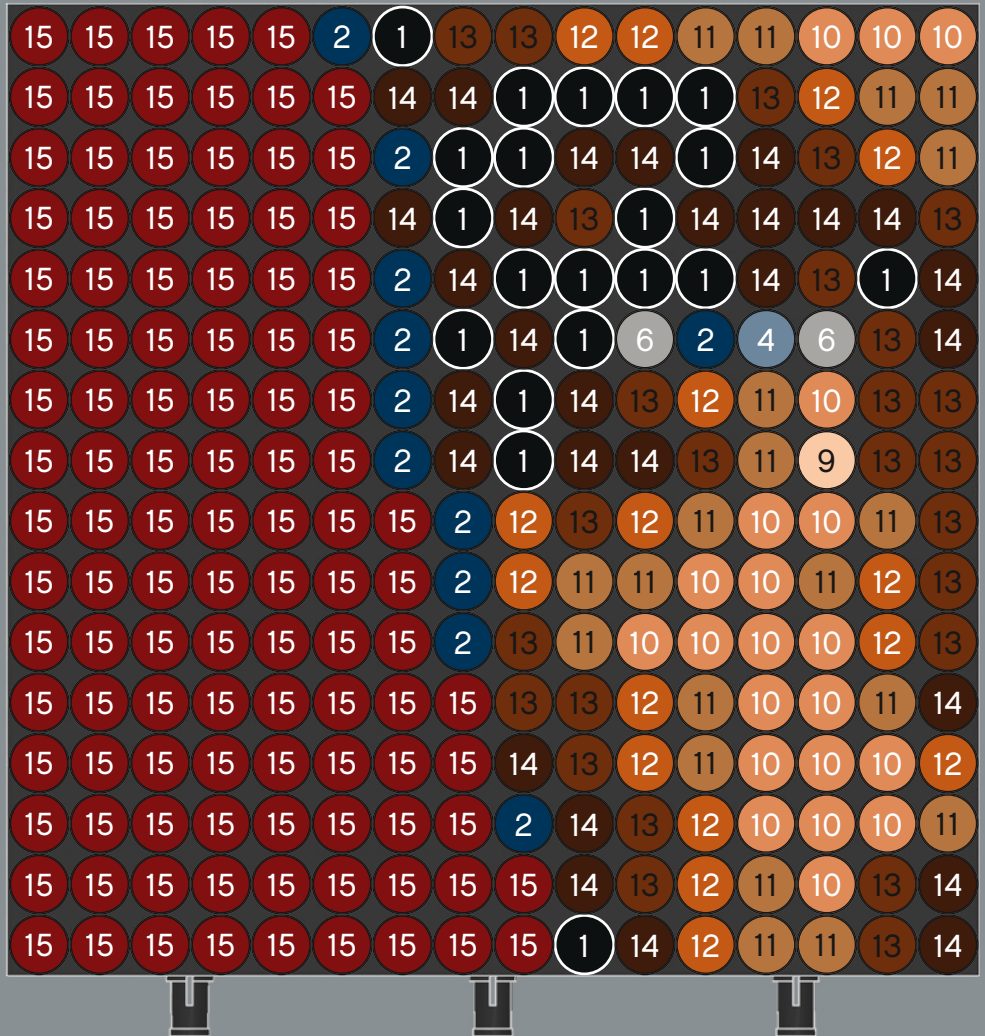
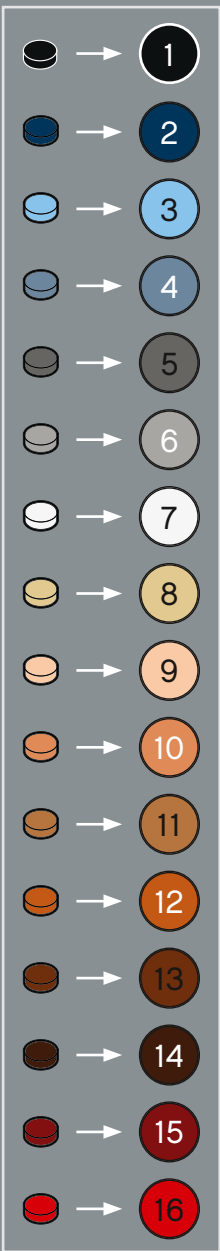


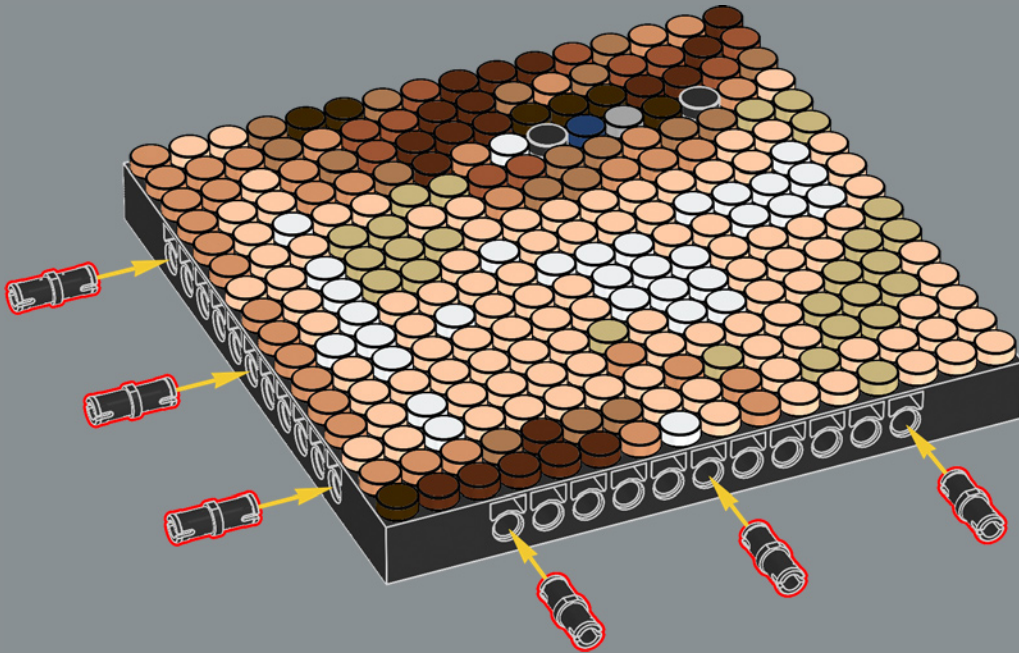
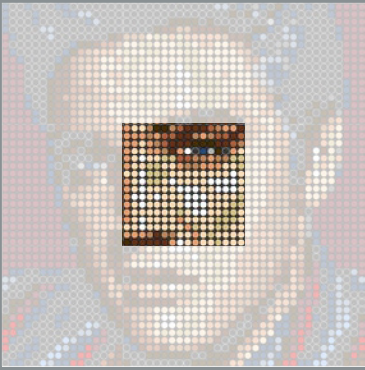


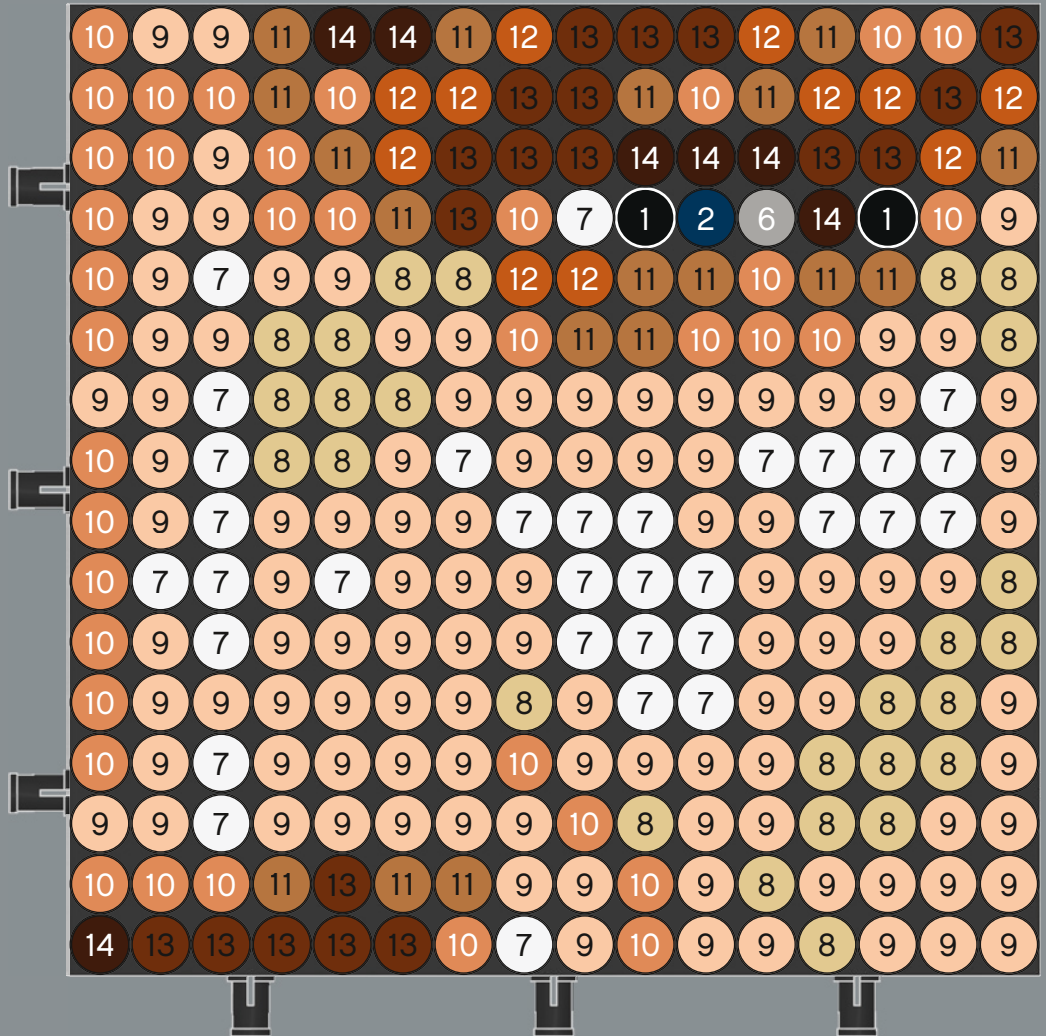
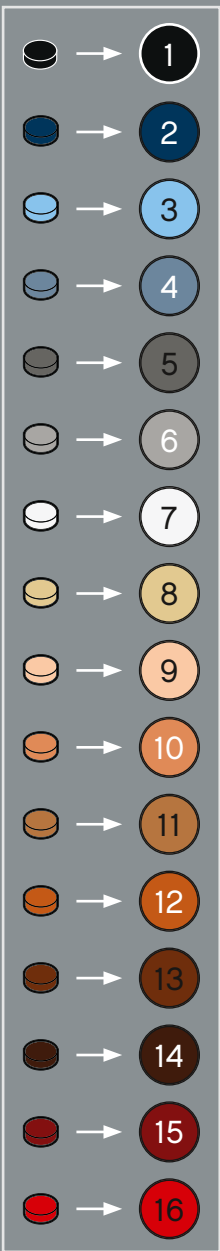


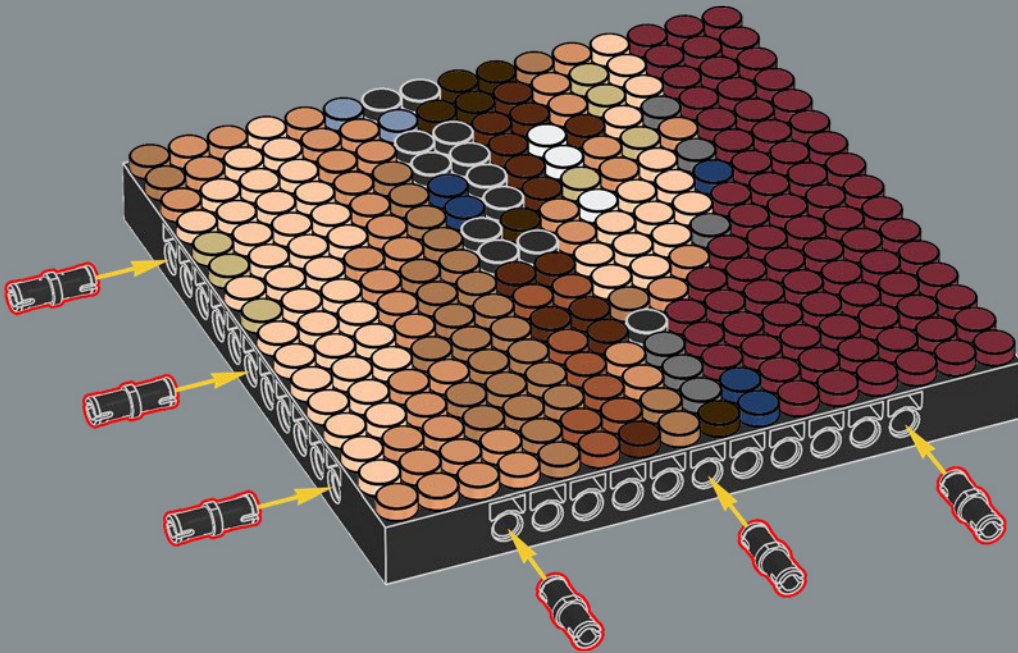
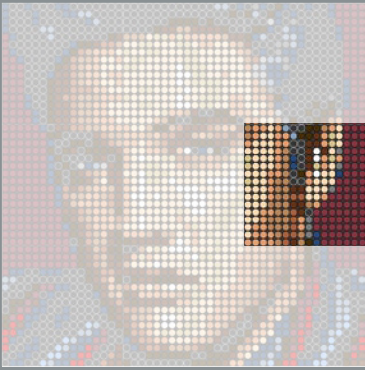


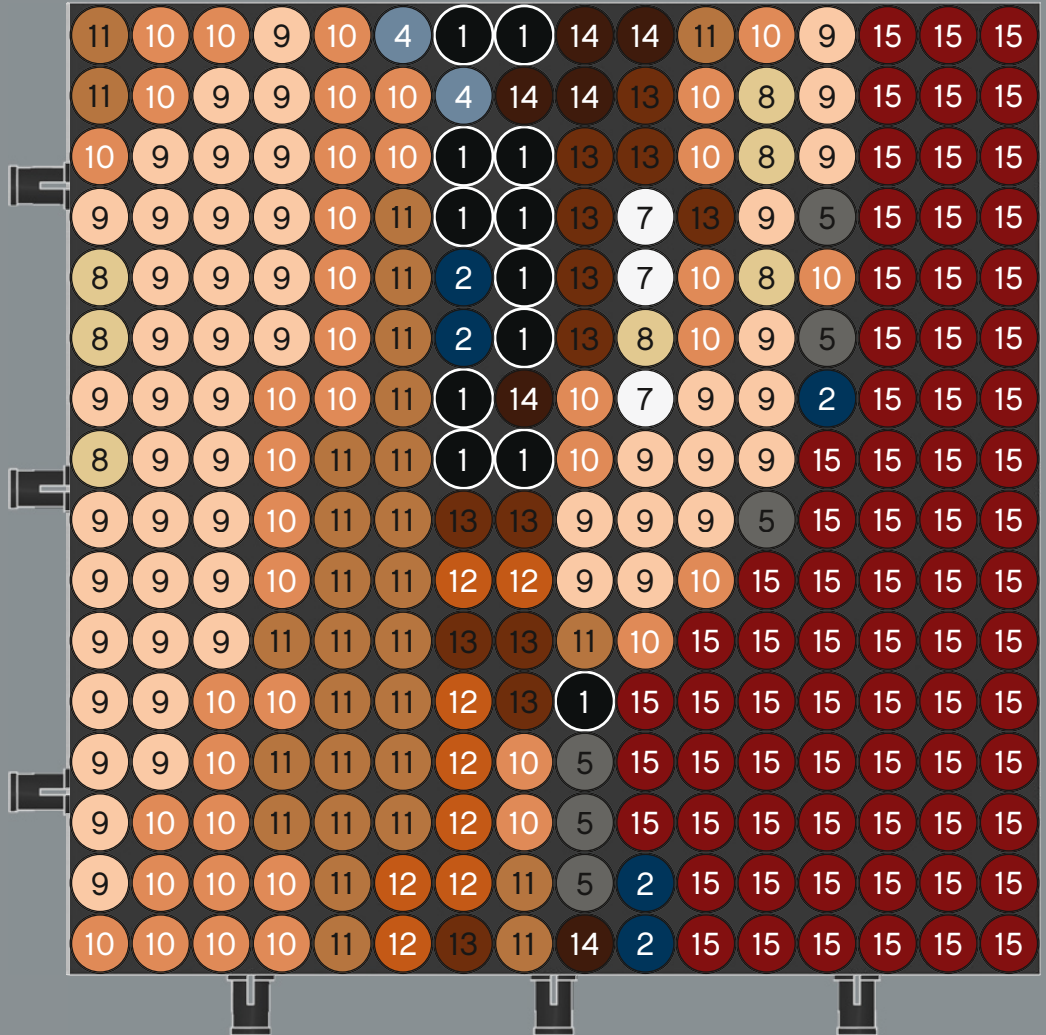
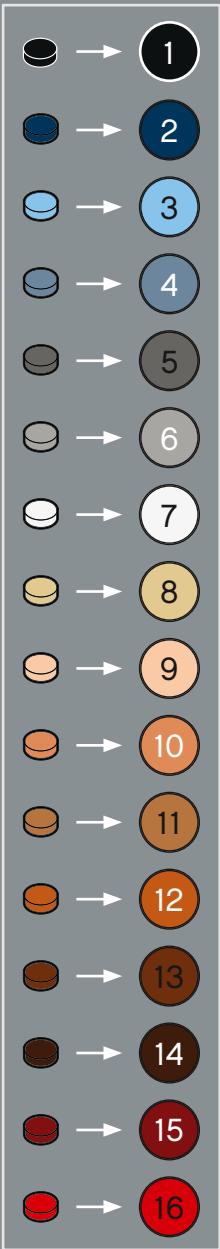


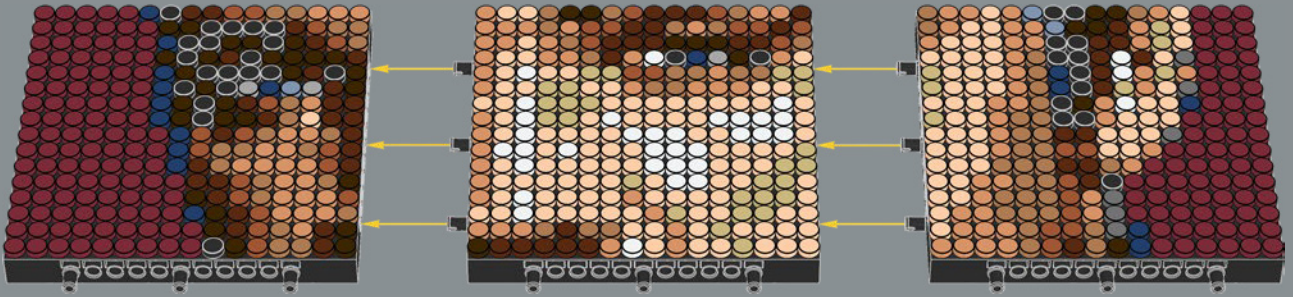
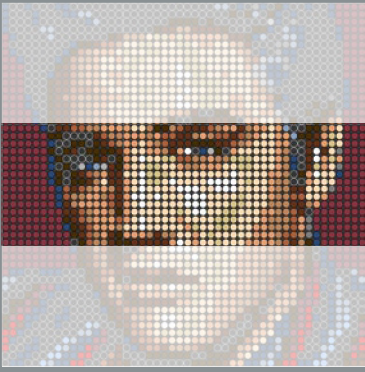


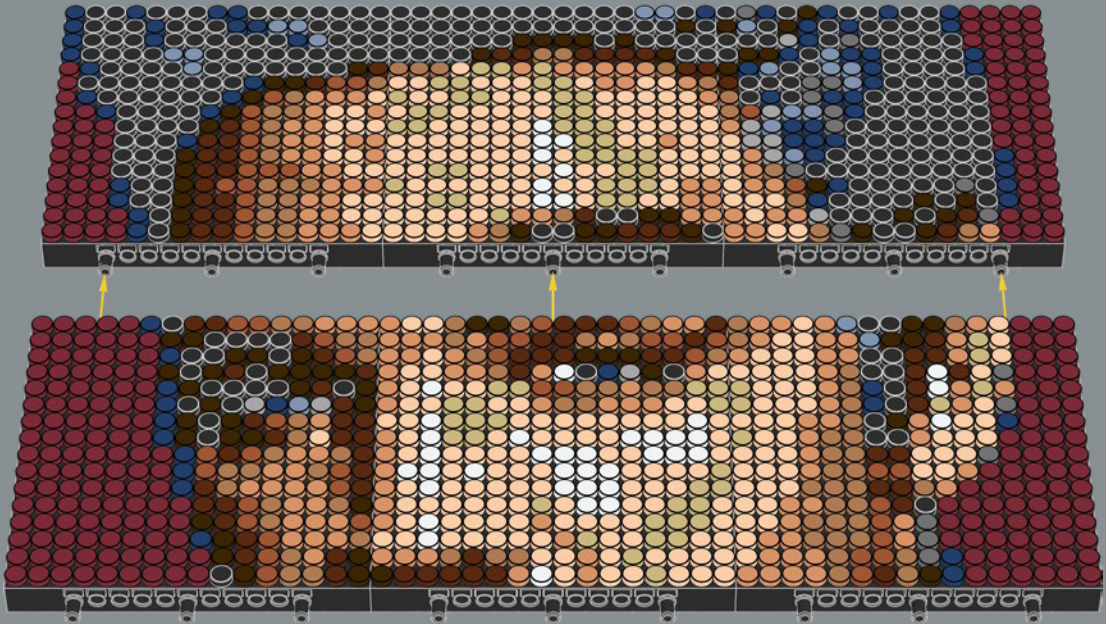


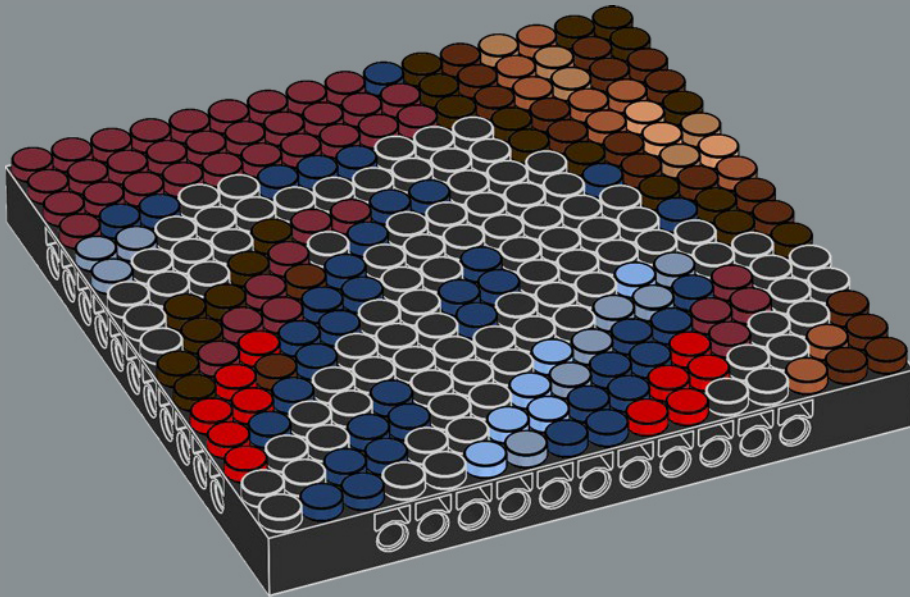
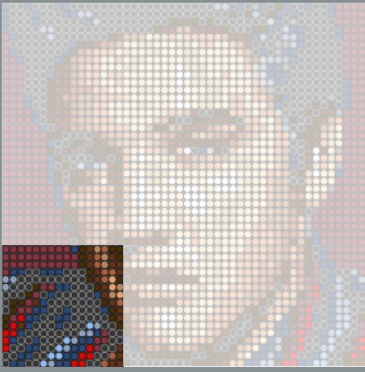


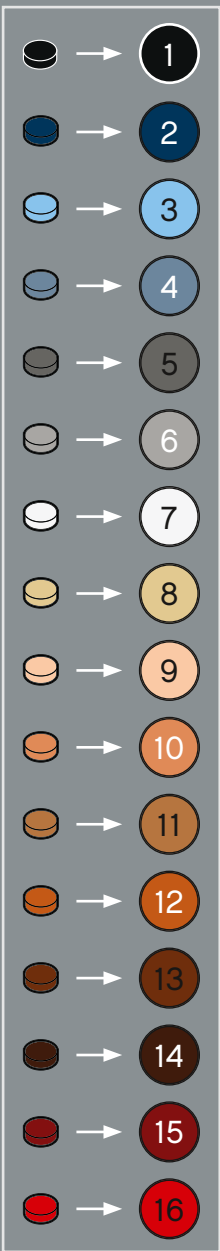


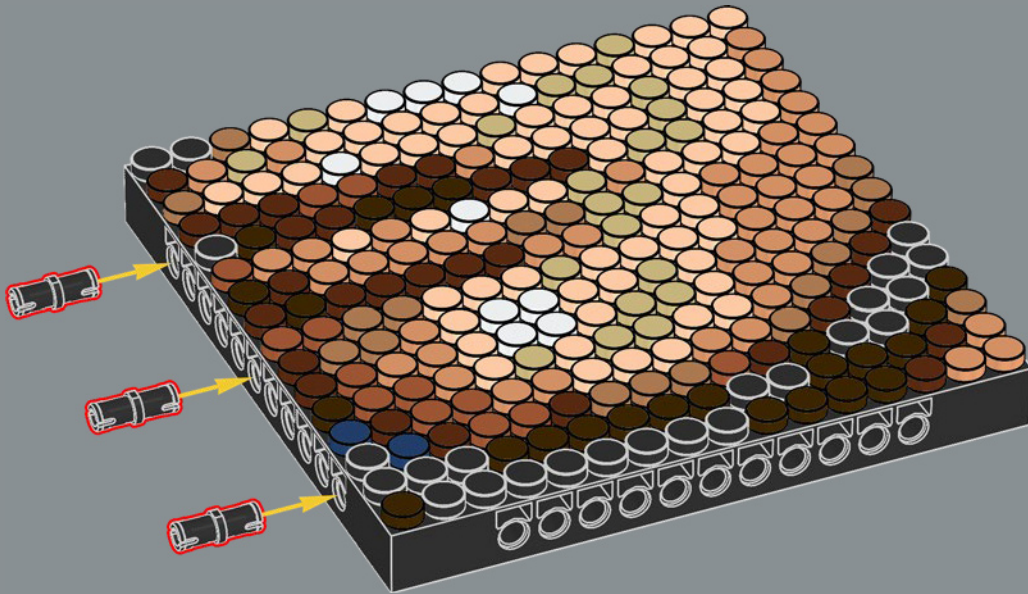
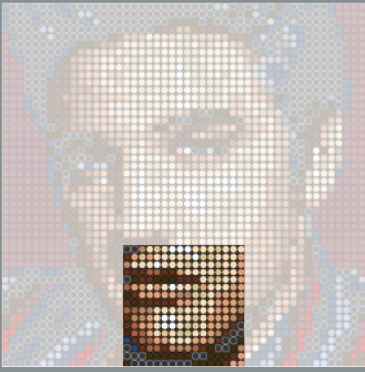


