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# Lego opens new Boston headquarters. Take a look.



Image: © Boston Business Journal / Gary Higgins

The entry area of the new Lego North American headquarters is as colorful as many of the company's toys.  
GARY HIGGINS / BOSTON BUSINESS JOURNAL



By [Grant Welker](#) – Reporter, Boston Business Journal  
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**See Correction/Clarification at the end of this article.**

## Story Highlights

- Lego opened its new North American headquarters in Boston's Back Bay.

- The company will occupy over 157,000 square feet, accommodating 800 workers.
- Lego chose Boston for its access to talent, universities

The Lego Group officially opened its new North American headquarters on the line between Back Bay and Fenway on Thursday, occupying space in one of the city's newest office towers.

Lego is occupying over 157,000 square feet across six floors, with plans to eventually accommodate 800 workers in the next 10 years.

"We have a lot of ambitious plans and we start out in a great place," said Skip Kodak, Lego's senior vice president for global commercial operations.

The office is decorated as one might expect of a toy company, with bright colors and giant Lego figures scattered around the office. There's a wall with Lego figurines of office employees – but also of Gov. Maura Healey and Mayor Michelle Wu.

Company officials said they chose Boston in large part because of its existing collaborations with [MIT](#) and [Tufts University](#), and the region's access to talent.

"It is a very deliberate choice that we can now count Boston as our home," said Niels B. Christiansen, the CEO of the Lego Group.

### **From a warehouse to a new tower**

Lego's new offices could hardly be in a more different environment than the soon-to-be vacated space in Enfield, Connecticut, a town between Springfield and Hartford.

For 50 years, the Danish company's North American headquarters has been in a sprawling but squat 550,000-square-foot industrial building on a nearly 50-acre site. The office began with just two dozen employees, and Lego now counts 3,500 employees in the United States among all locations.

In 2023, the company said it [would move to Boston](#), having already moved its education operations to Boylston Street in 2016.

The toymaker's Boston offices today are about six blocks down Boylston from that site, in a development called Lyrik that's the first new construction over the Massachusetts Turnpike in decades.

[Lyrik's office tower](#) also includes headquarters for the online automotive marketplace CarGurus. A citizenM hotel is in another building, and a collection of retailers fill ground-floor space between the two buildings.

Lyrik, built by the developer Samuels & Associates, stands on Boylston Street at the intersection with Massachusetts Avenue, with a corner that's also on Newbury Street. The developer's founder and chairman, Steve Samuels, said the building has an occupancy rate in the high 90% range, including a recently

signed tenant that hasn't been made public.

Samuels called Lego's selection of Lyrik a confirmation of the development's draw, including for its location between so many main arteries and between major employers and colleges.

"We were so pleased that they selected the building," he said.

Lego said it has offered positions in Boston to all Enfield employees, as well as relocation assistance.

Lego is building a 1.7-million-square-foot precision production facility in Chesterfield, Virginia, just south of Richmond. The billion-dollar factory is expected to employ over 1,760 people.

In addition, on May 8 the company said it plans to invest \$366 million to build and operate a 2 million-square-foot regional distribution center in Prince George, Virginia that is expected to be operational in 2027, with construction starting later this year.

### **GE, Alexion, Hasbro?**

Lego is not the first high-profile company that Boston's been able to draw from a neighboring state.

Most notably, General Electric also moved from a suburban Connecticut site, landing in Fort Point in 2019. The company's presence has since been reduced to the Cambridge offices of GE Vernova, the energy equipment company that was spun off from the former GE.

Alexion Pharmaceuticals said in 2017 [it would move](#) from New Haven to the Seaport.

Public officials are hoping for one more similar move: another toymaker in Hasbro. The company has said it is looking for a new office to replace its longtime home in Pawtucket, Rhode Island. A decision [could be made this summer](#).

### **Far-flung connections**

Colette Burke, Lego's chief commercial officer, recalled living in the Boston area – she studied finance at Harvard, and worked for Bose – for 20 years and raising her family in the area. She even became an American citizen in a ceremony at Faneuil Hall.

Burke made a Lego connection: she remembered walking by the Make Way for Ducklings sculpture in the Public Garden. Coincidentally, among the first Lego products was a wooden