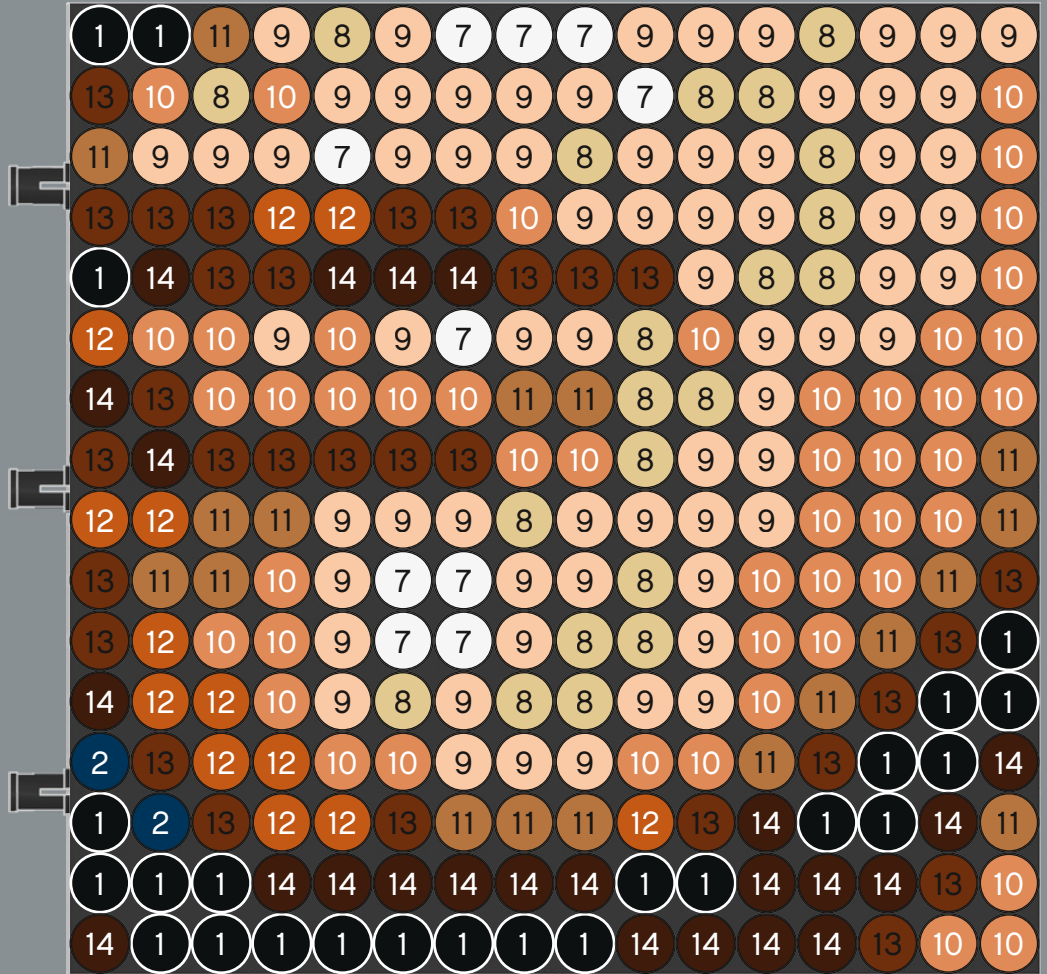
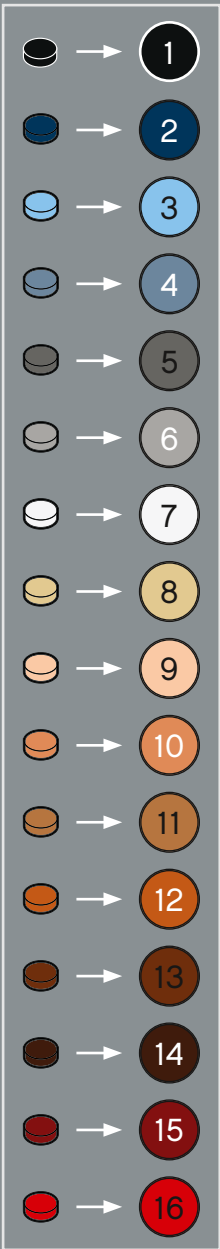


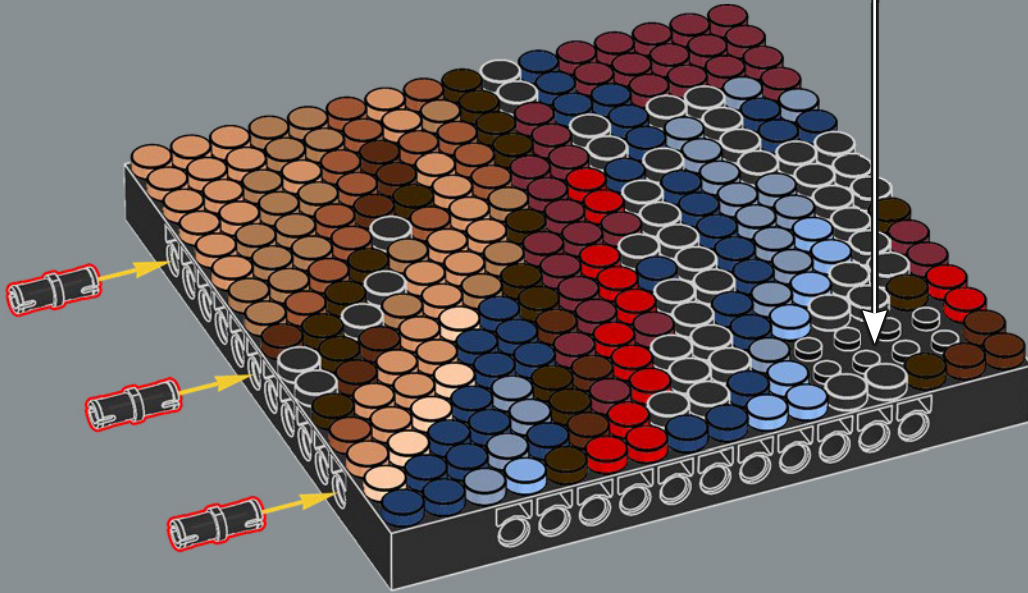
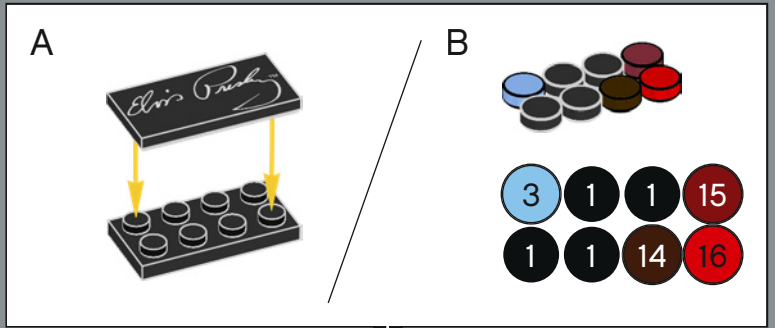
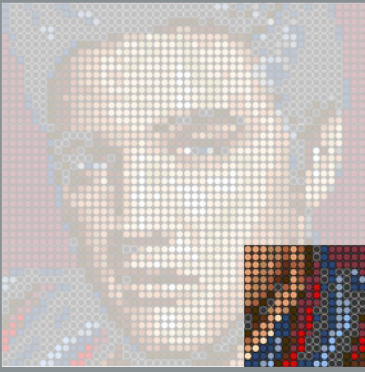


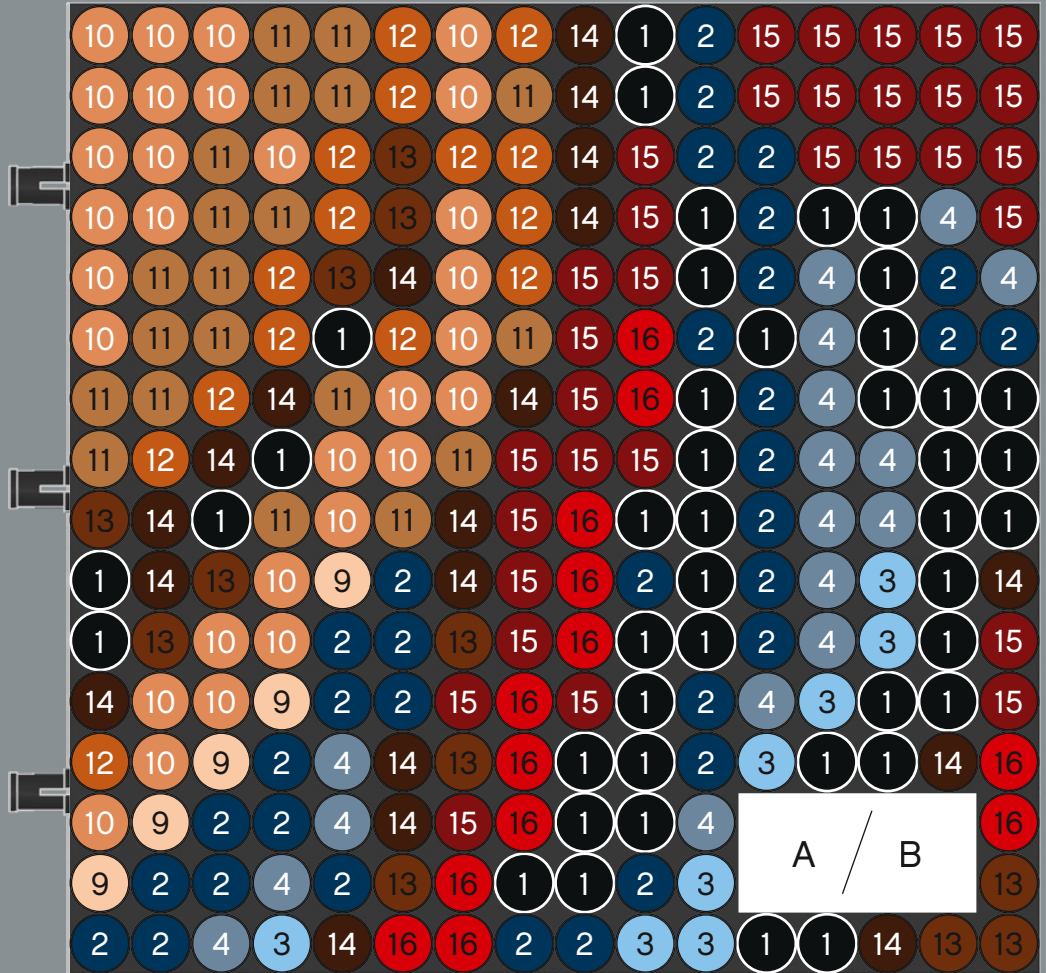
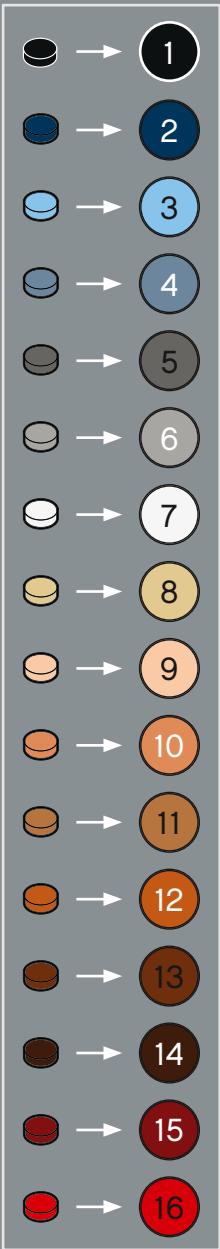


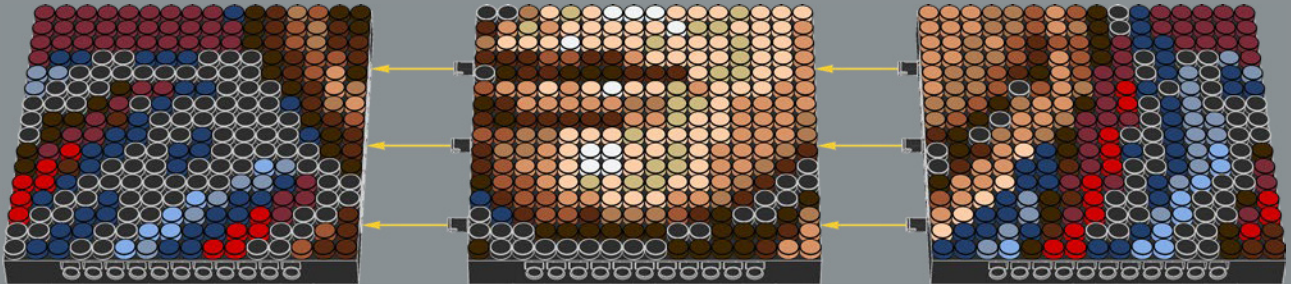
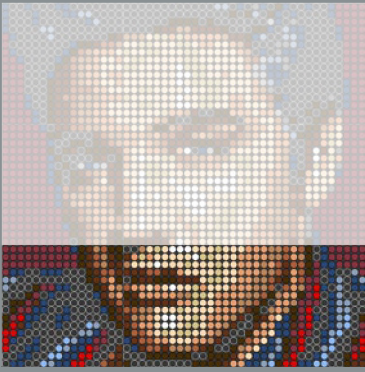


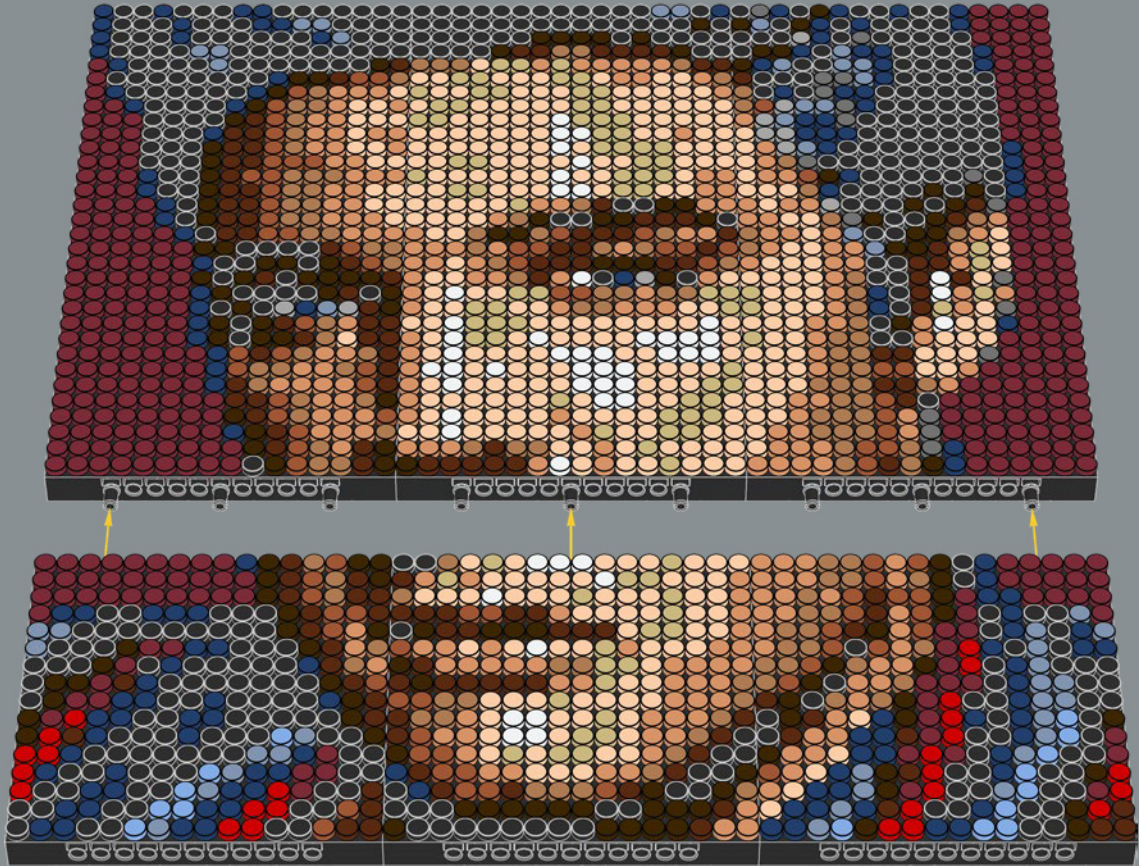


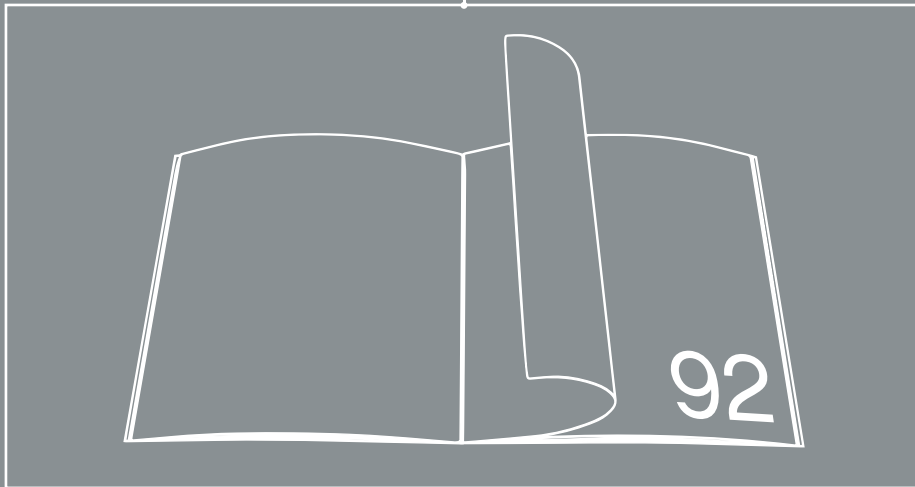


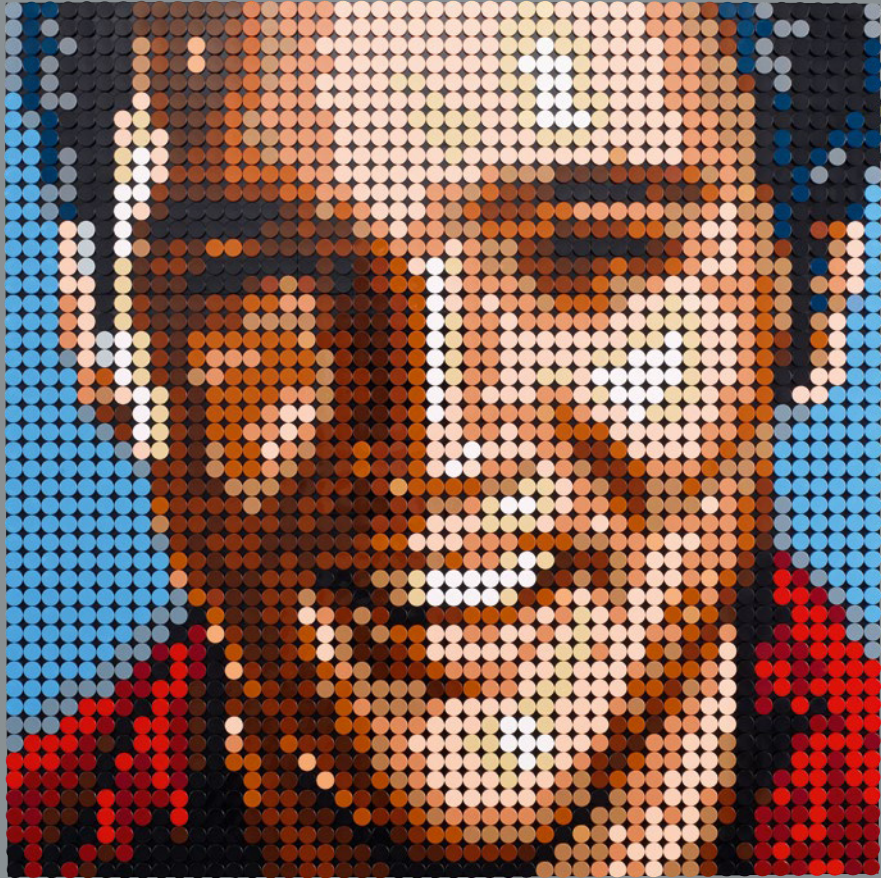


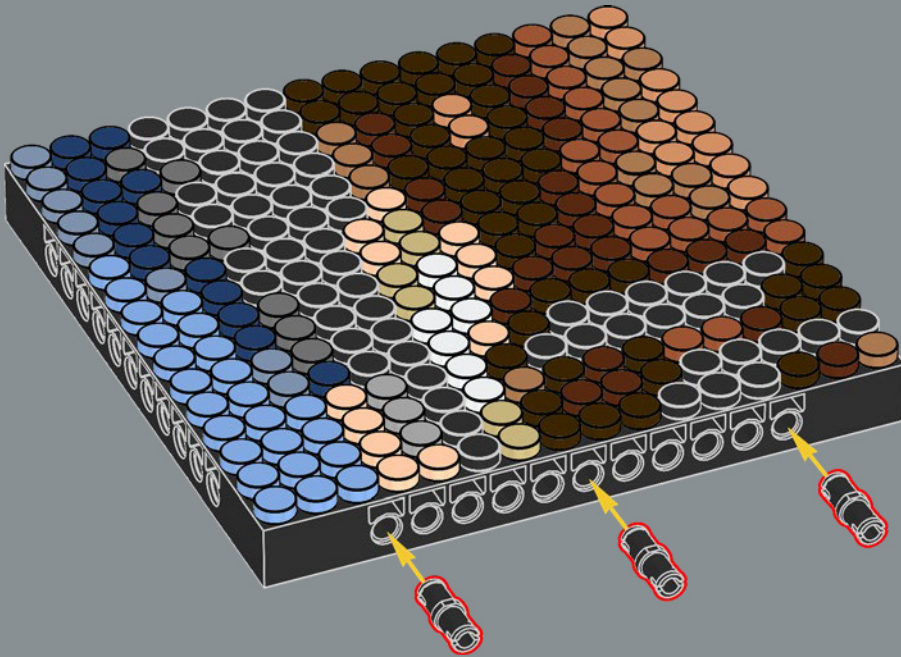
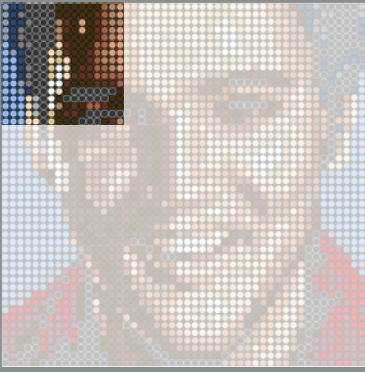


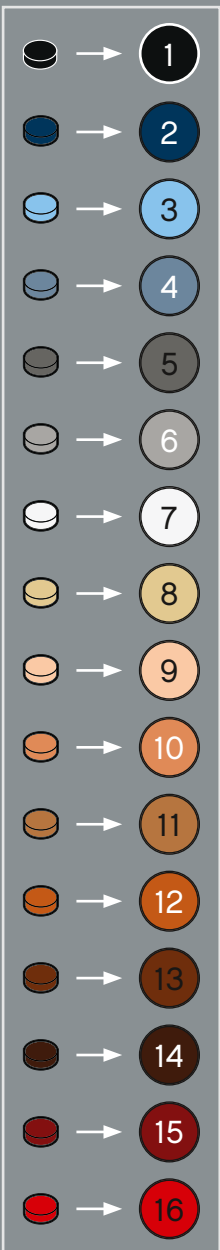


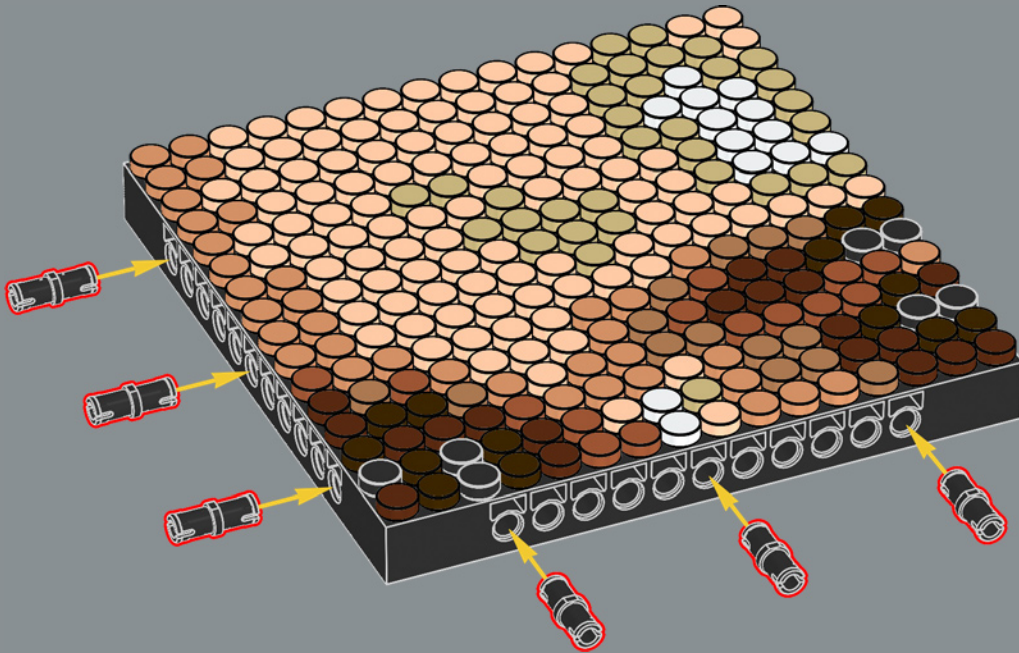
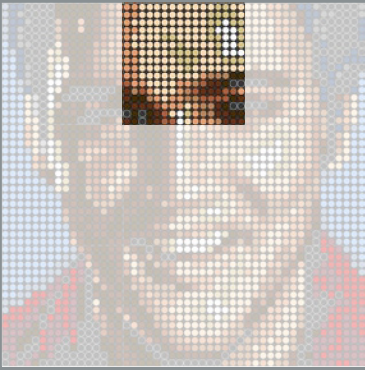


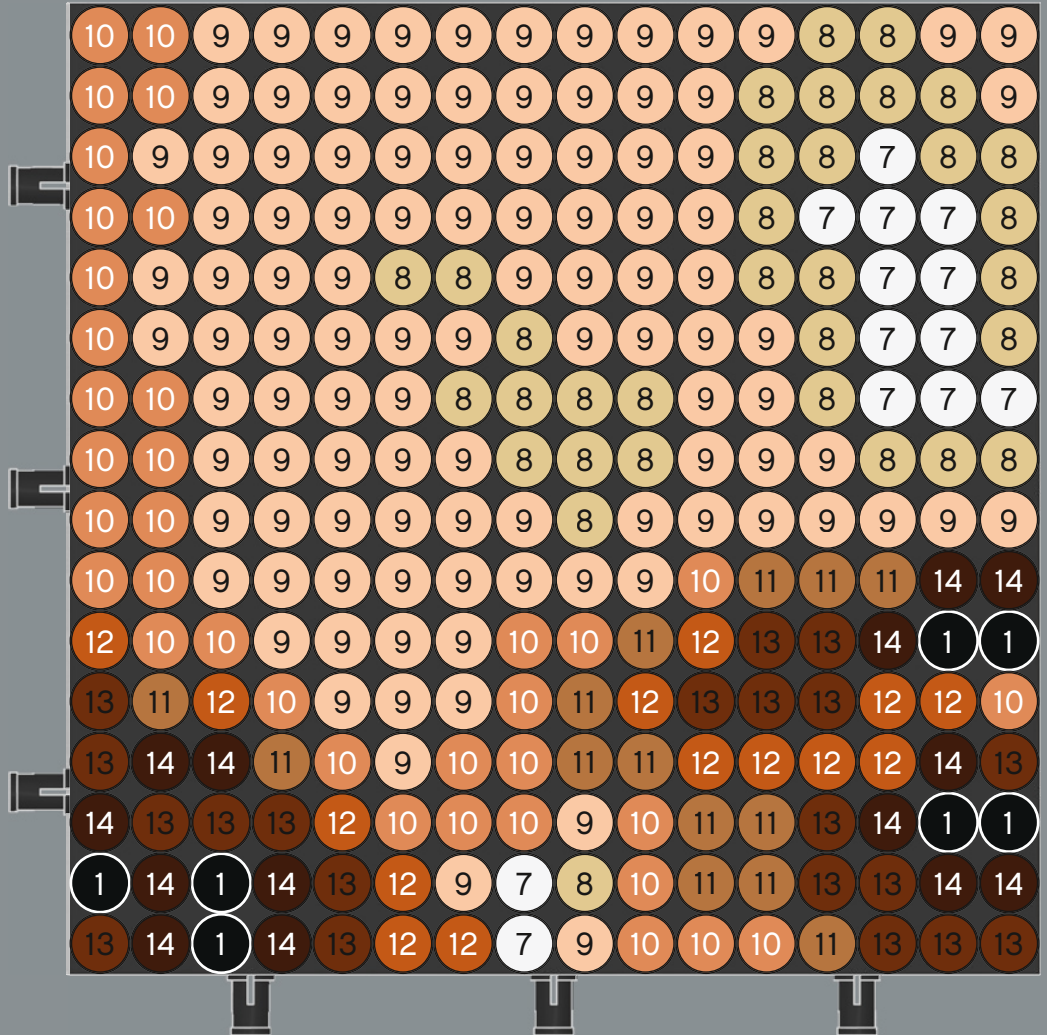
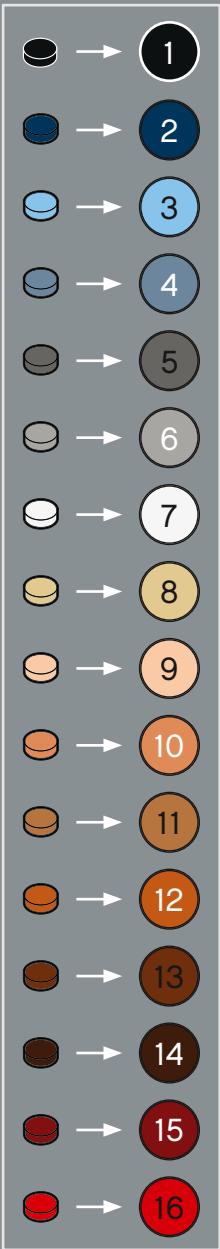


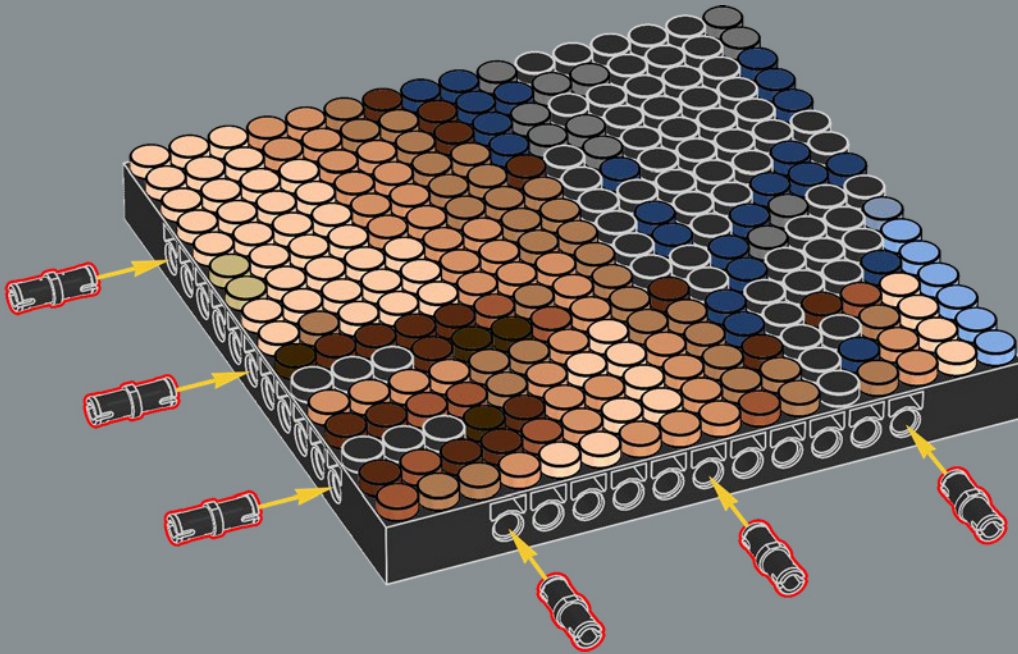
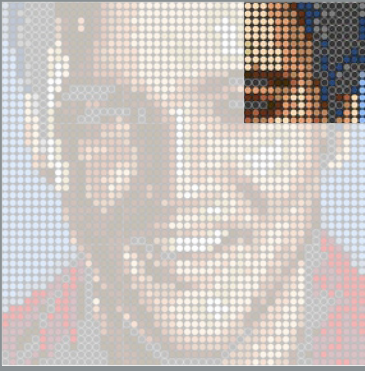


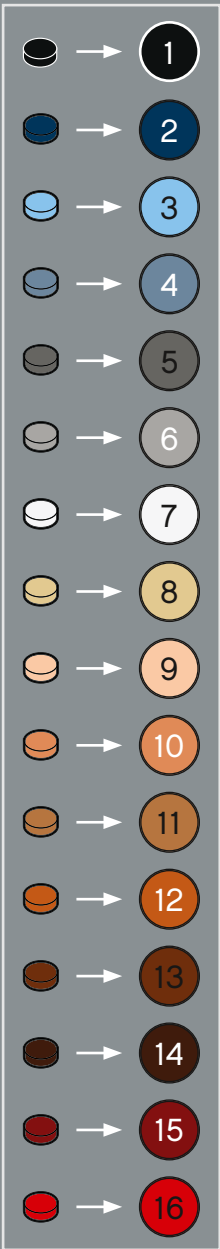


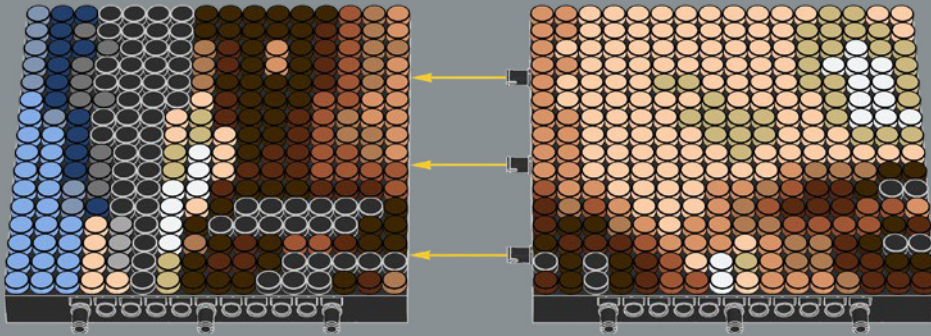
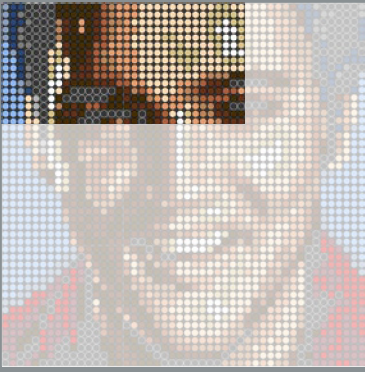


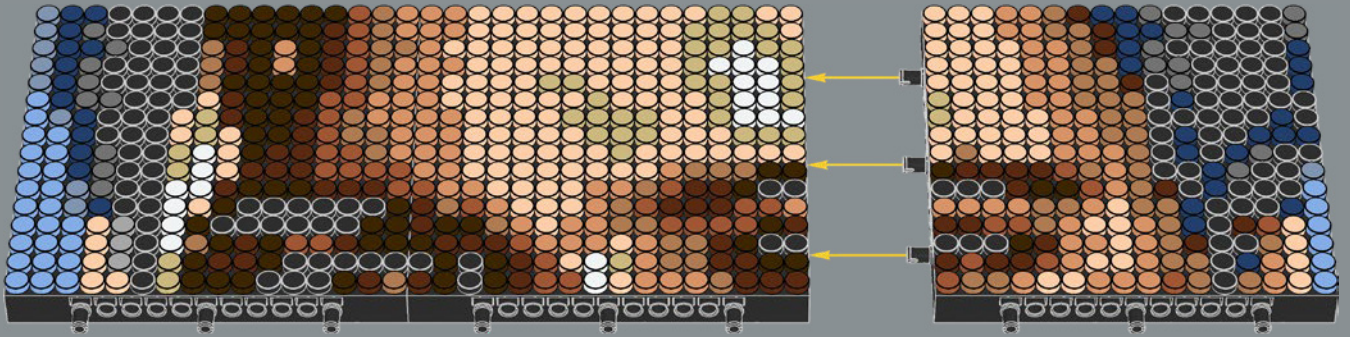


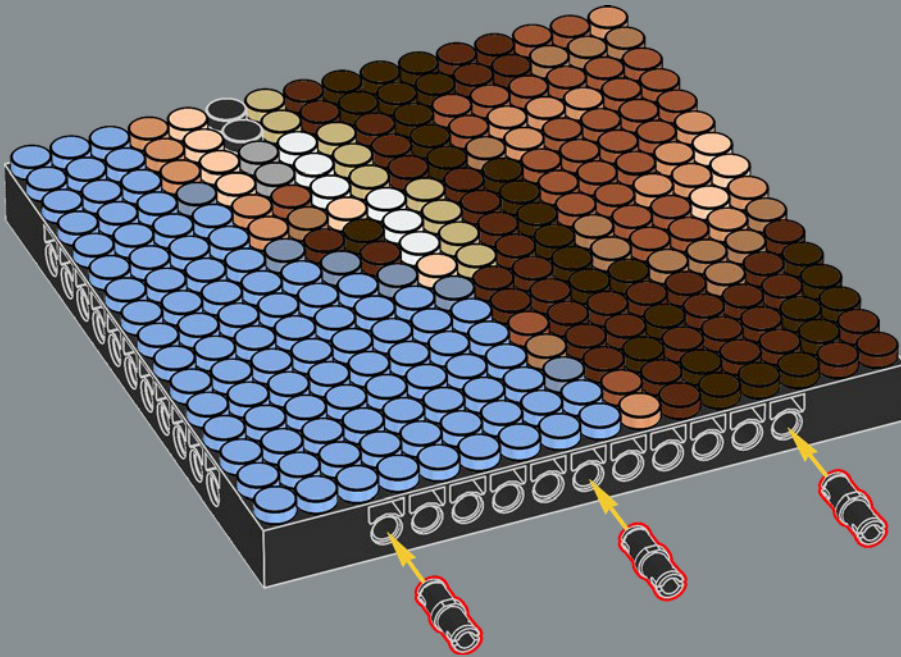
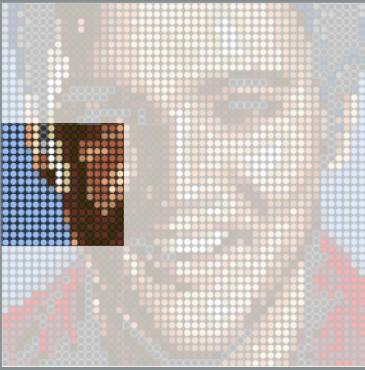


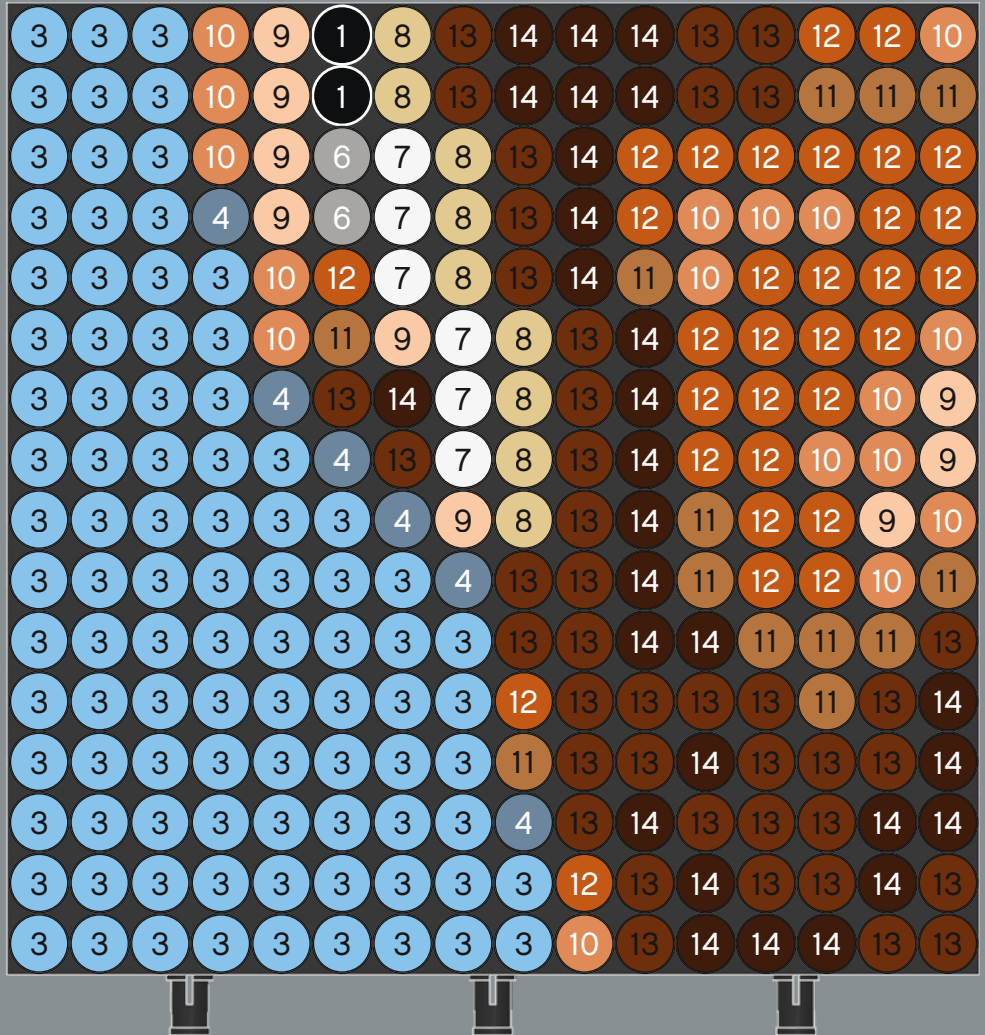
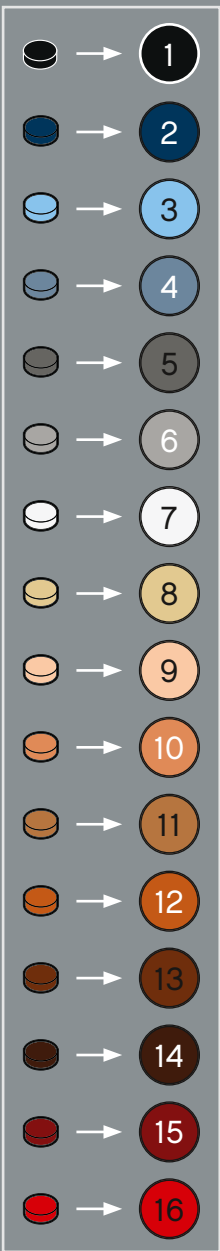


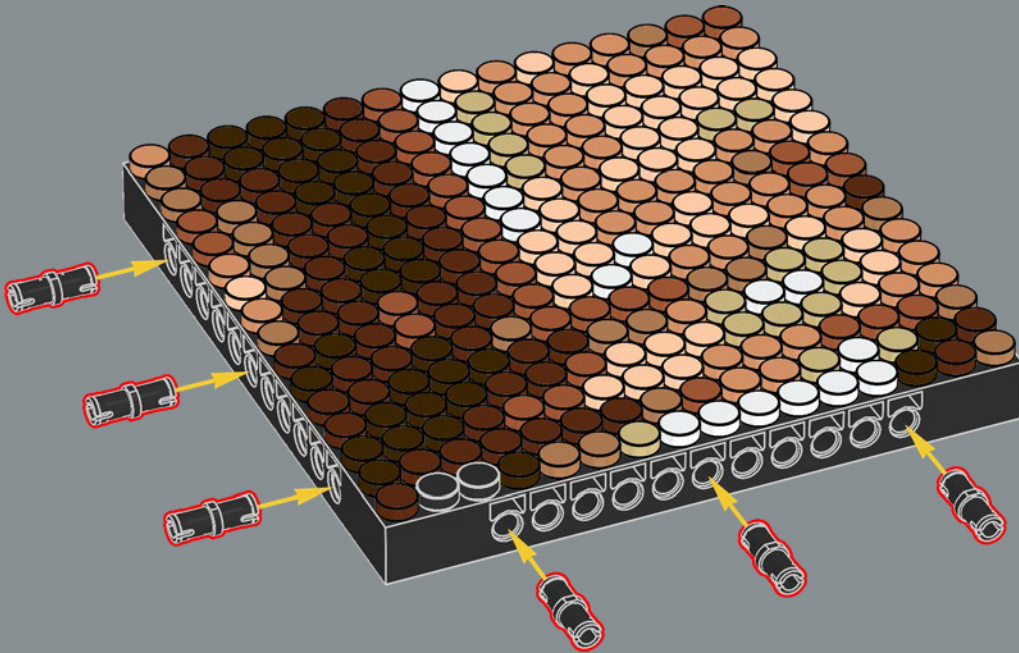
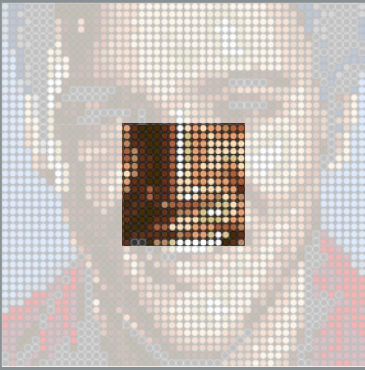


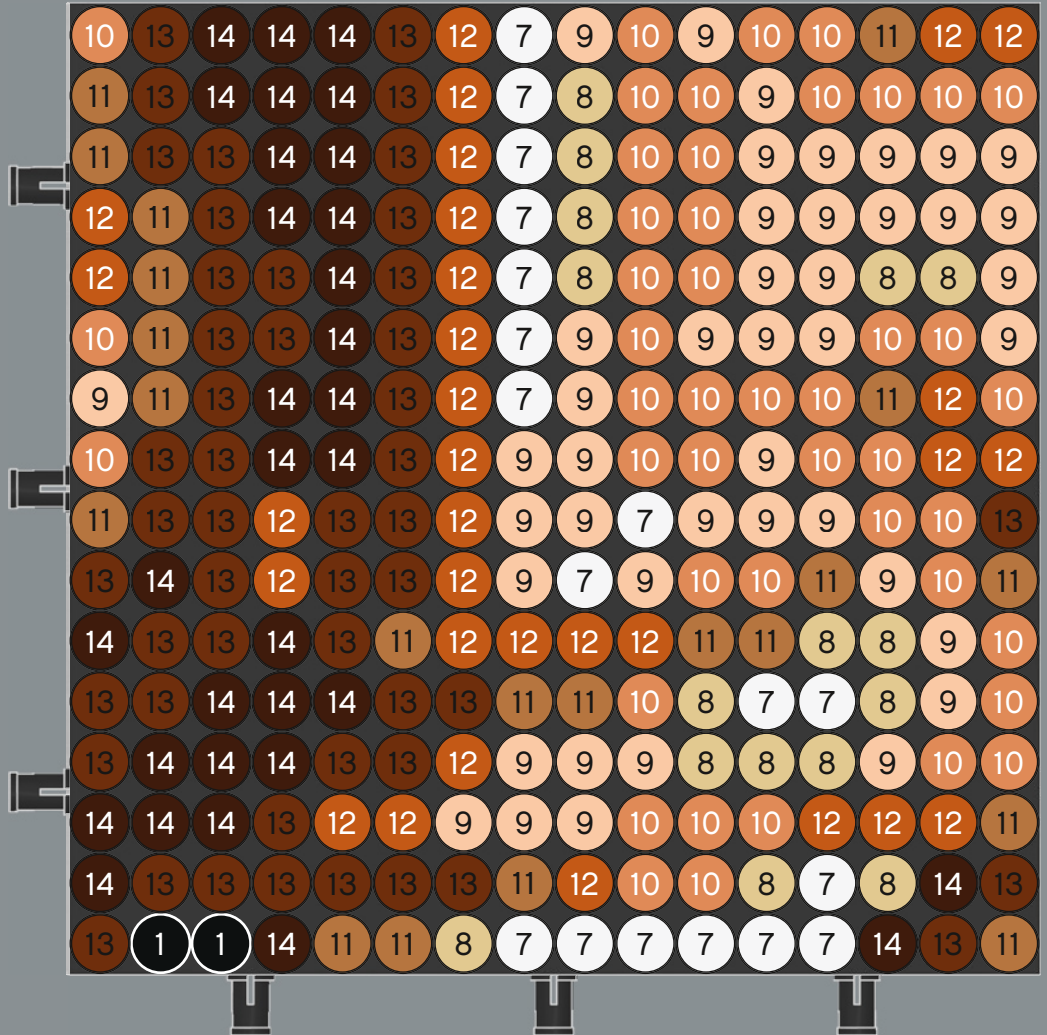
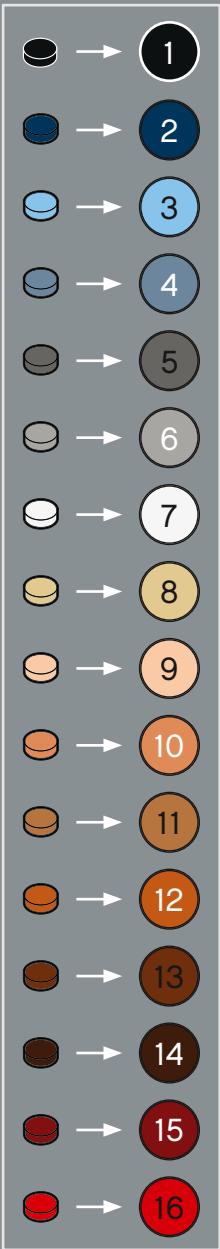


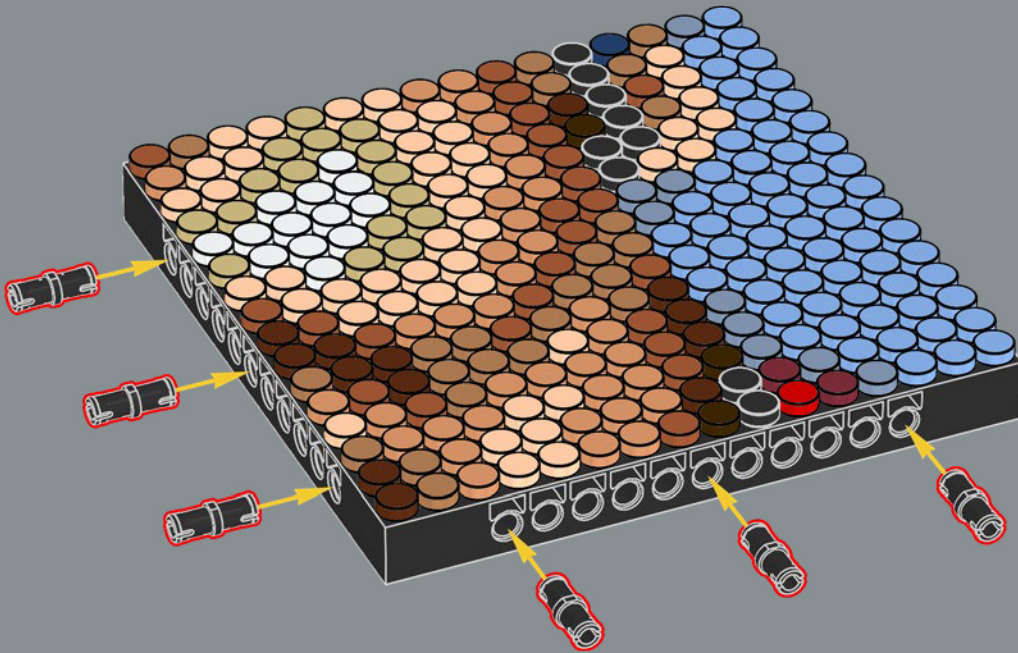
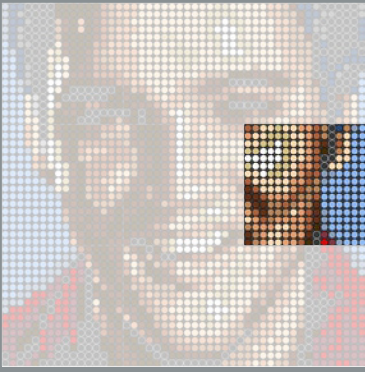


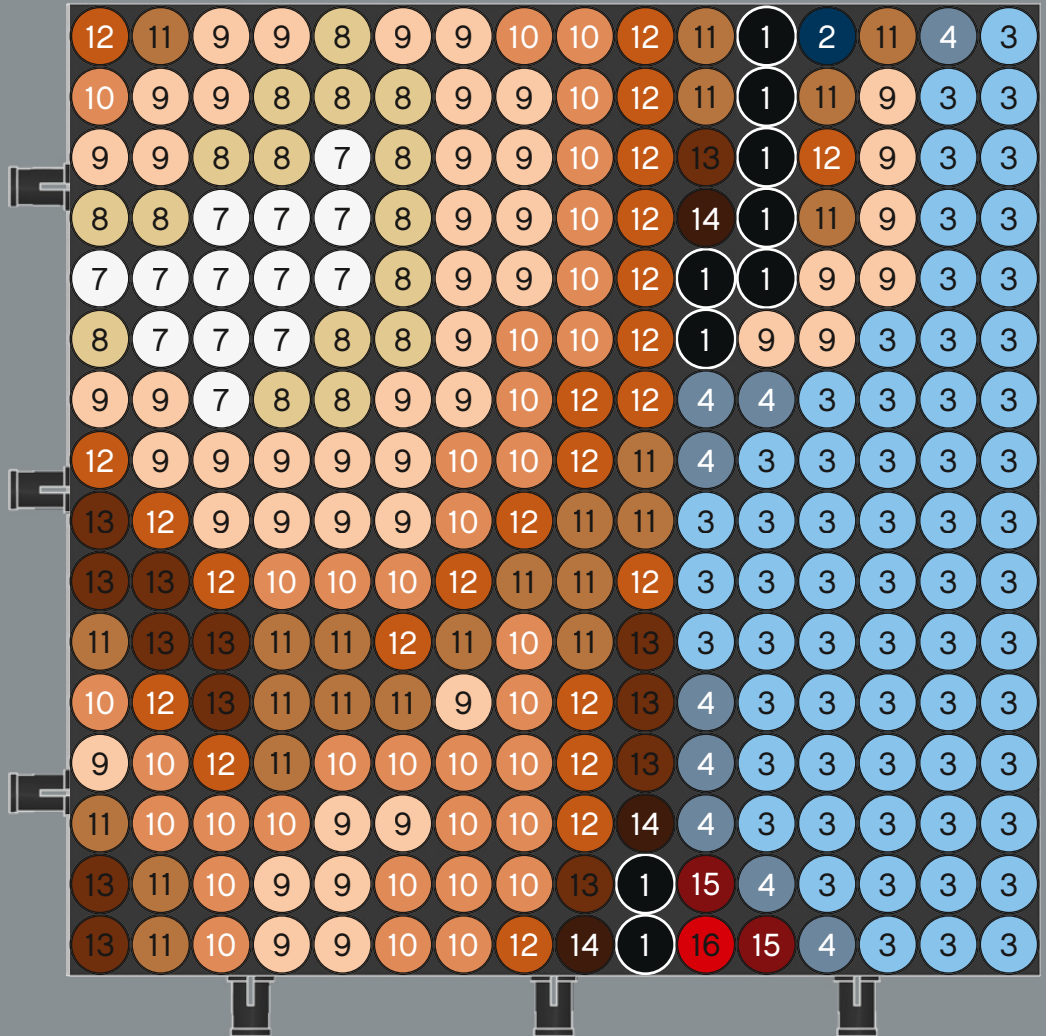
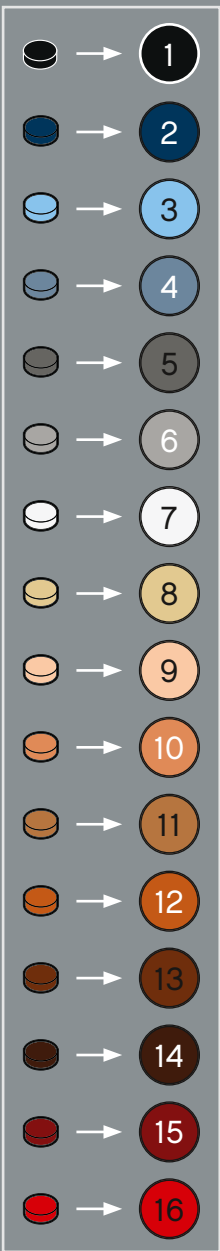


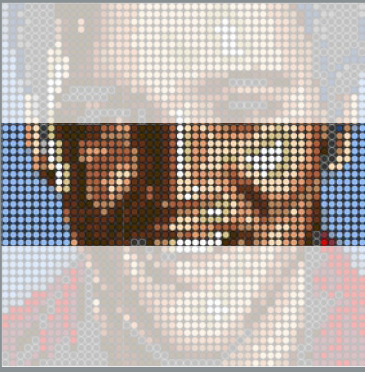


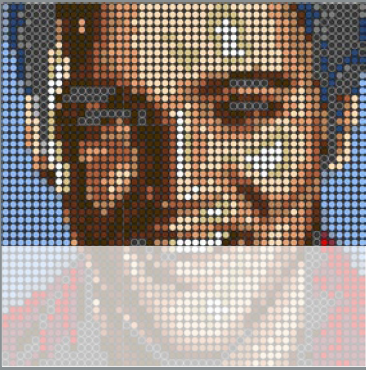


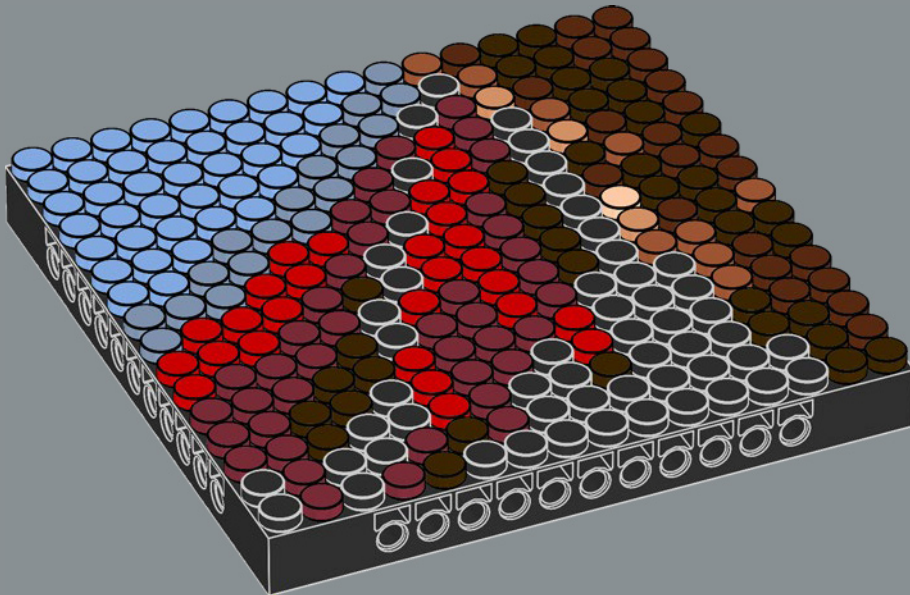
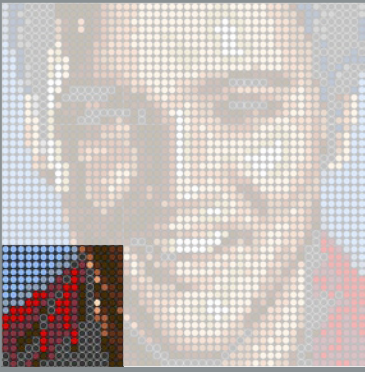


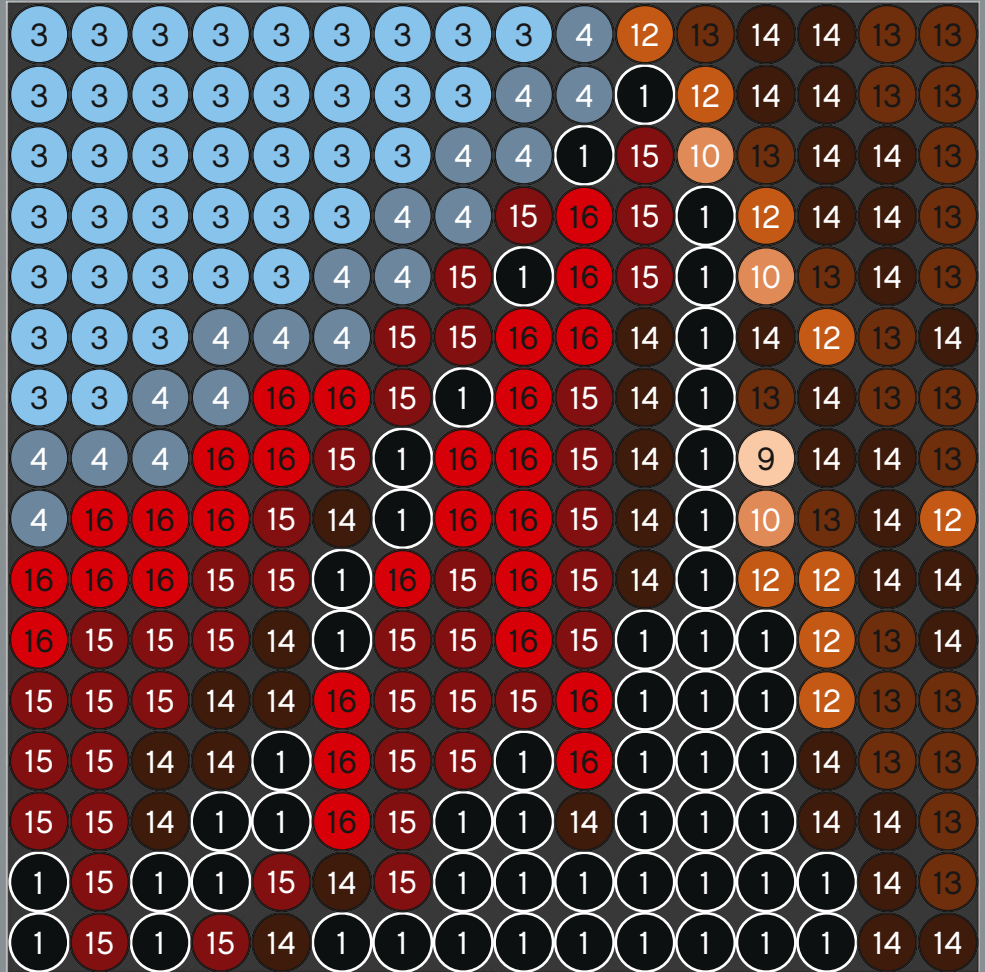
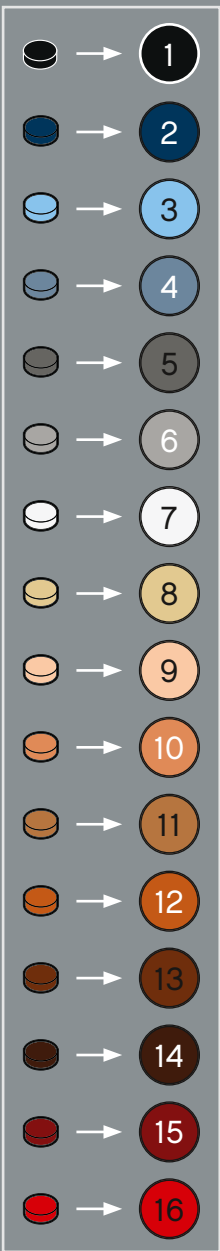


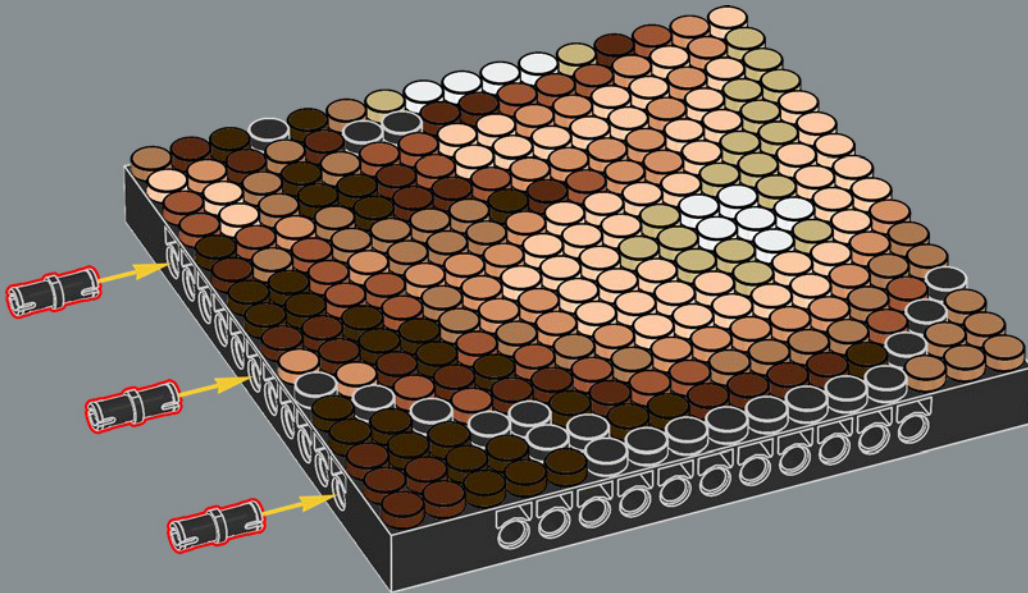
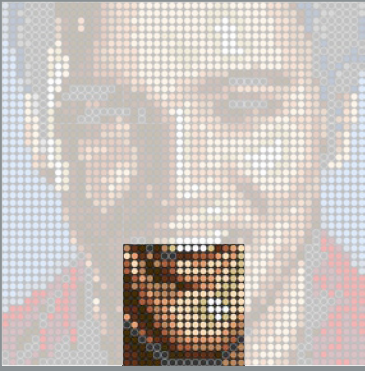


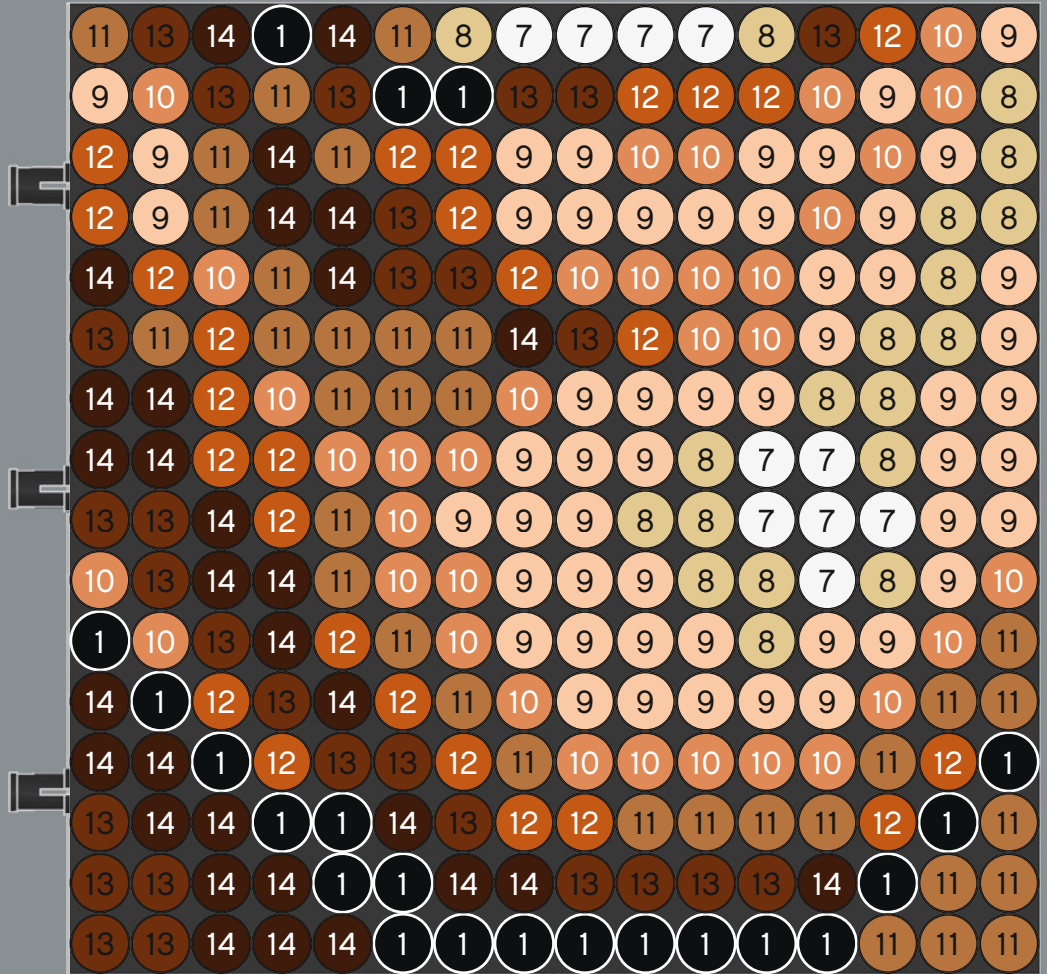
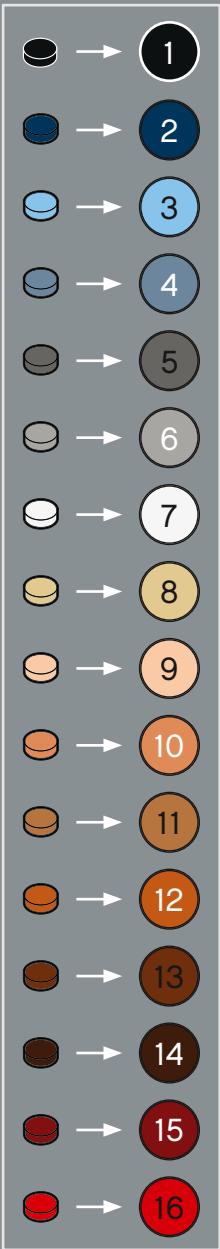


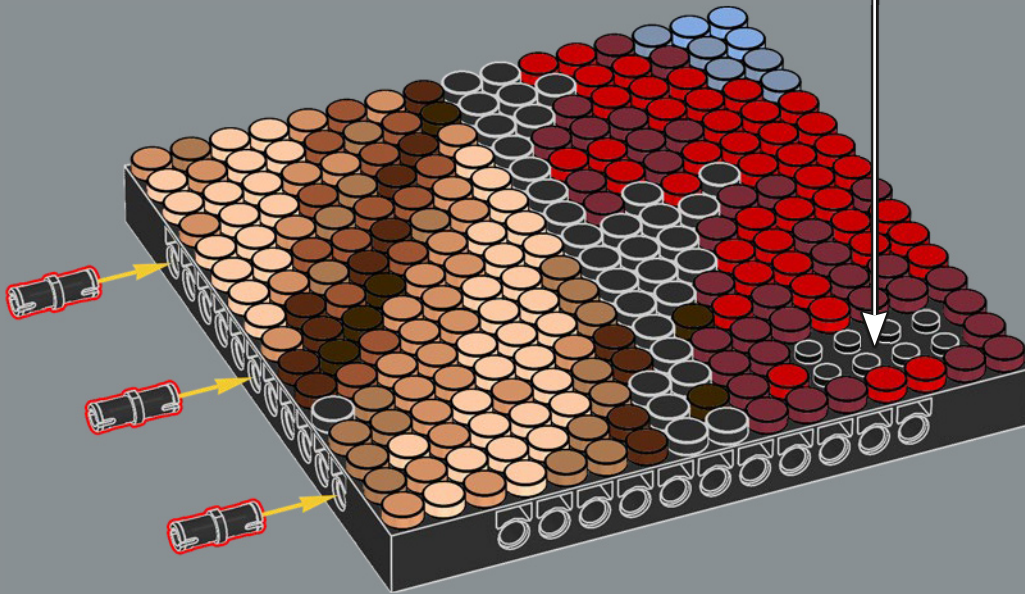
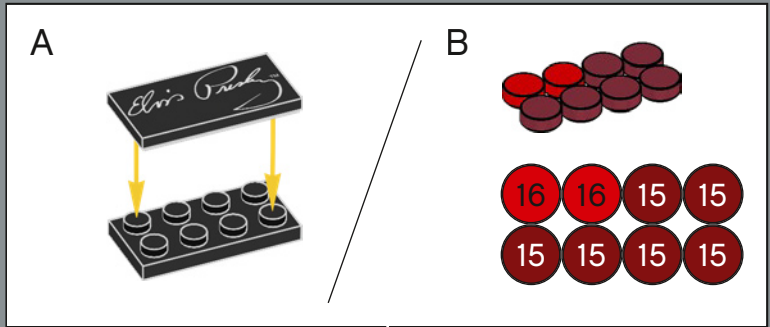
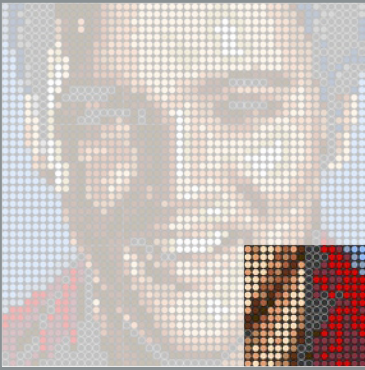


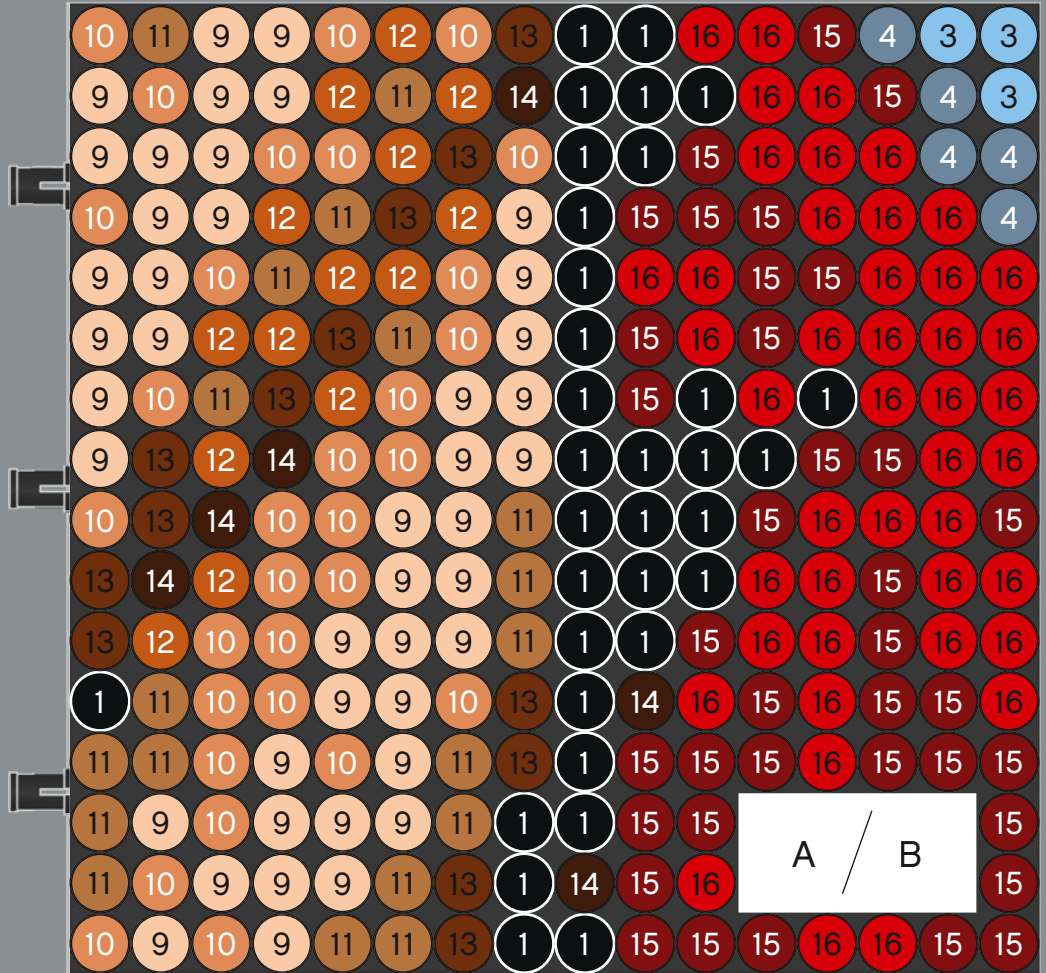
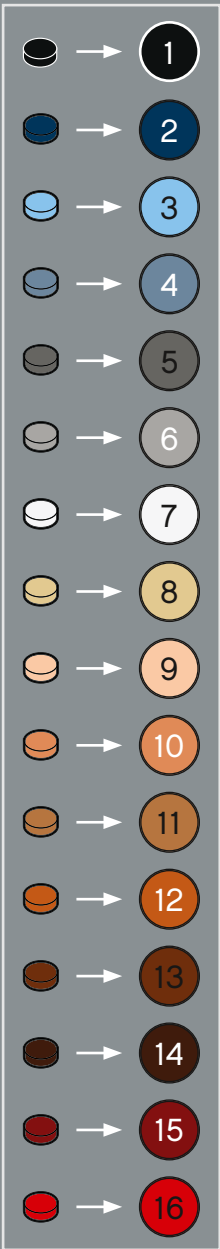


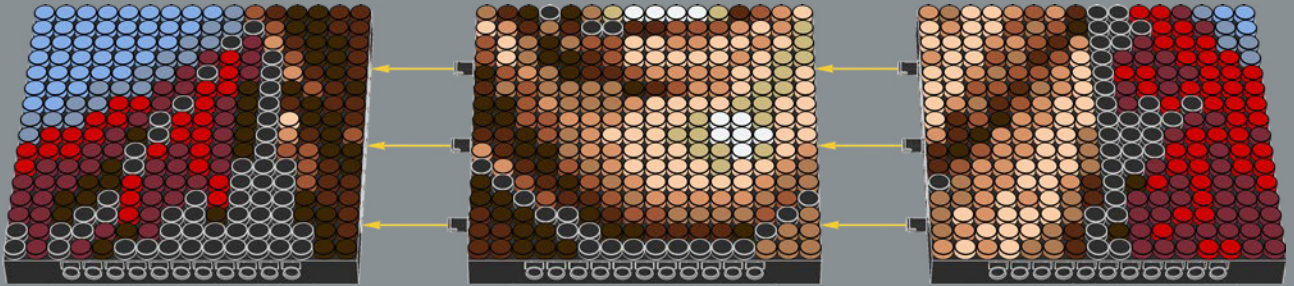
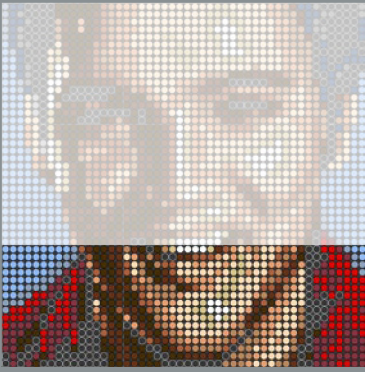


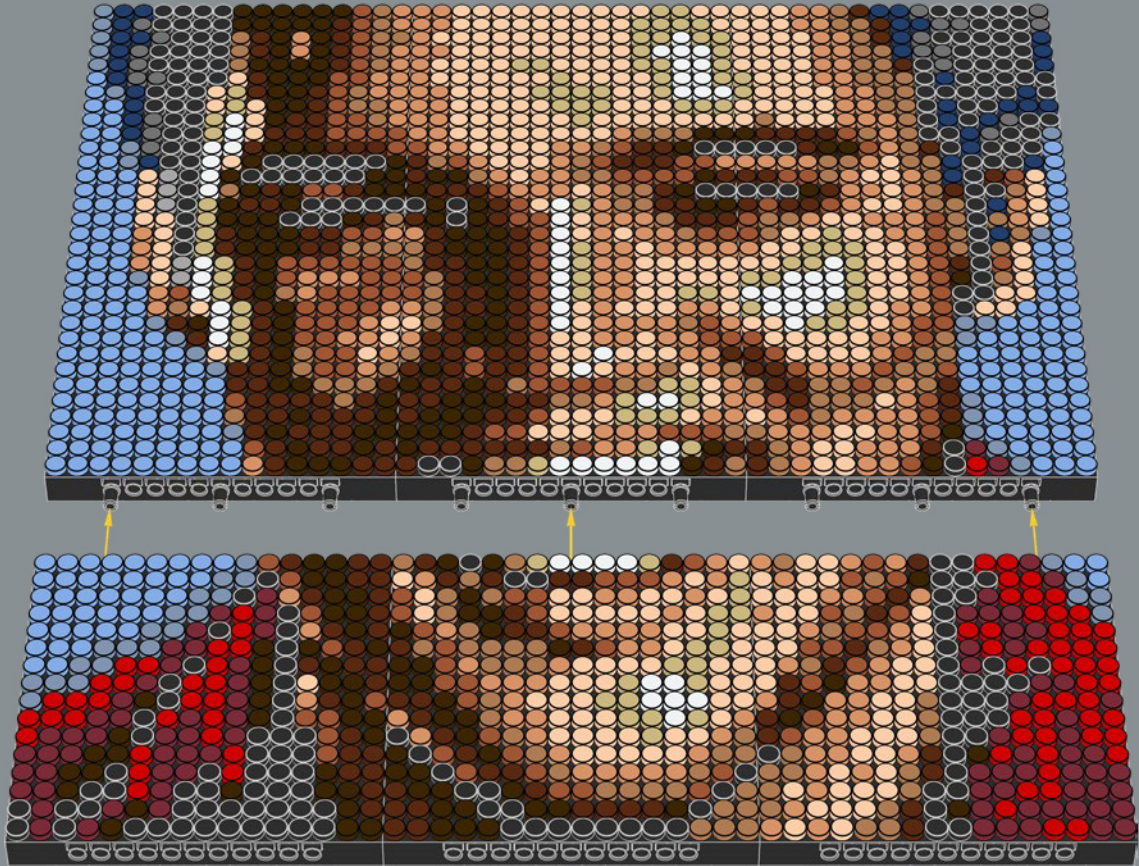


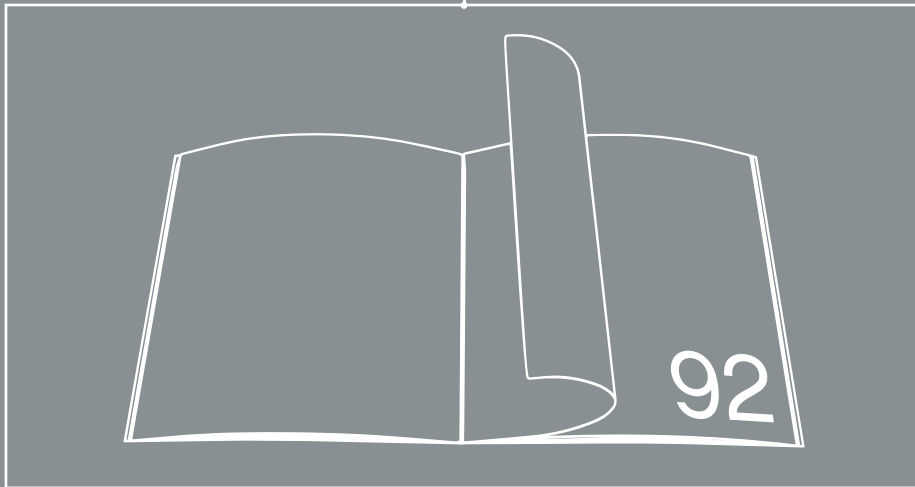
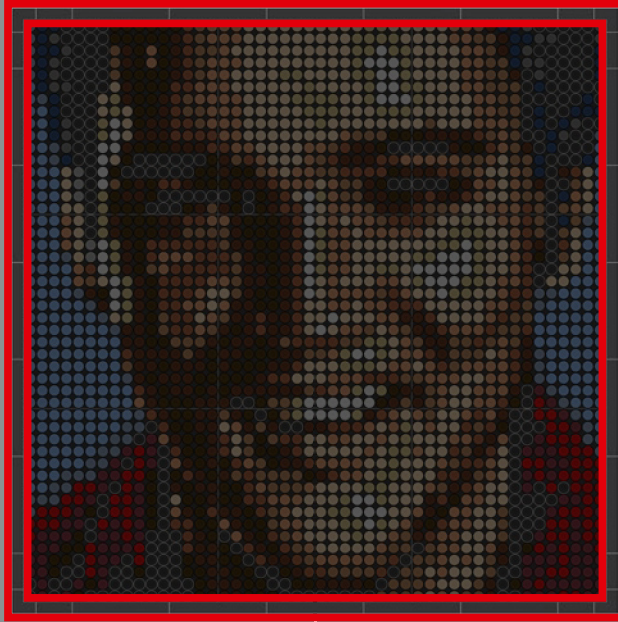


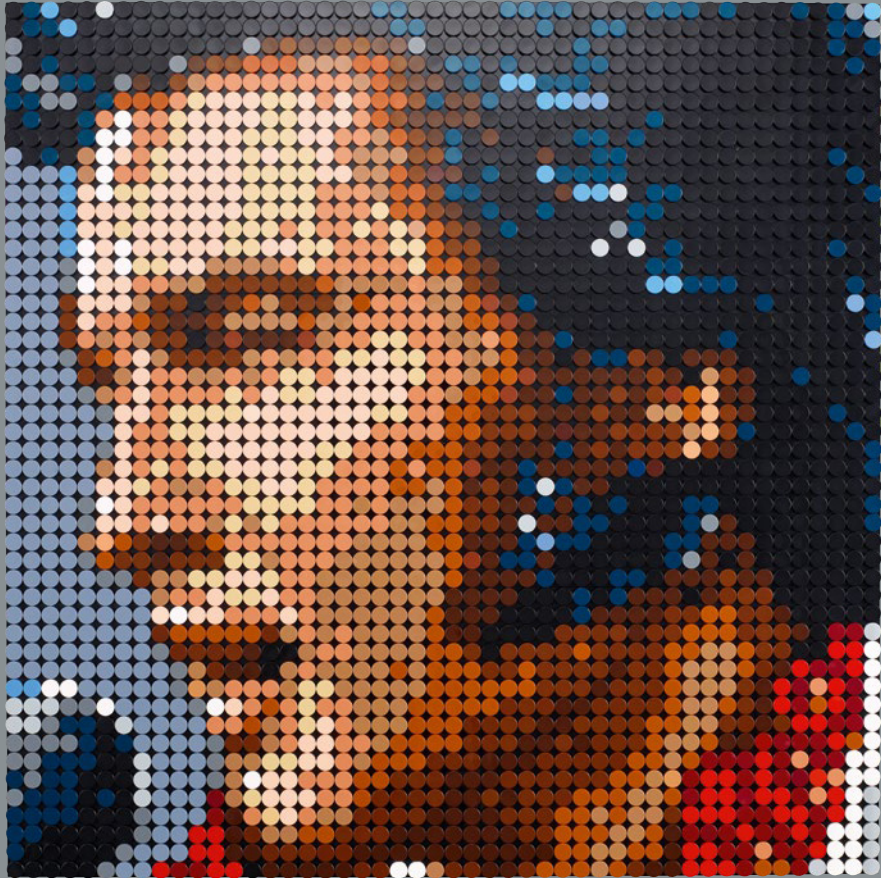


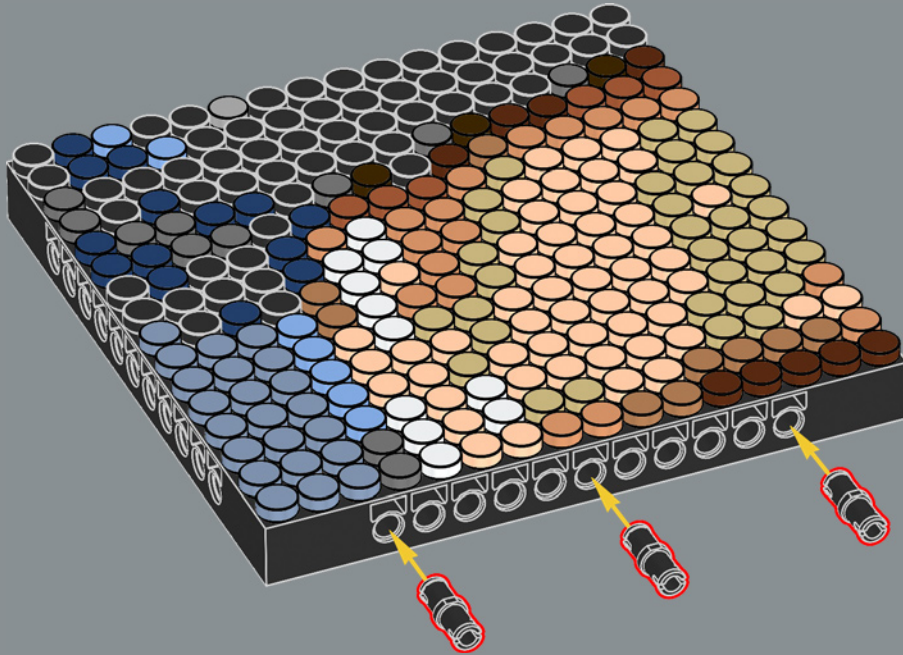
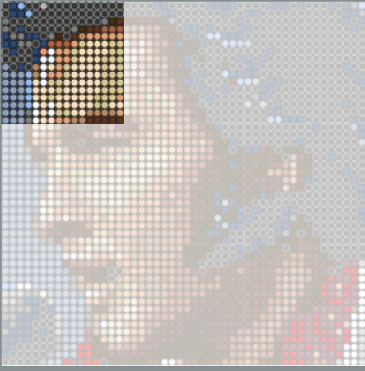


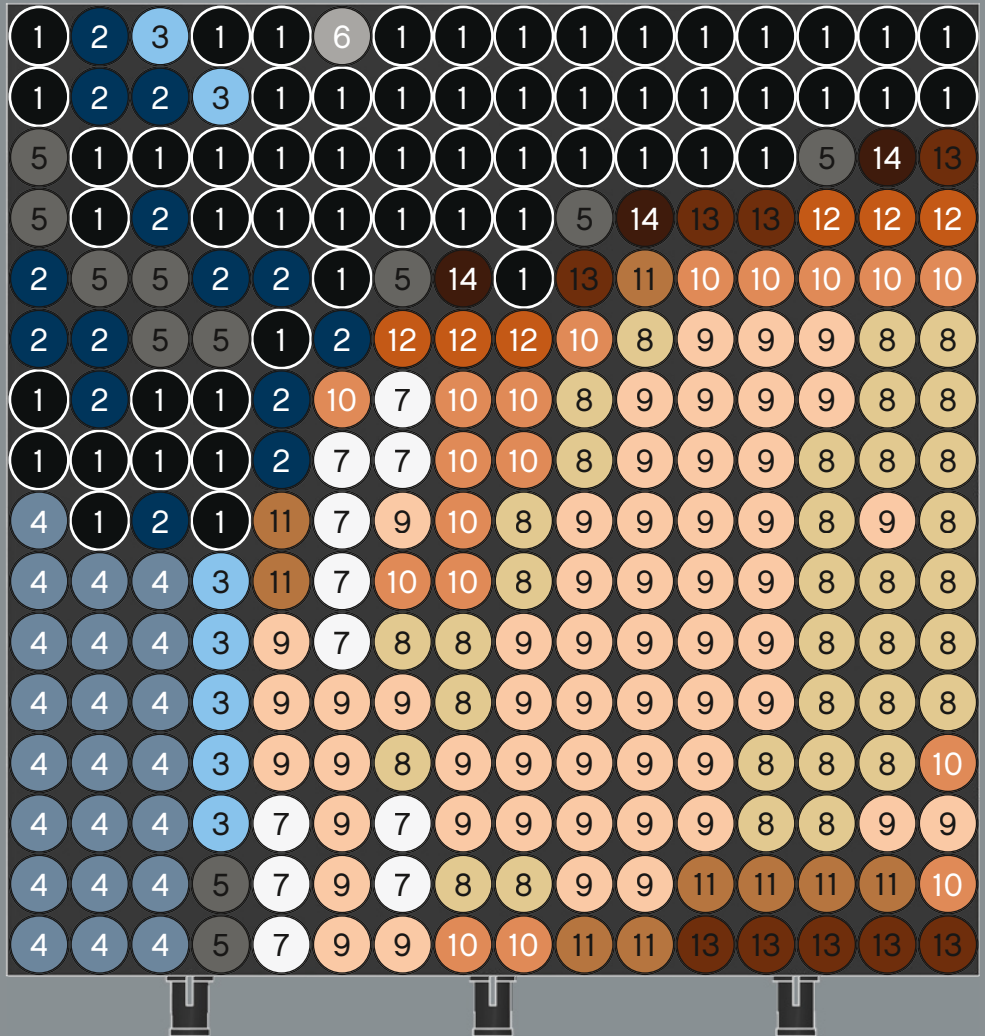
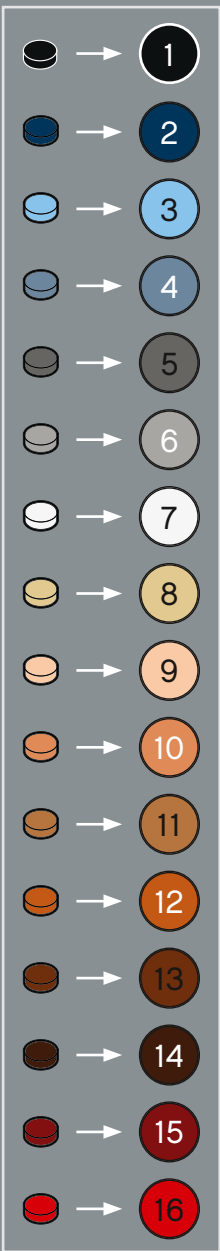


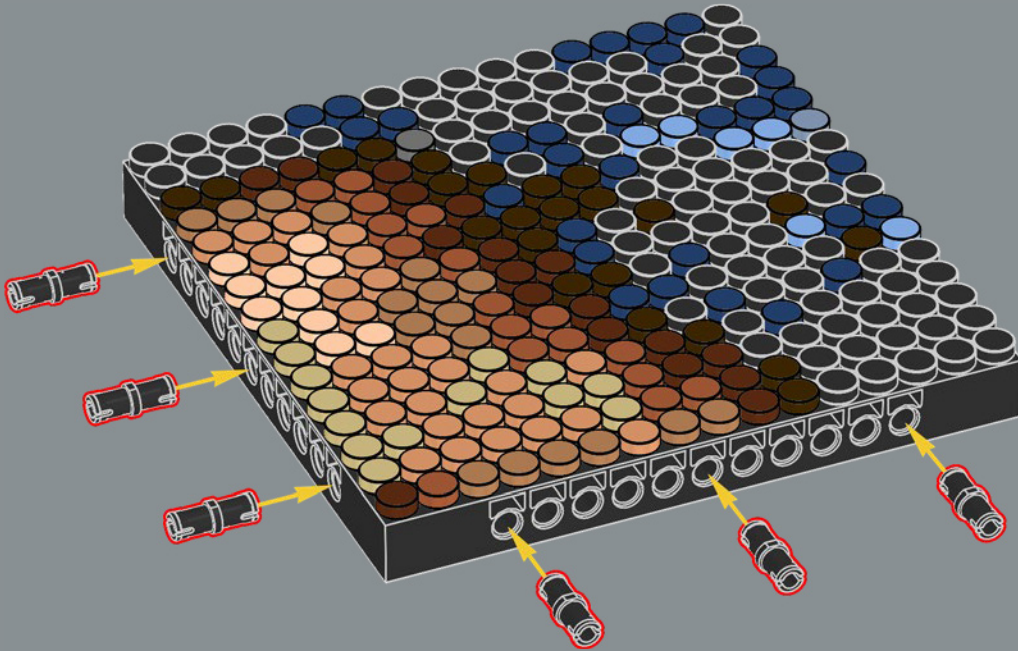
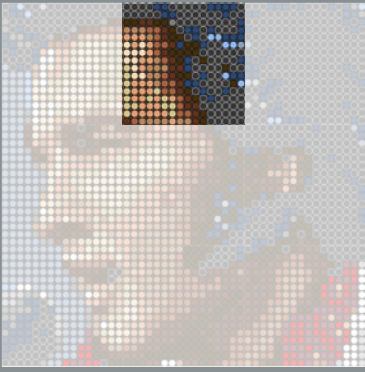


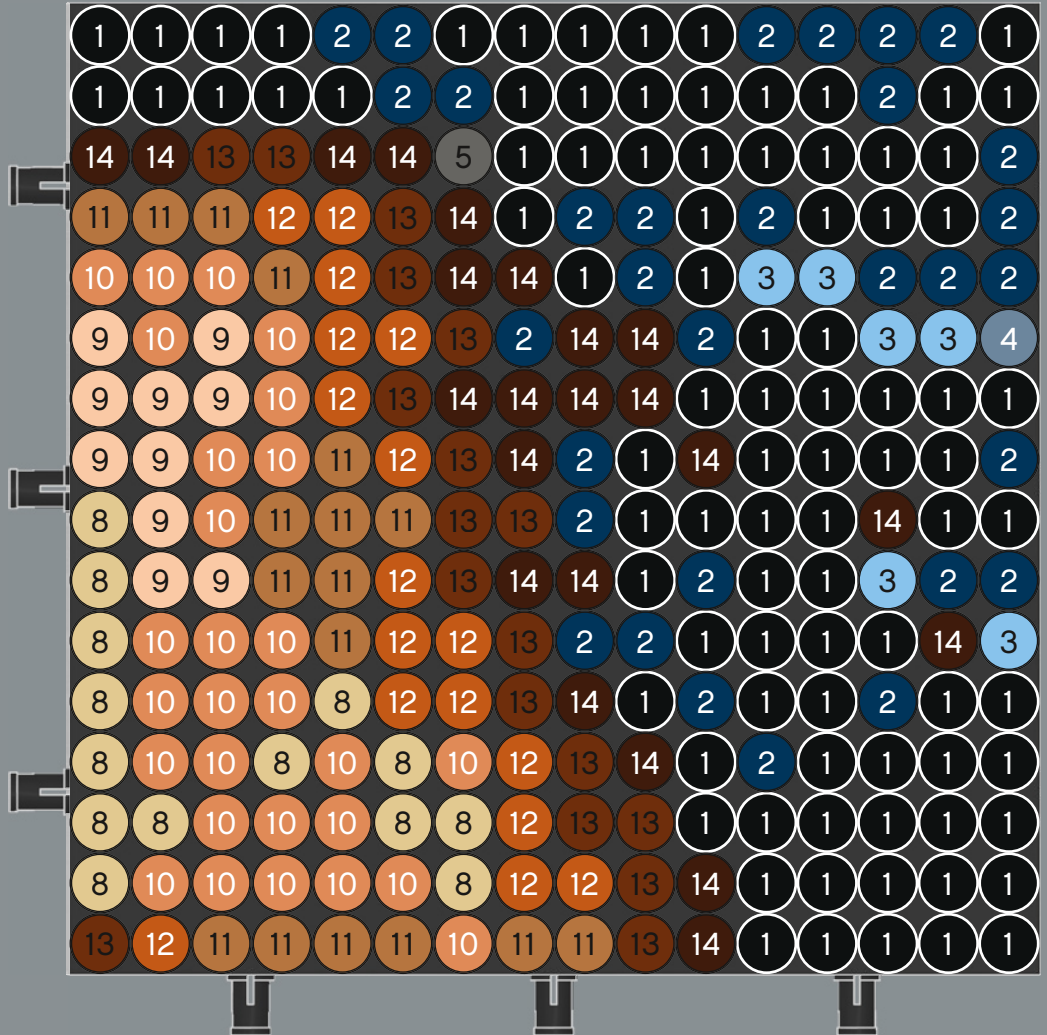
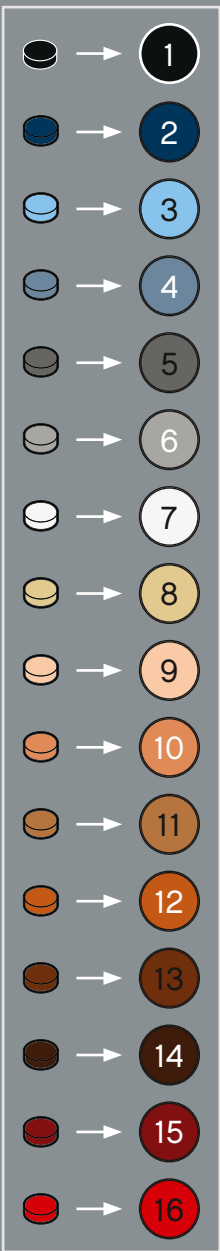


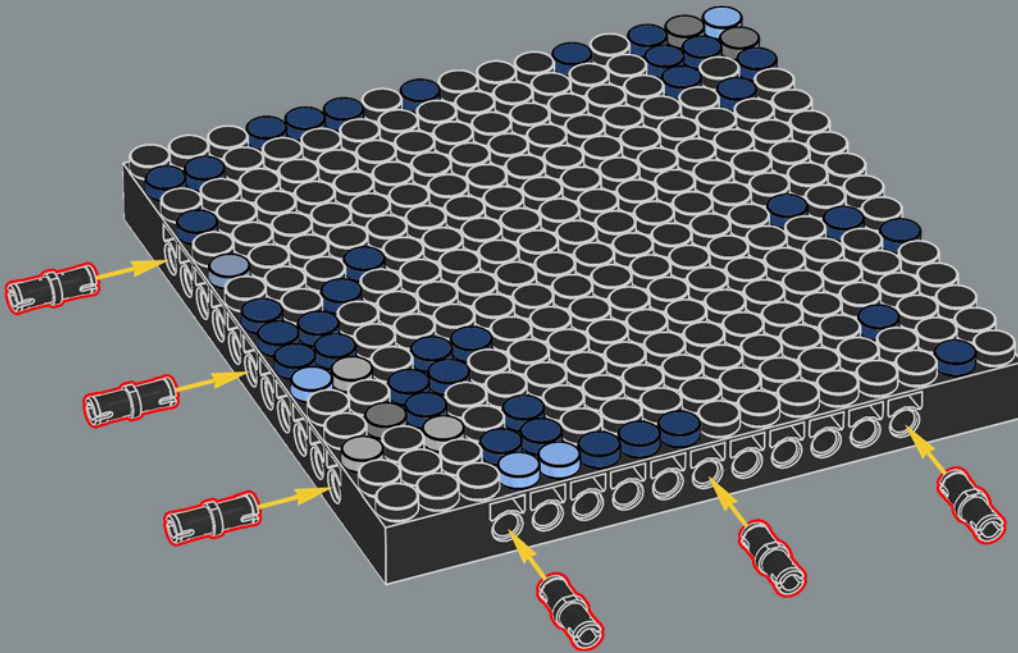
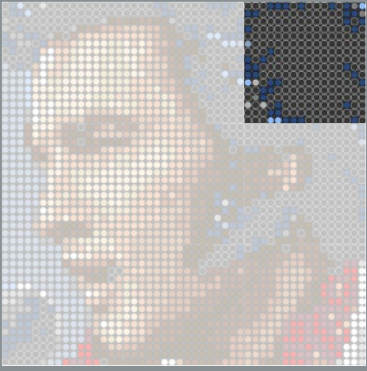


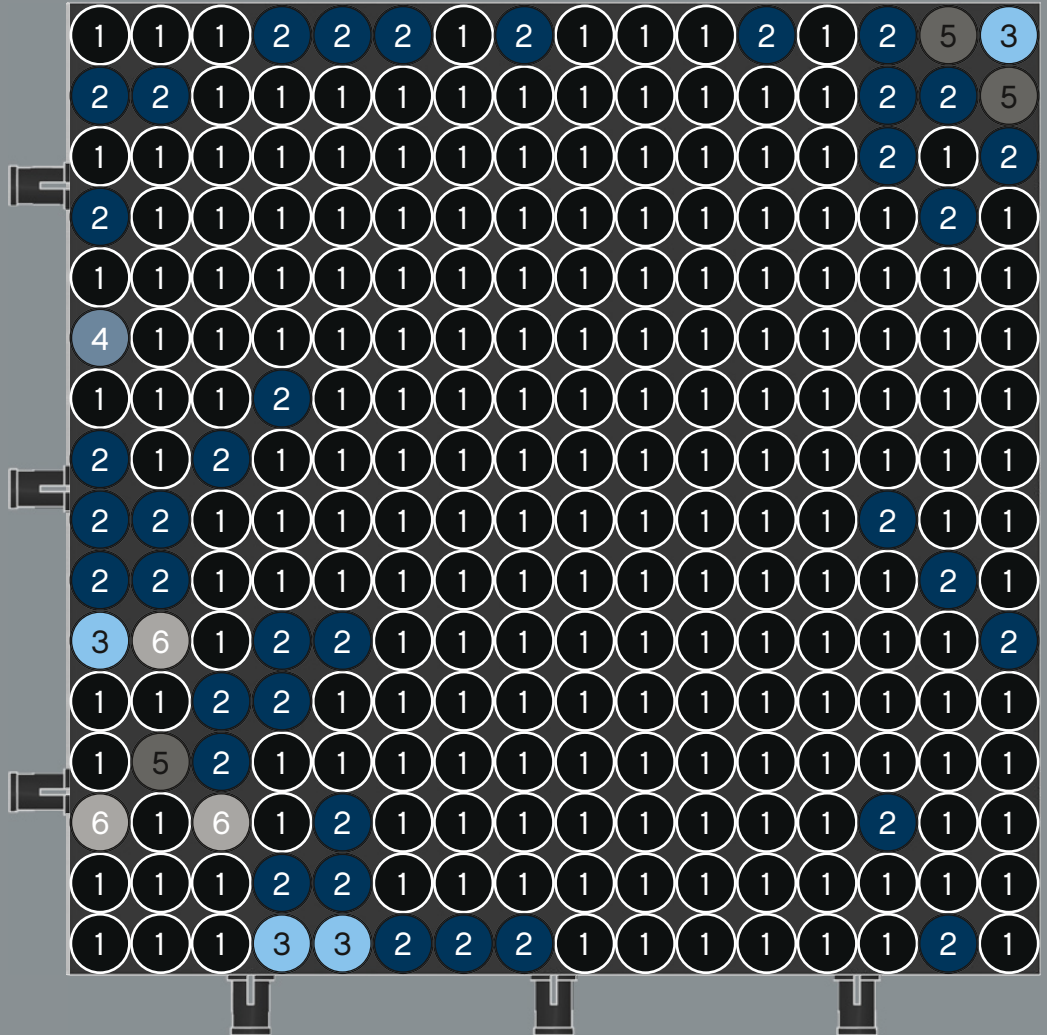
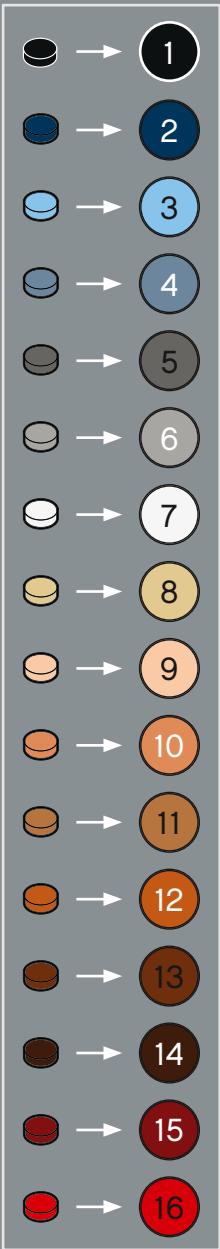


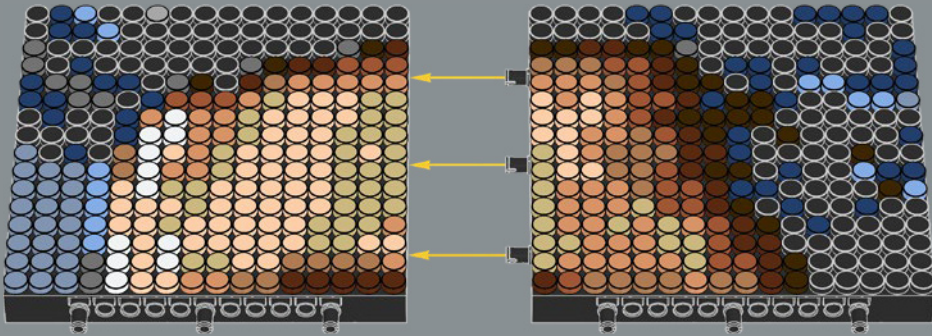
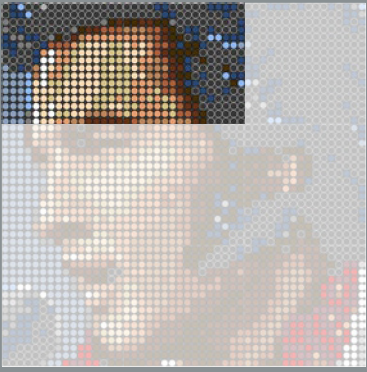


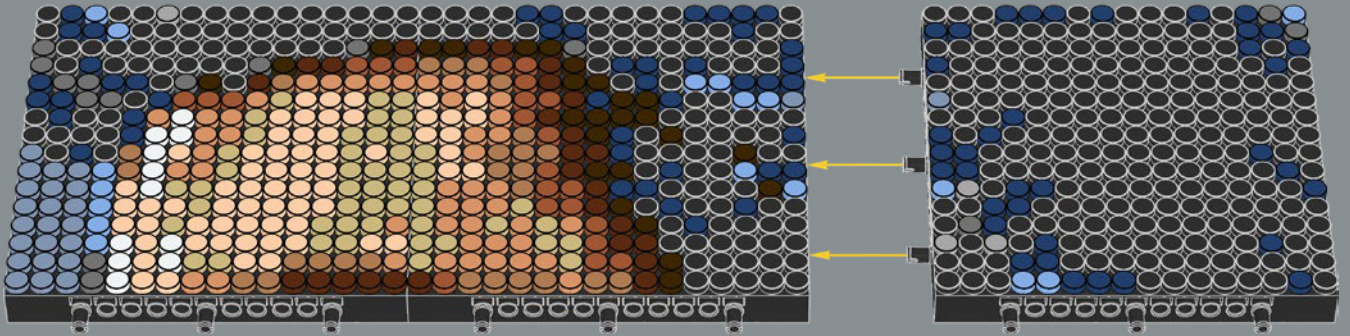
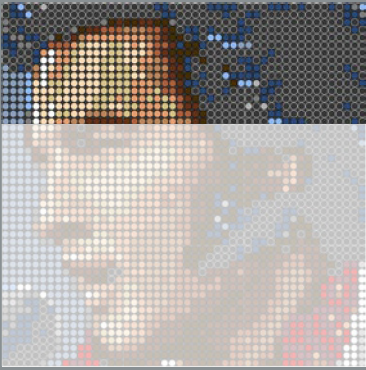


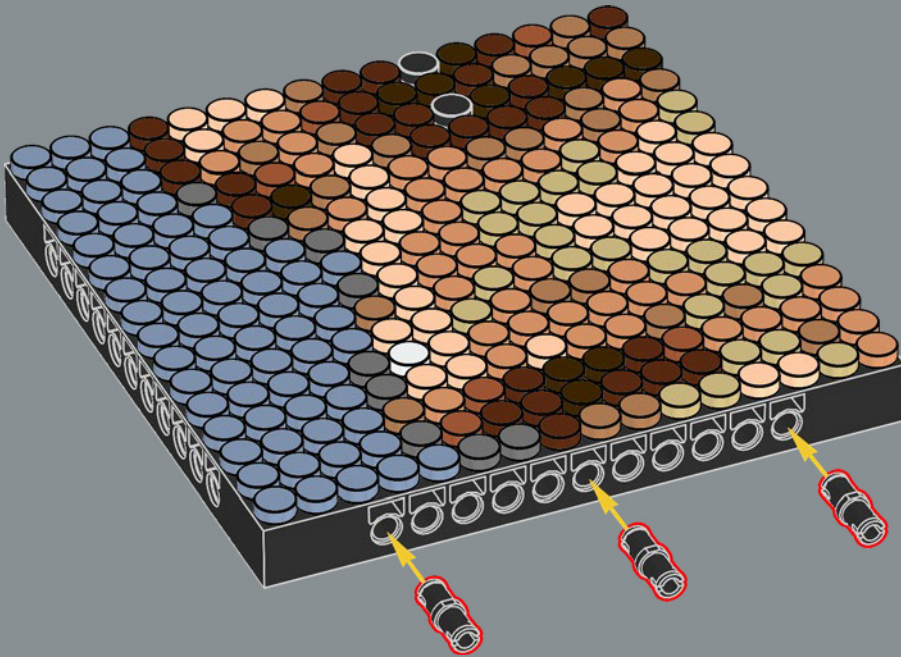
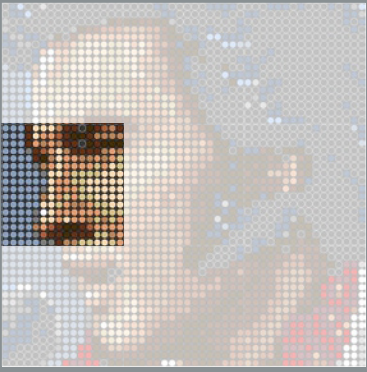


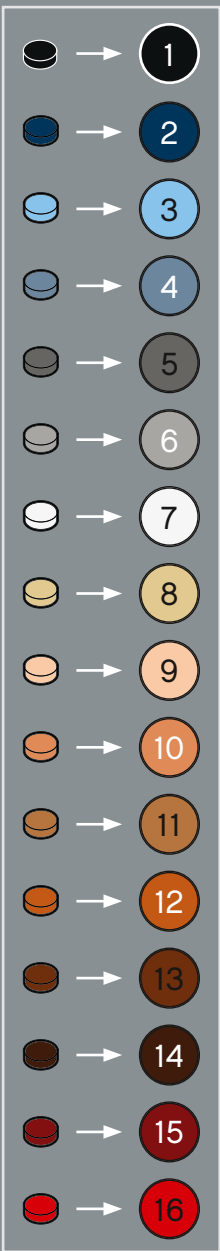


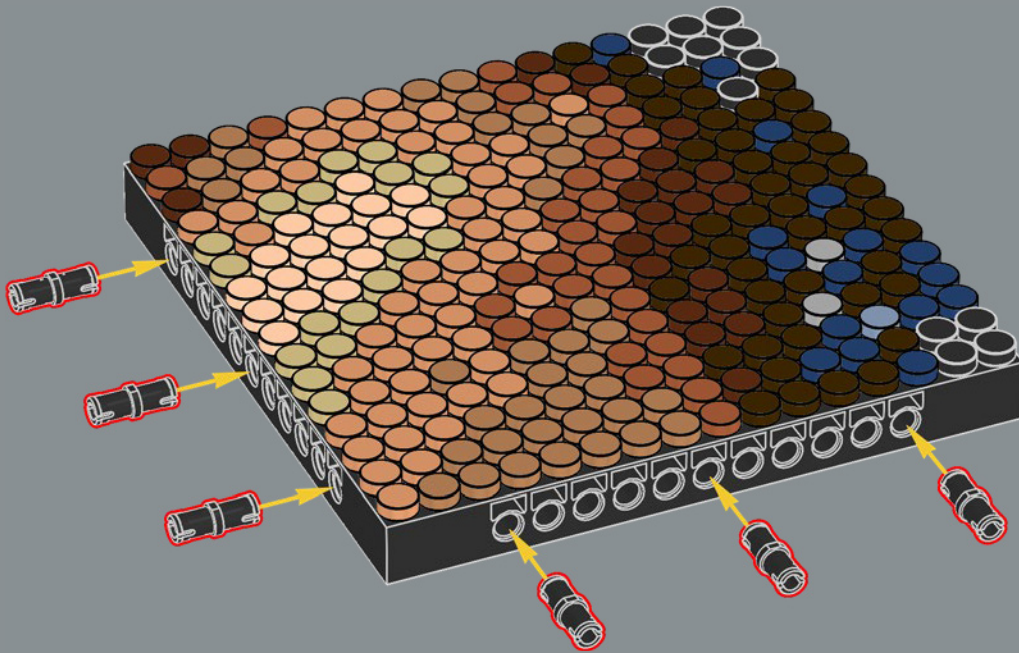


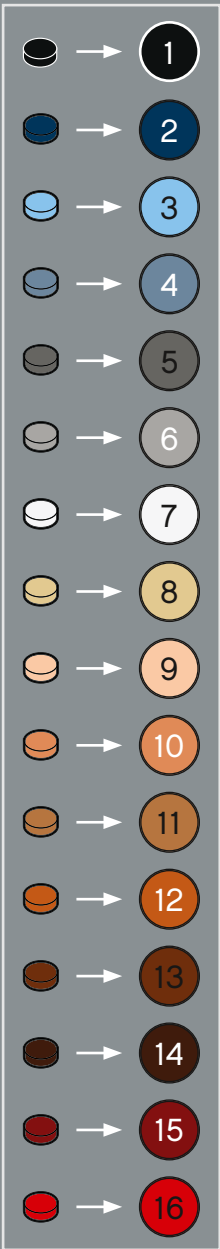


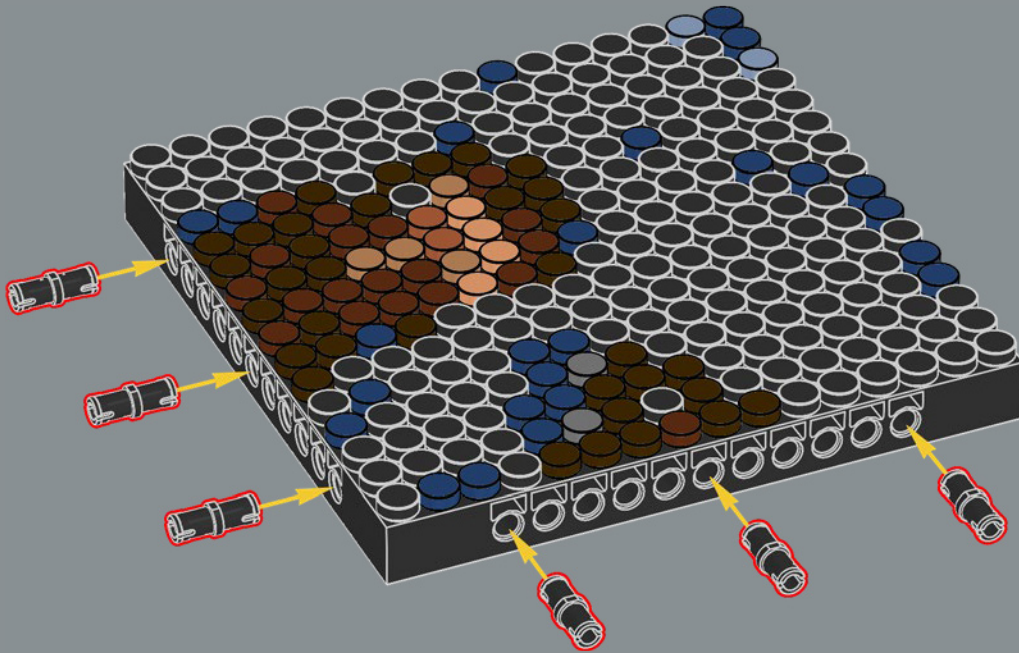
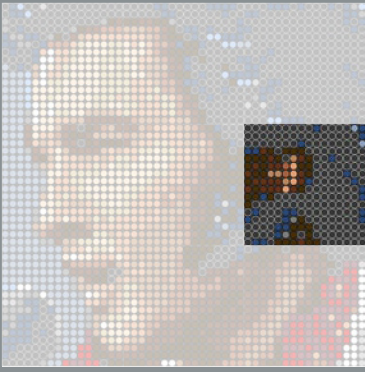


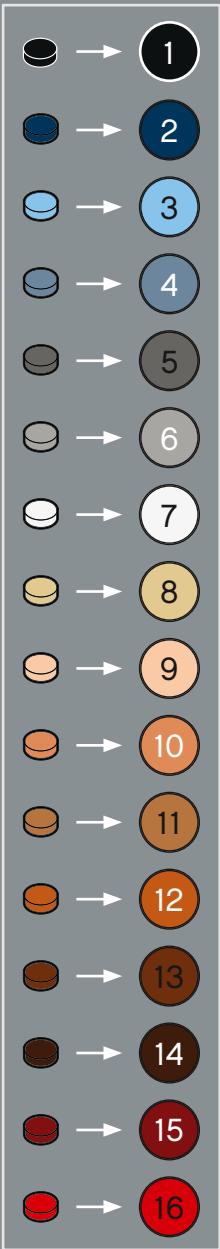


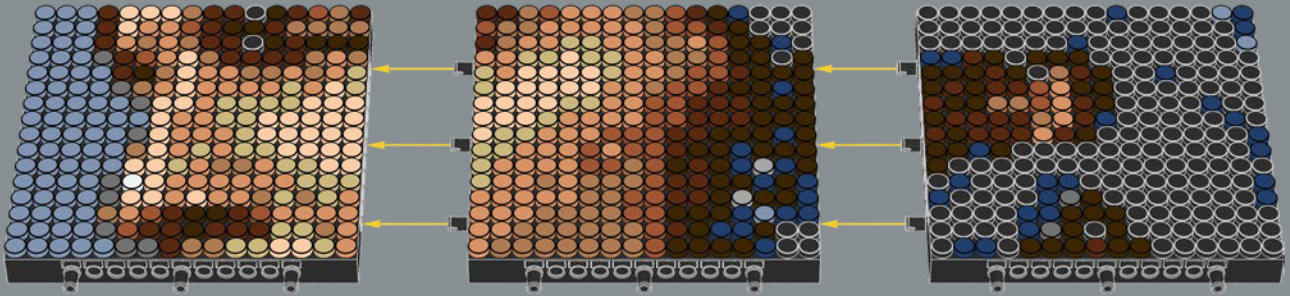
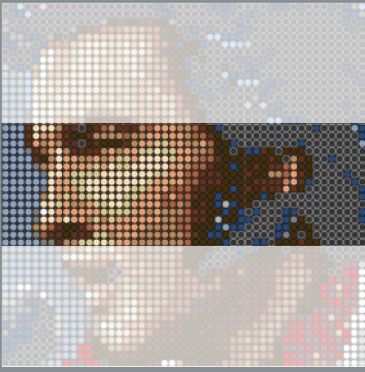


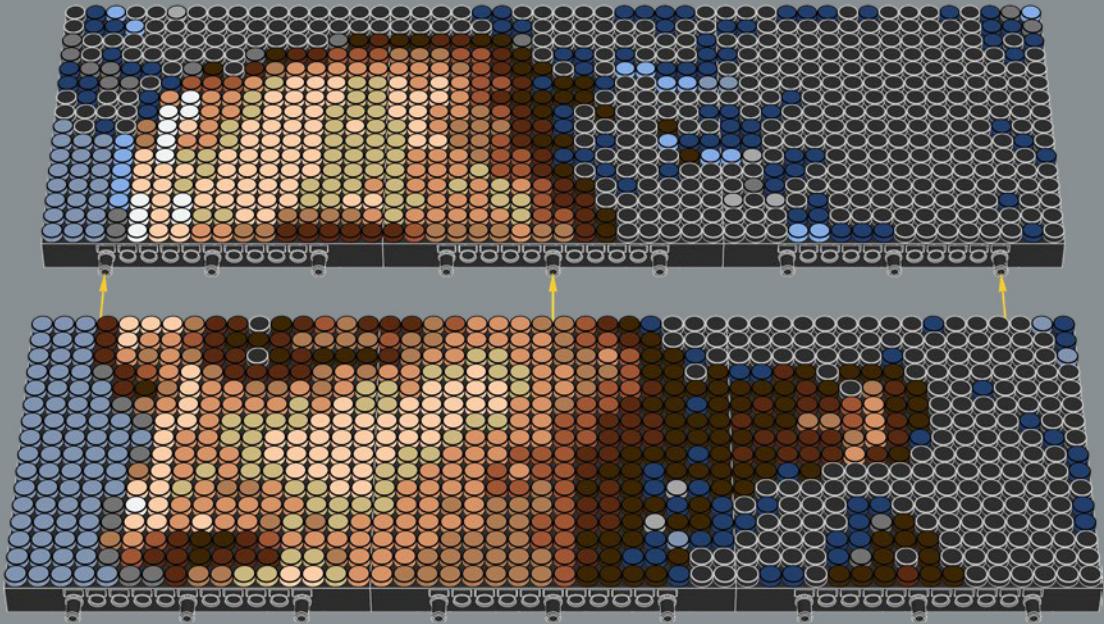
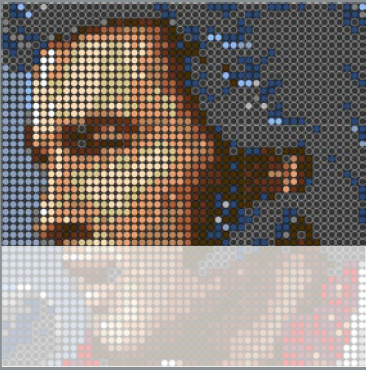


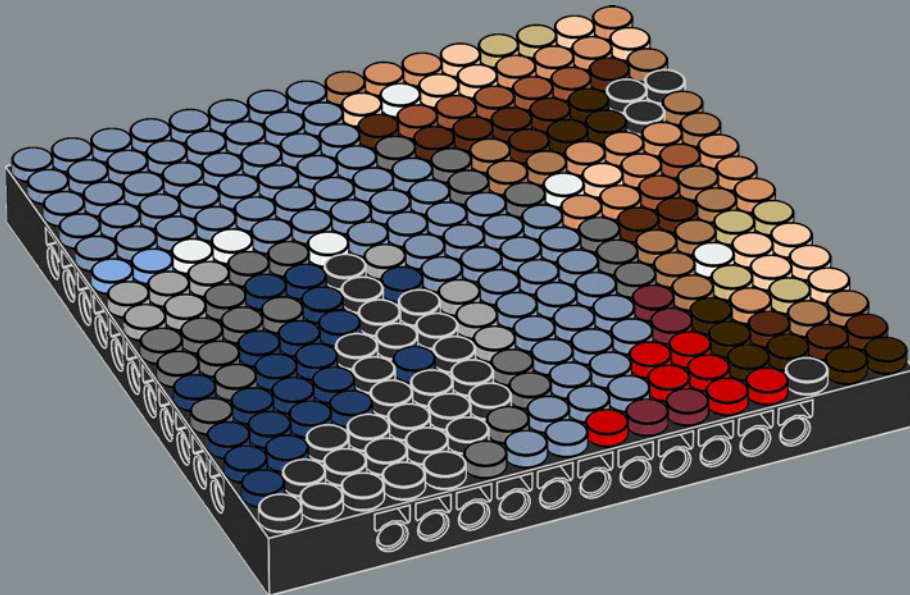
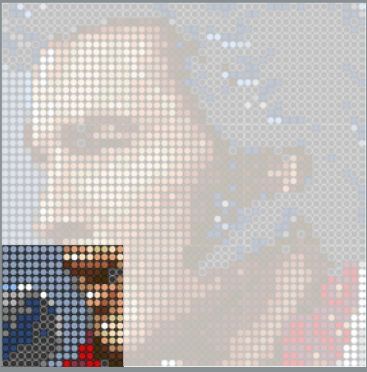


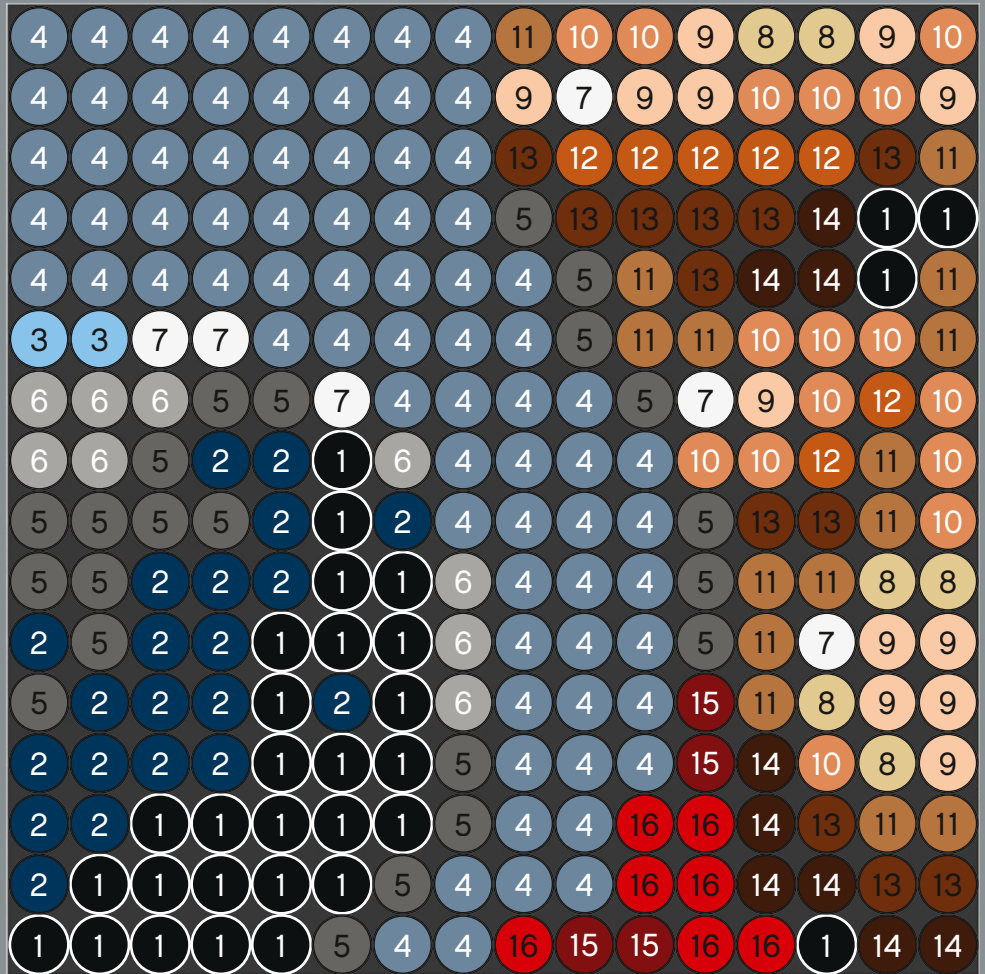
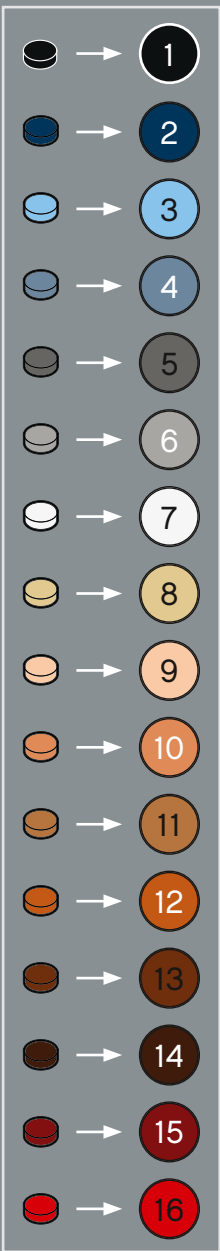


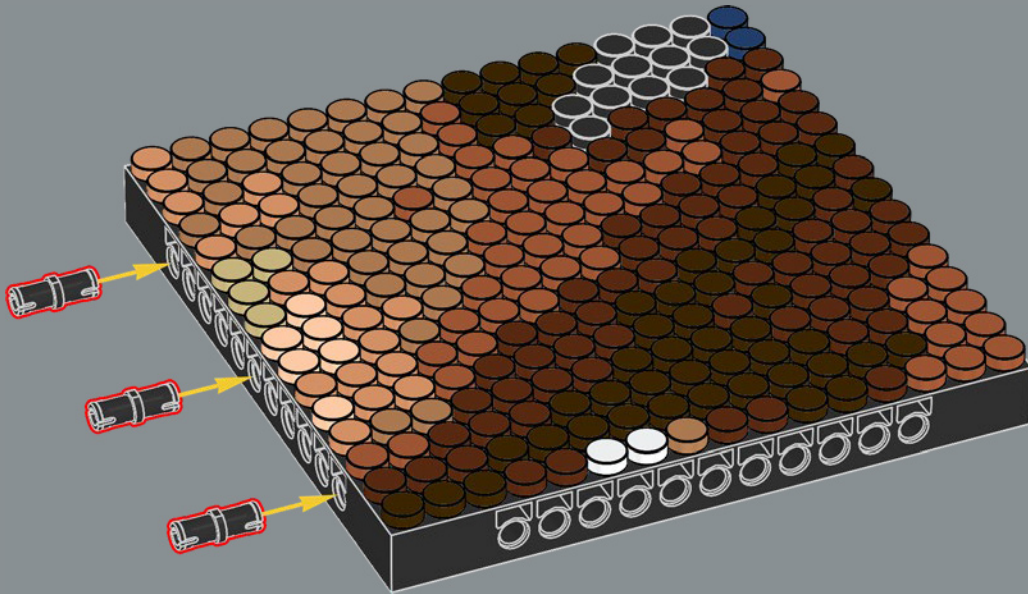
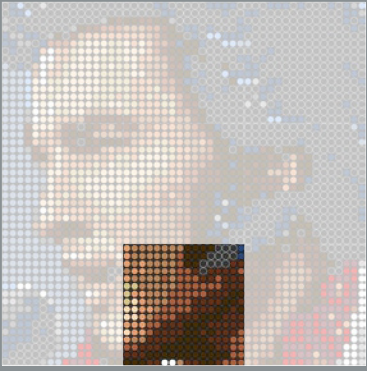


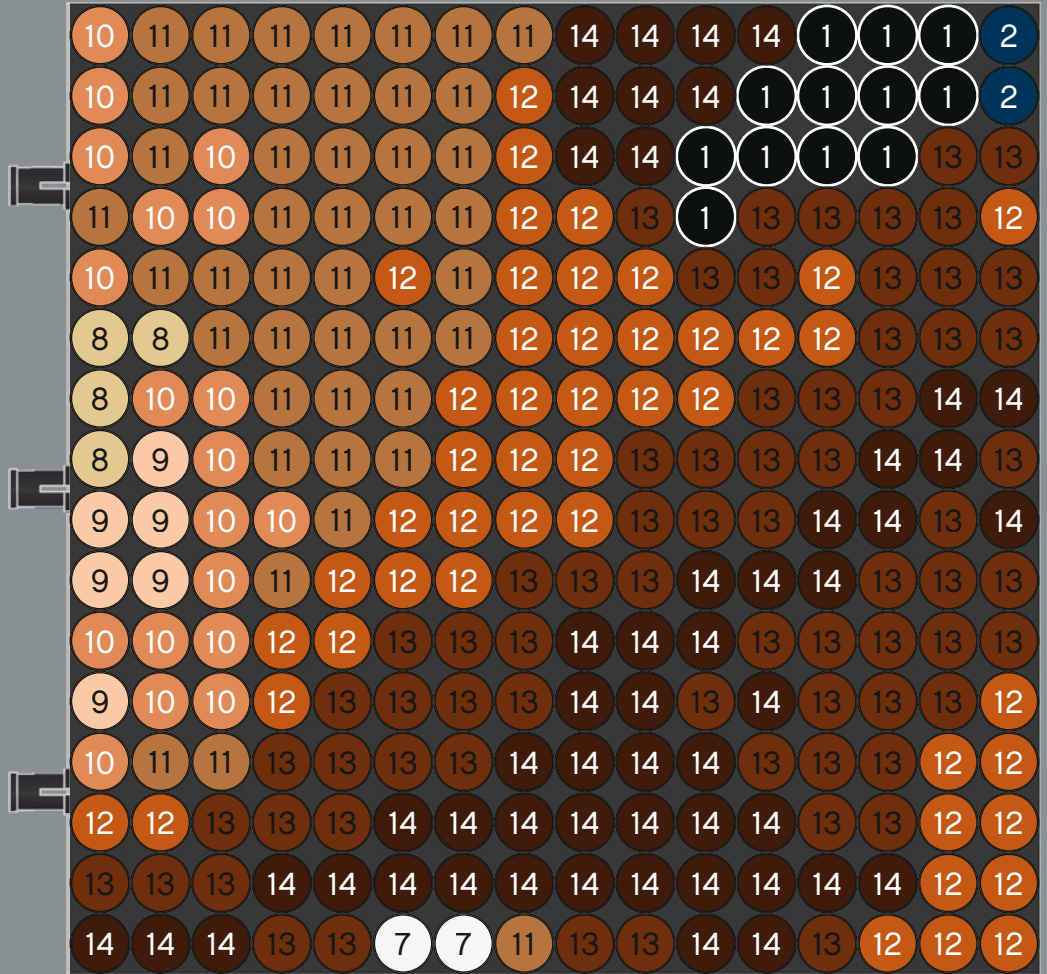
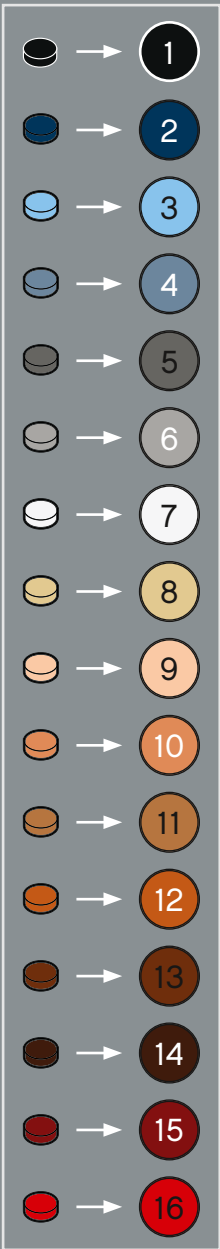


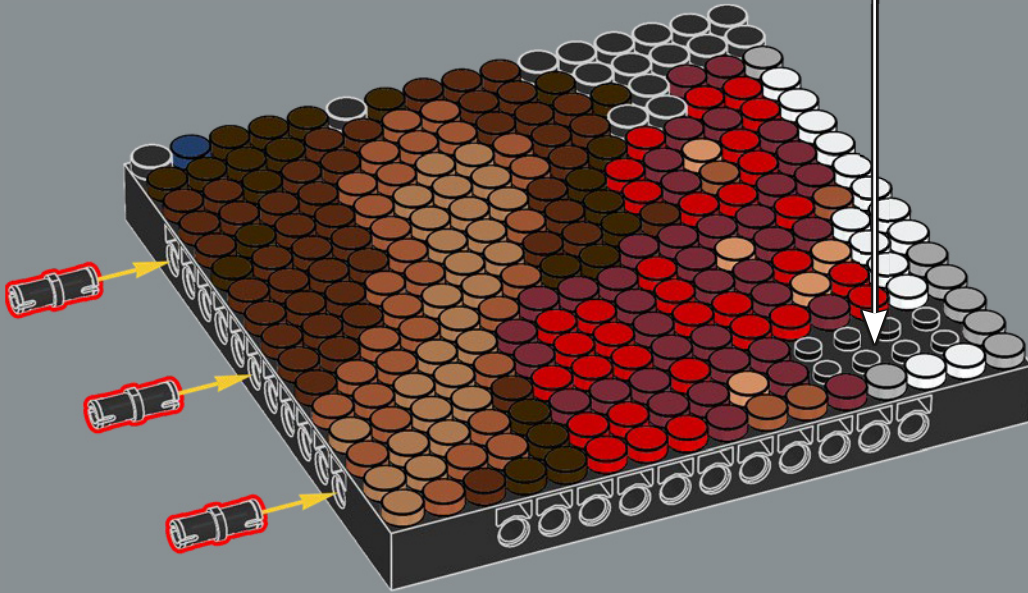
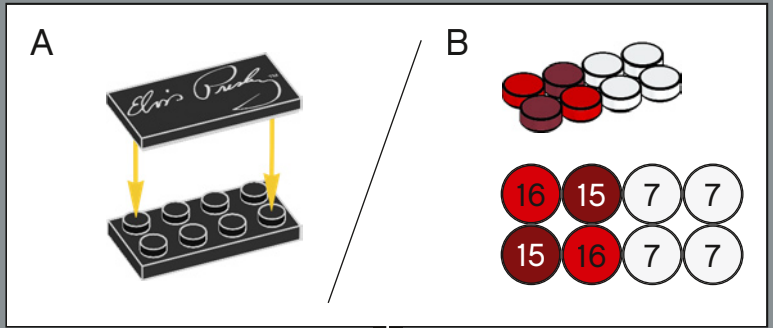
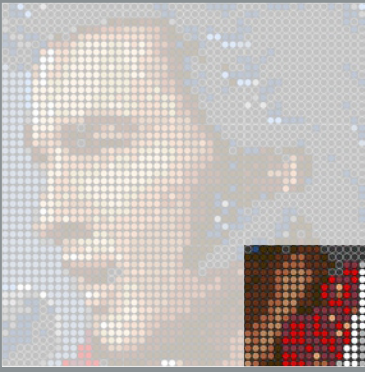


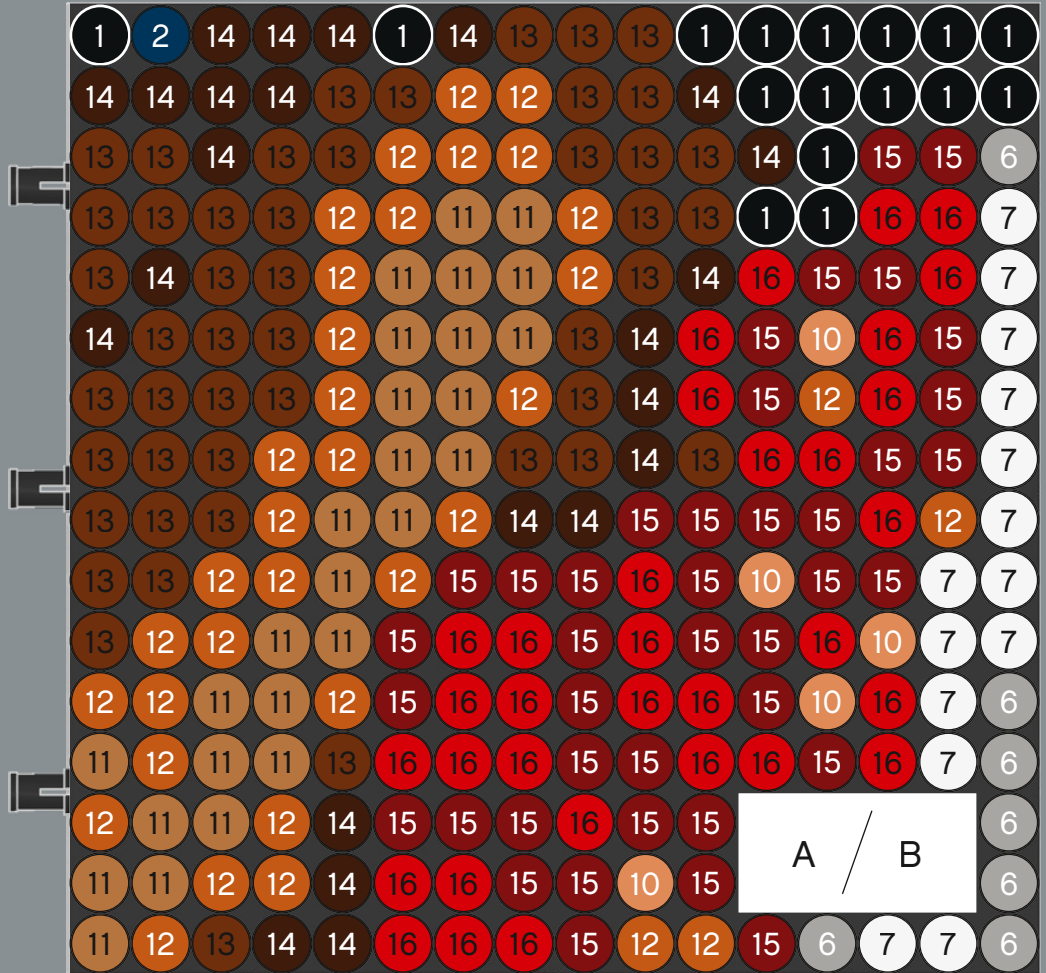
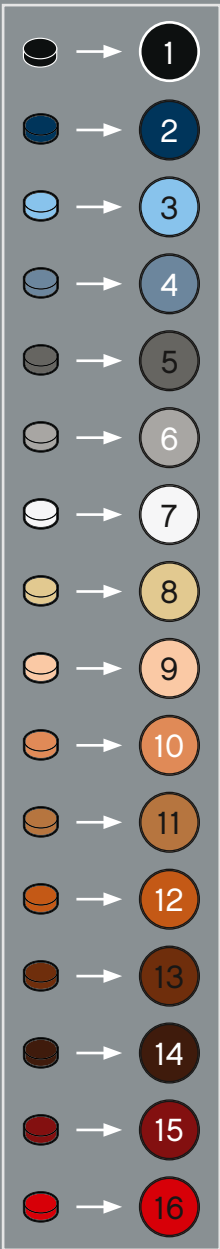


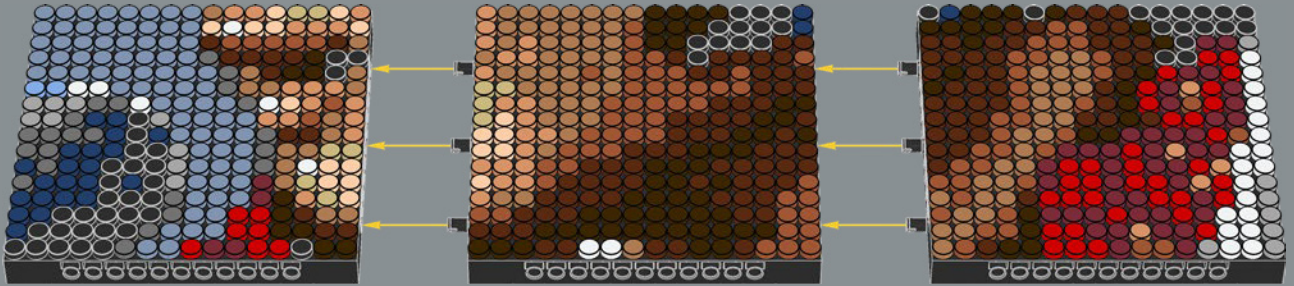
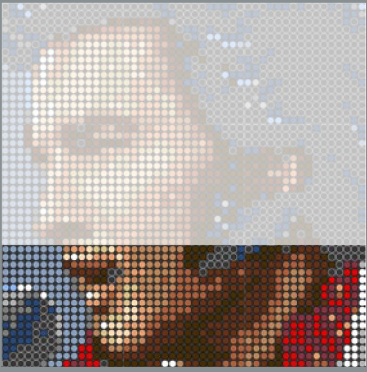


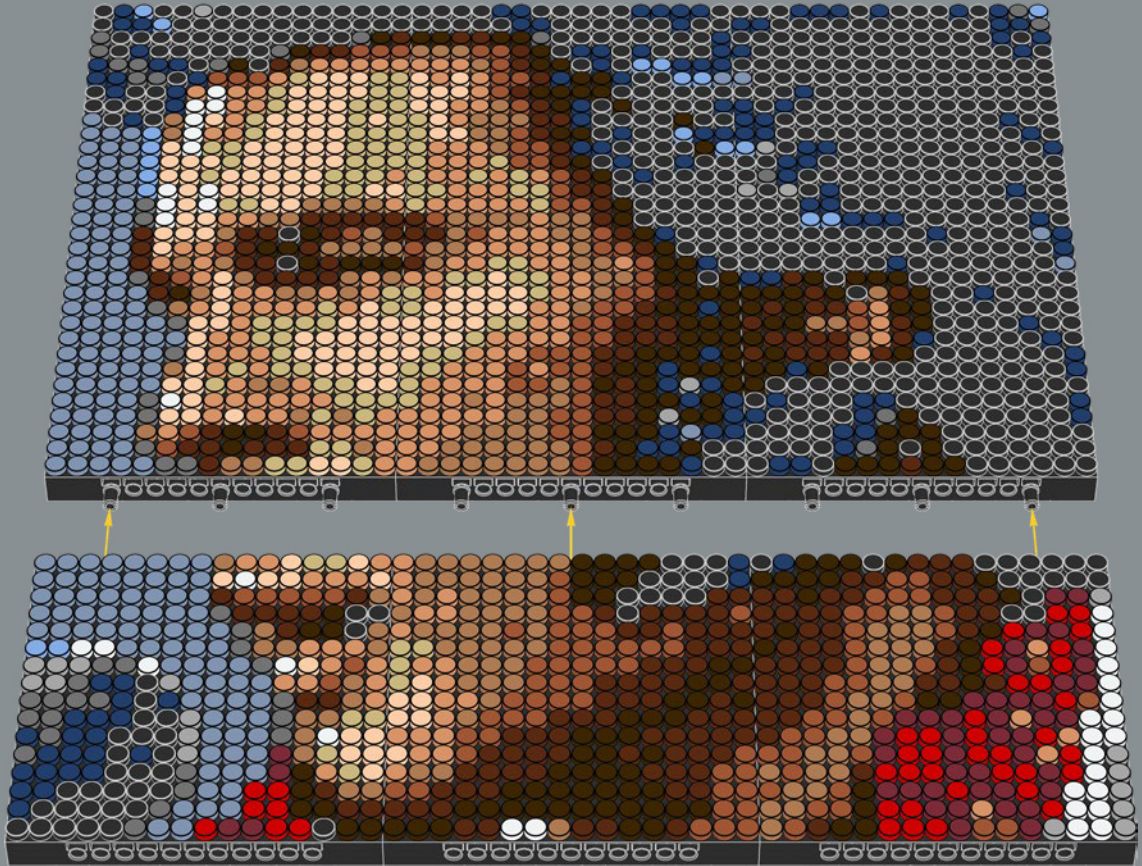








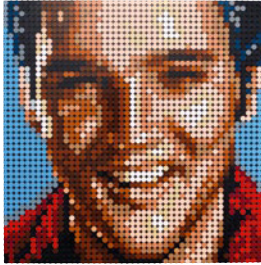




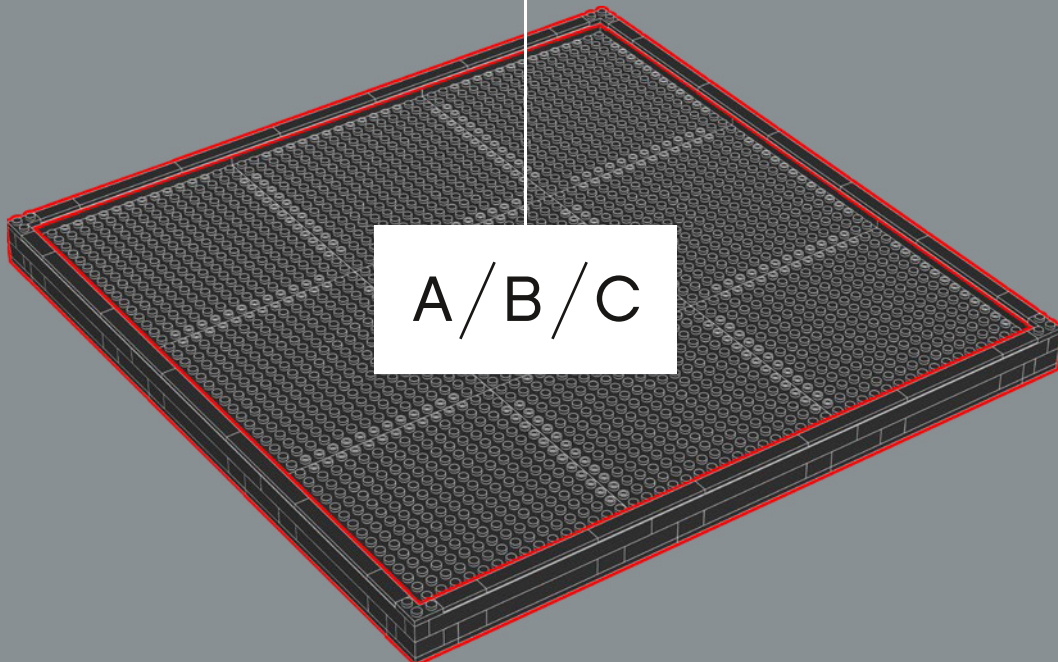
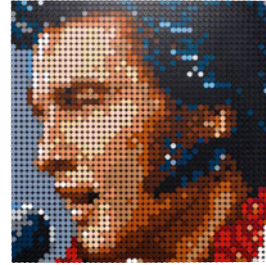
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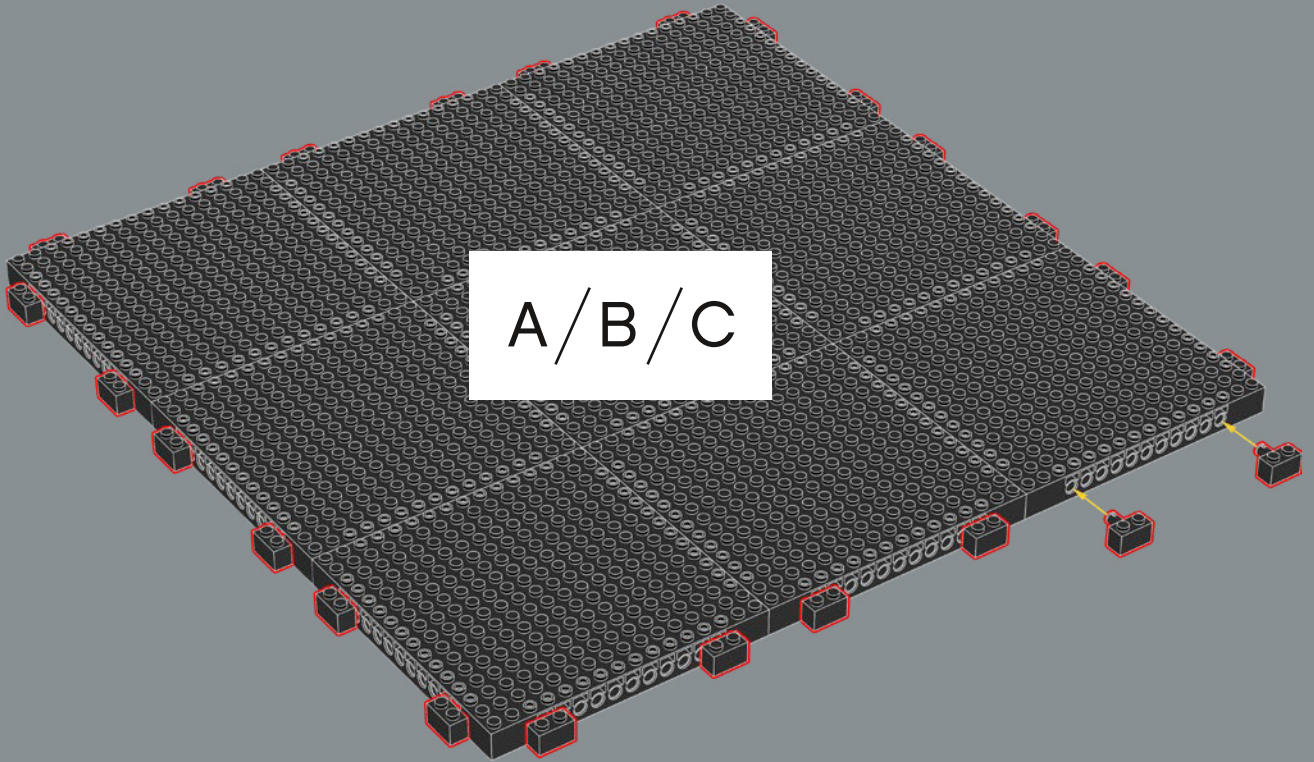
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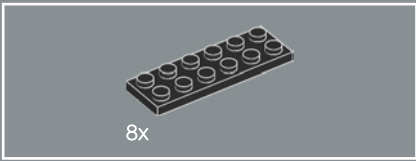




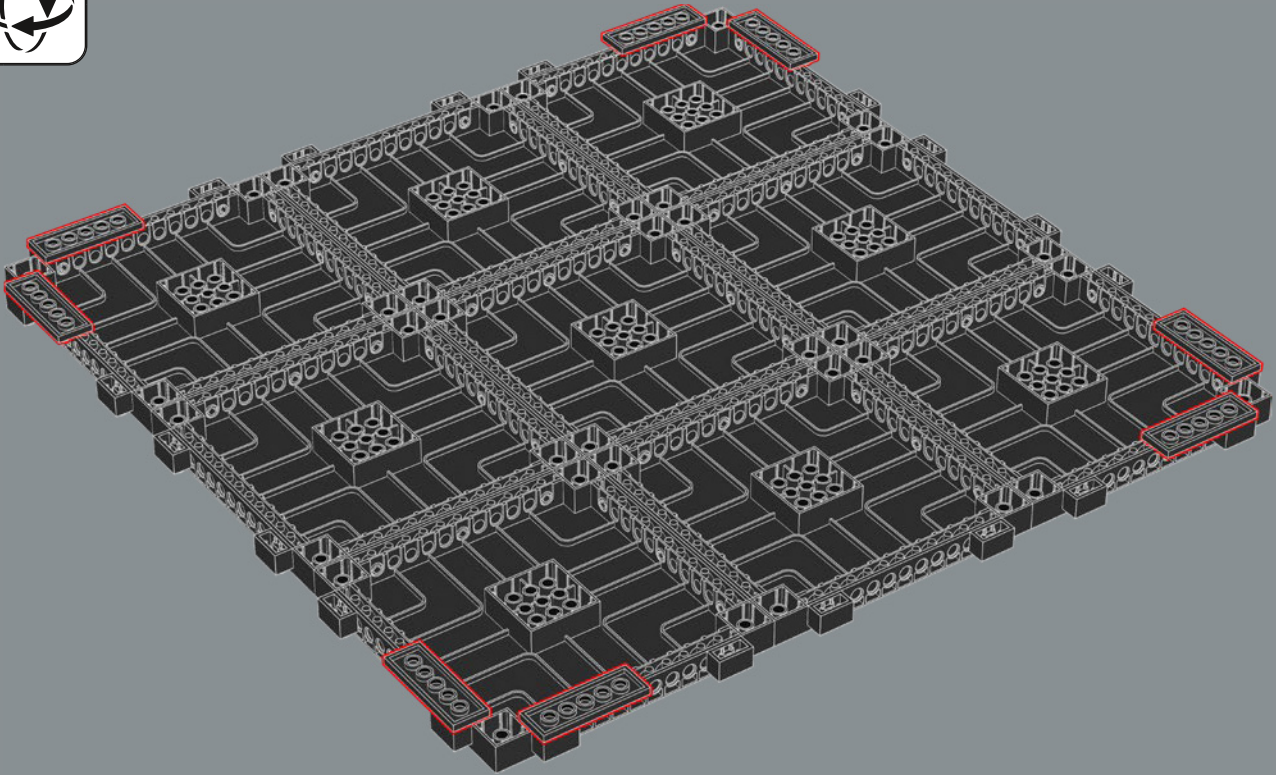
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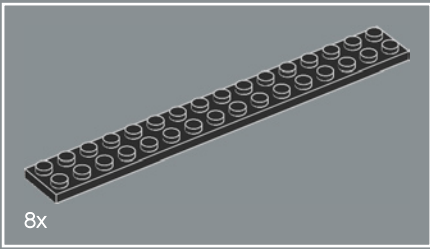
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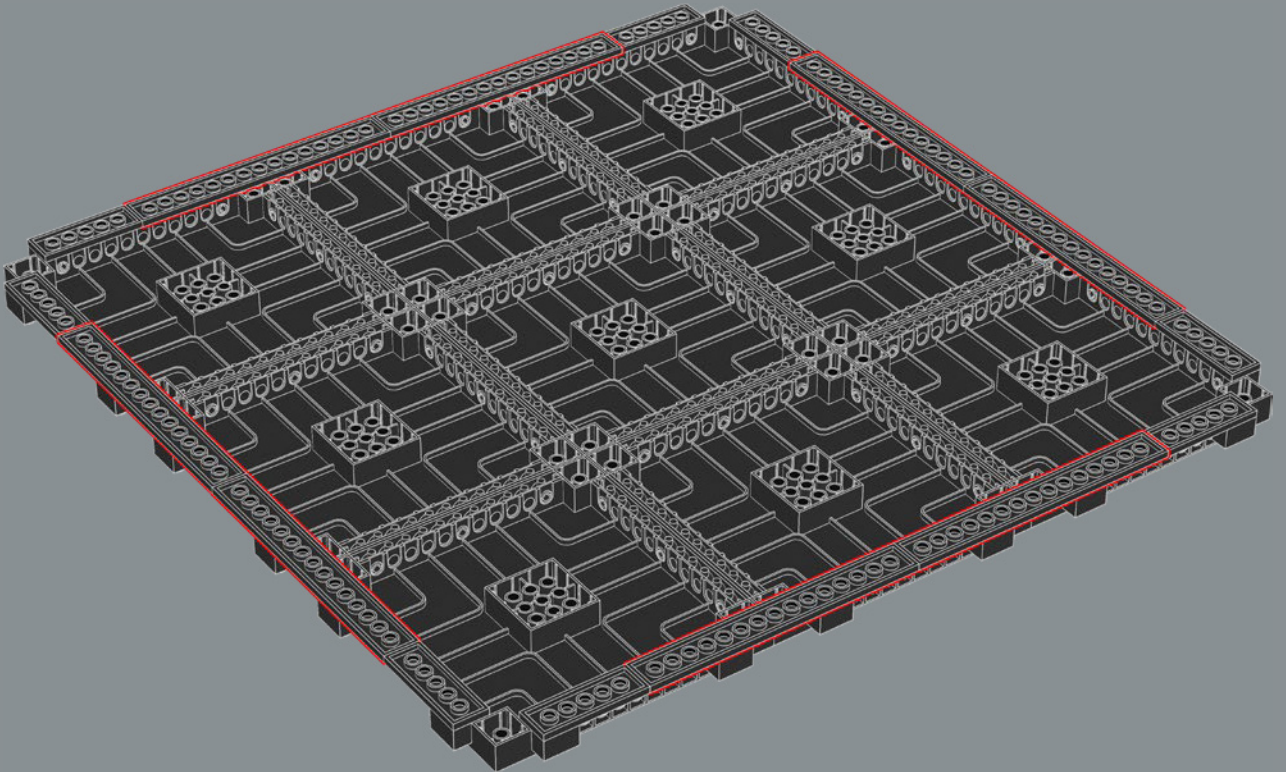


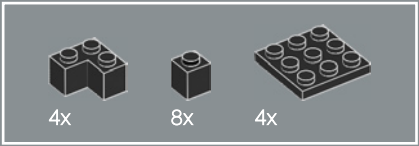
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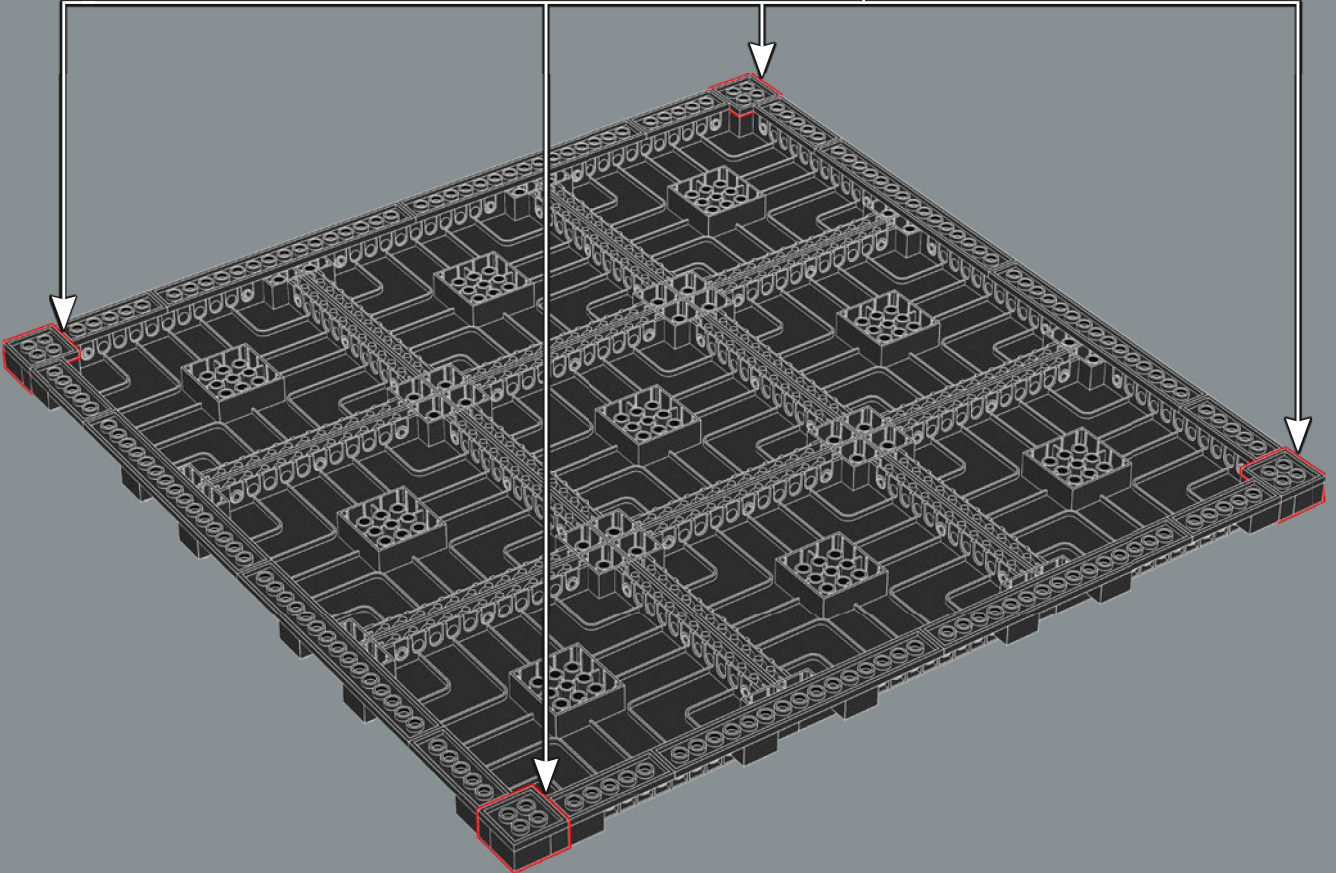
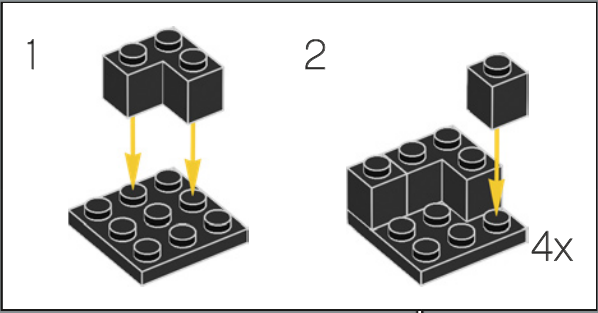


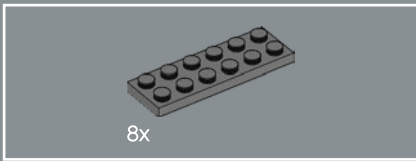
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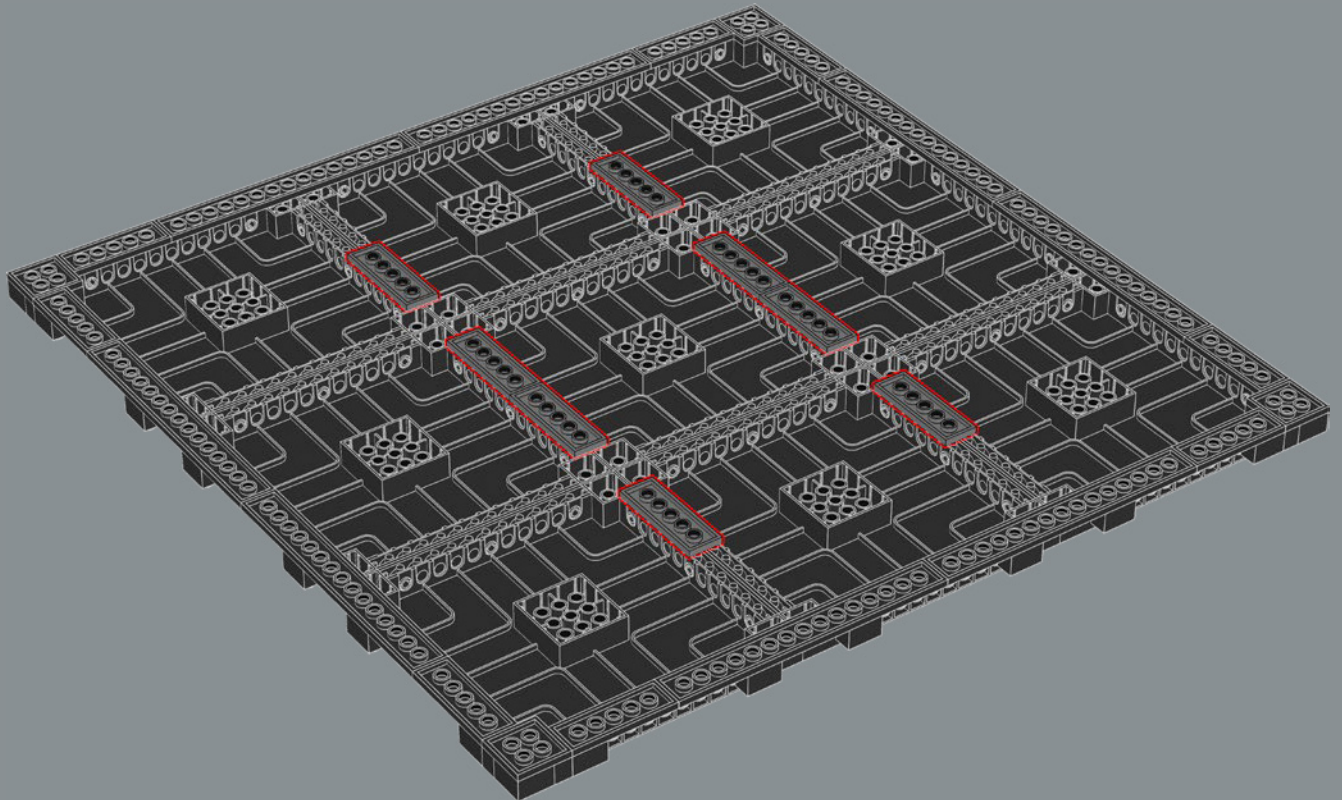


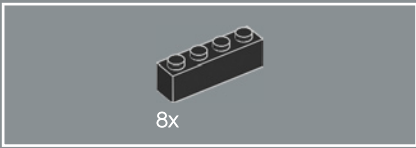
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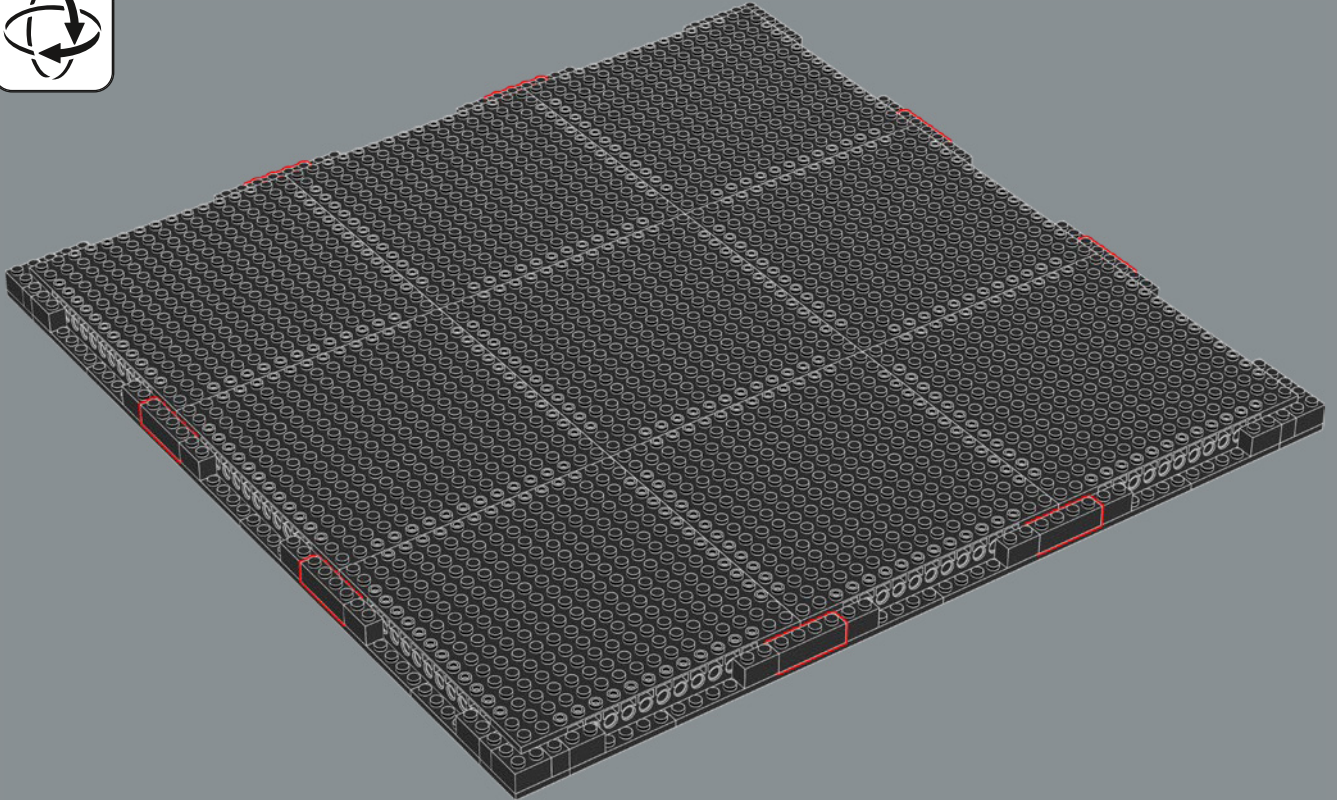


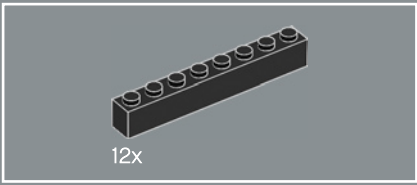
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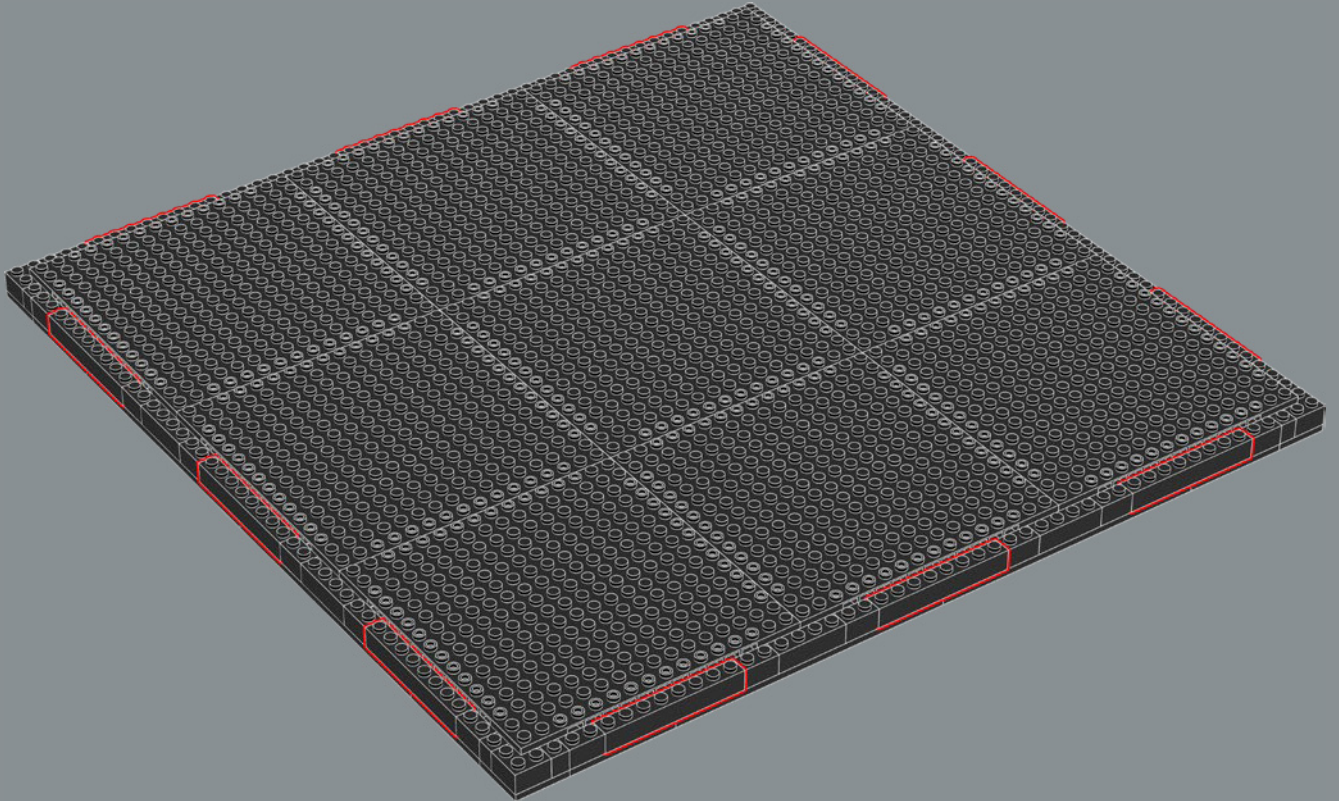


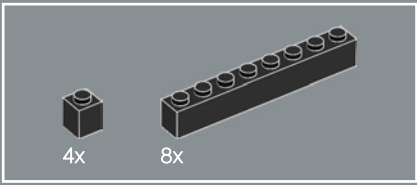
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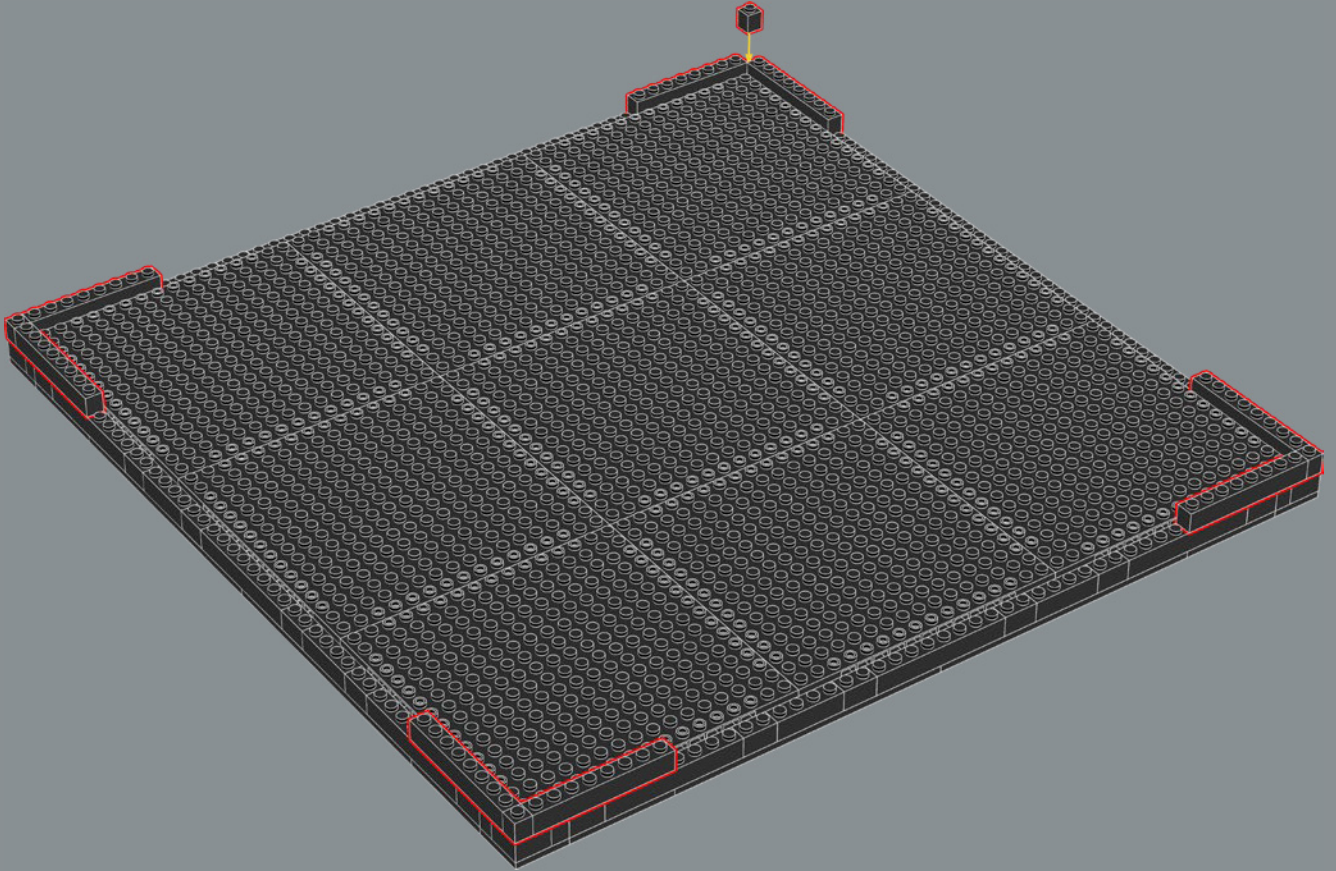


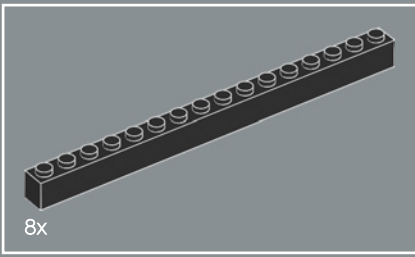
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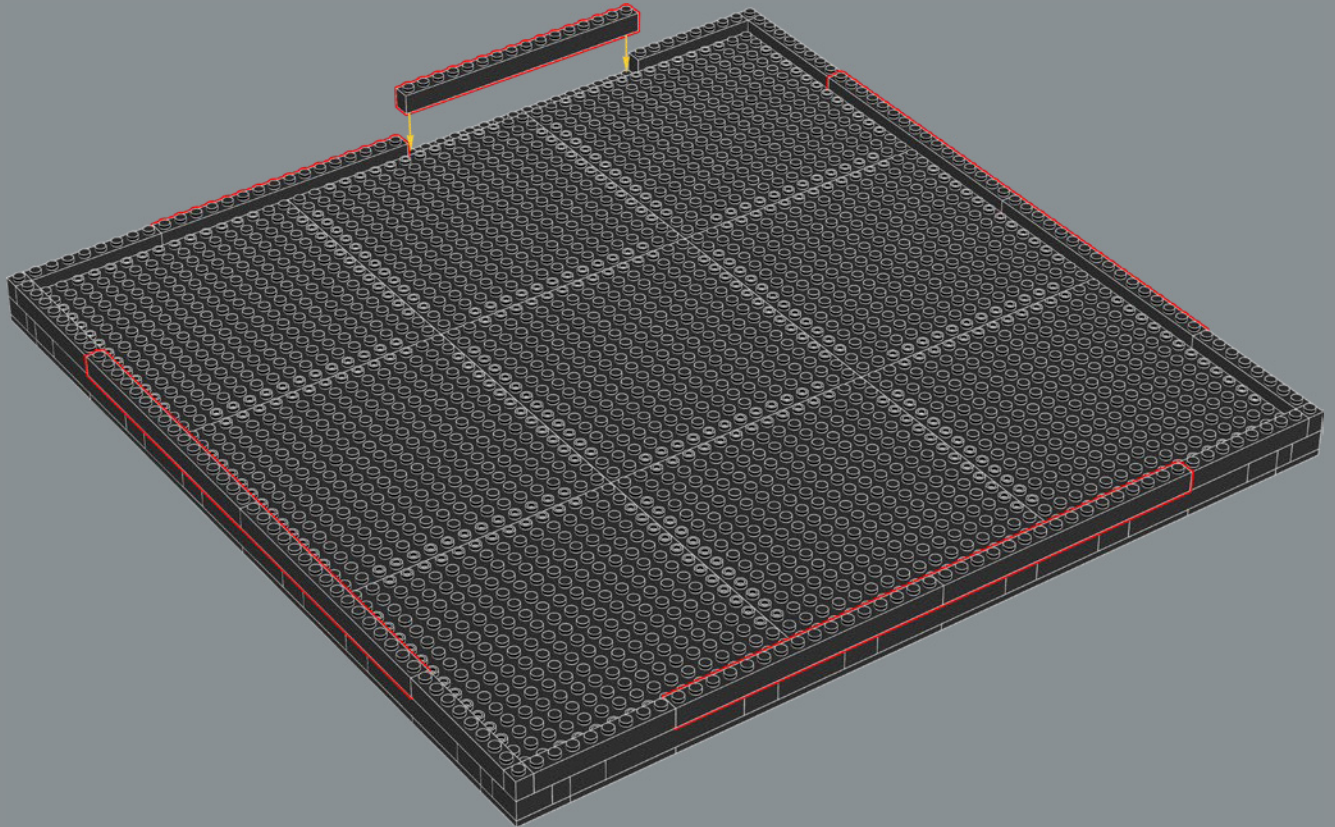


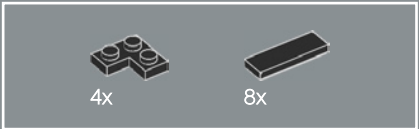
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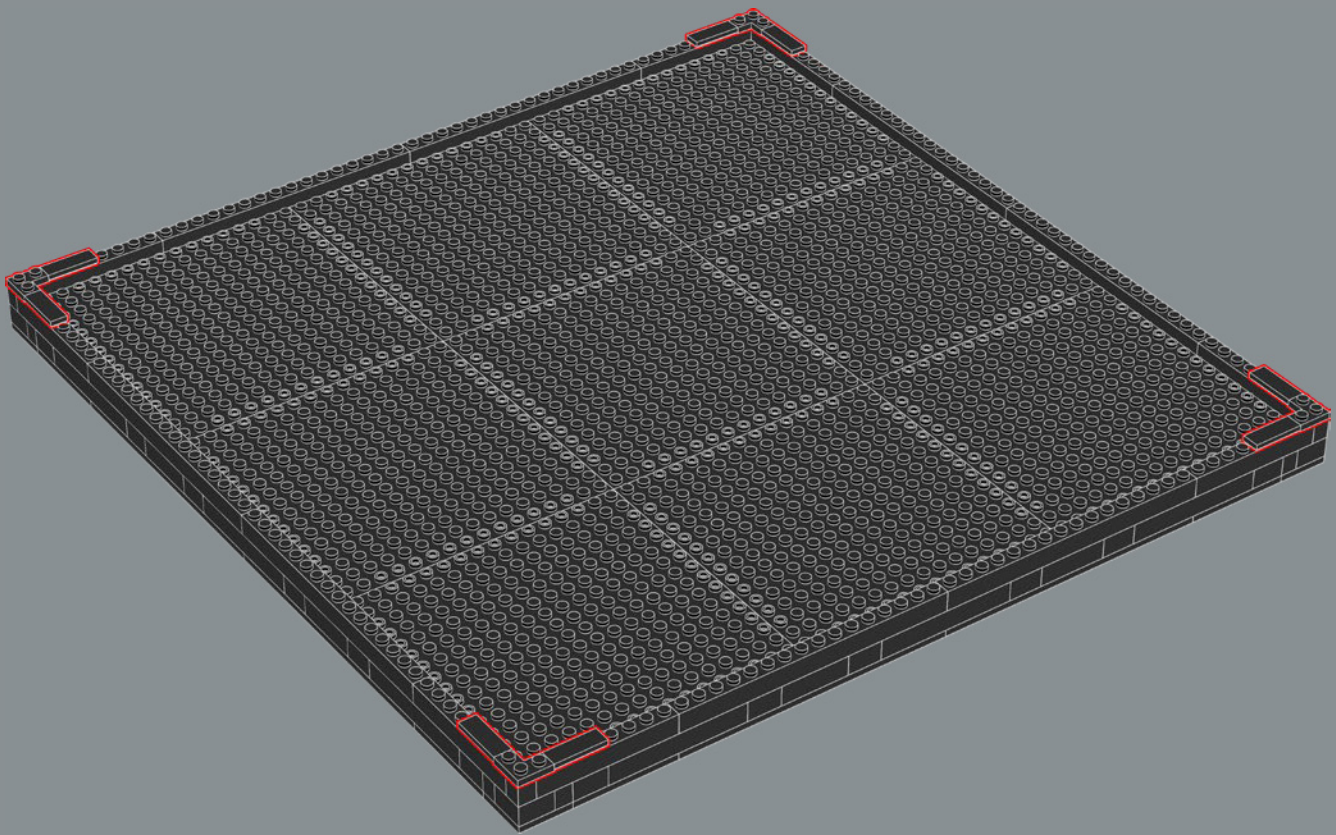


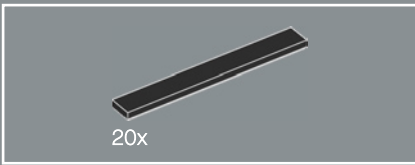
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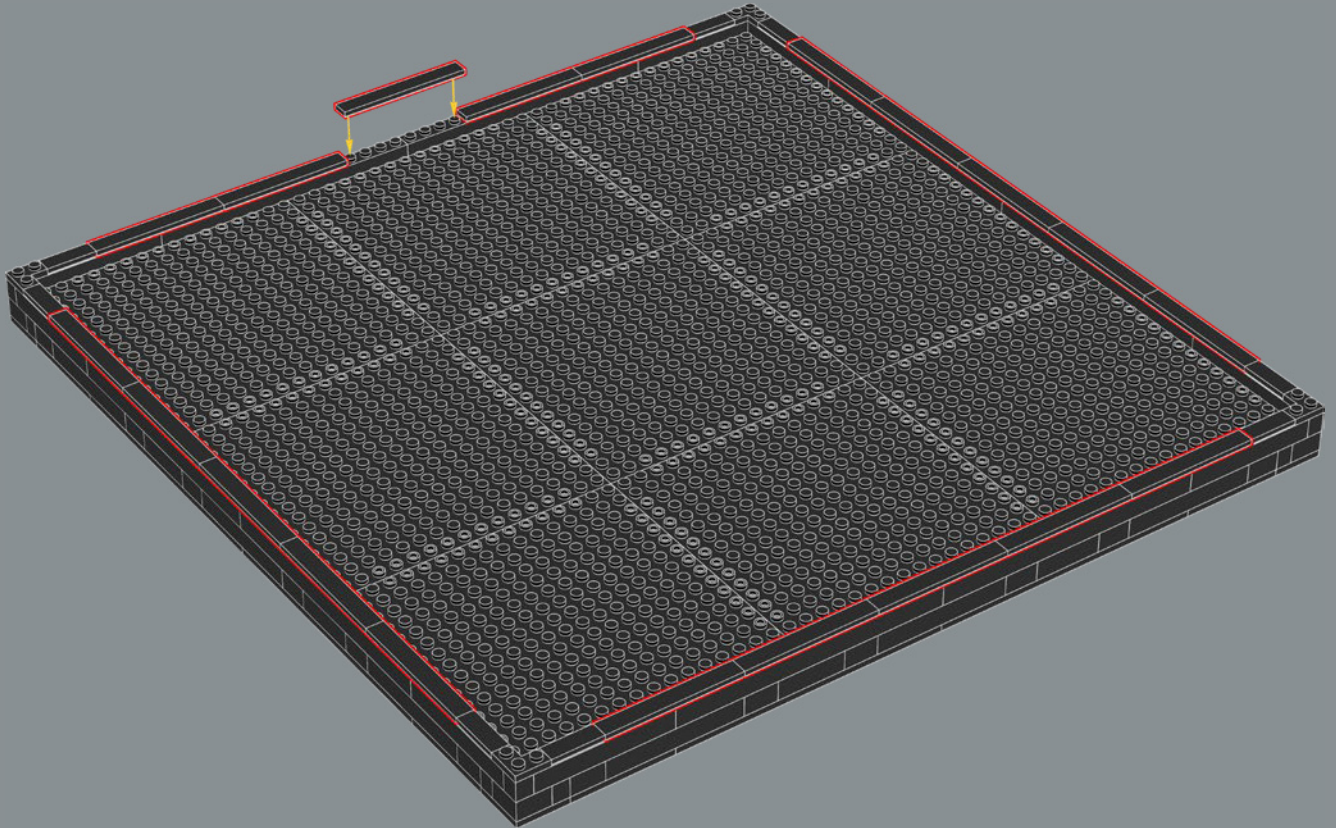


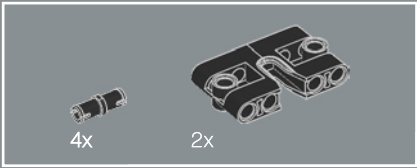
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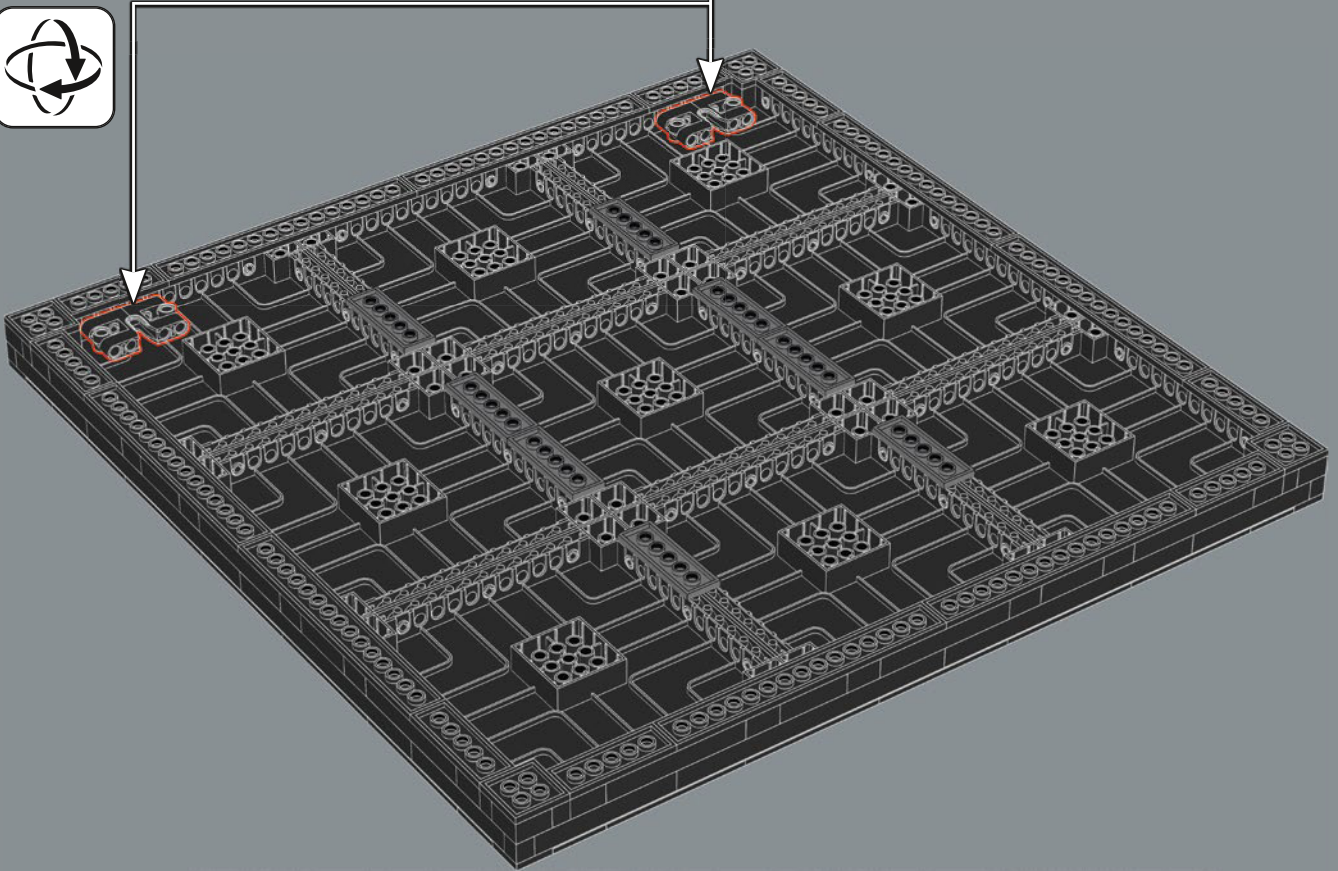
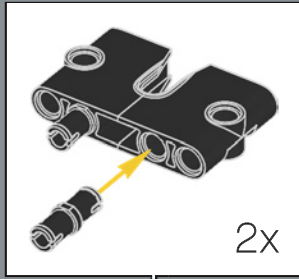


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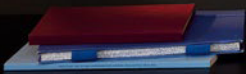


12









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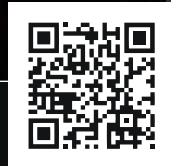
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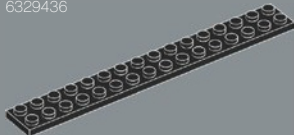
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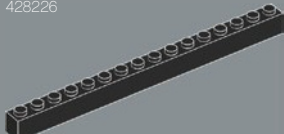
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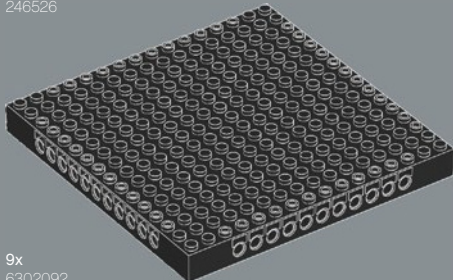
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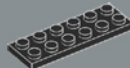
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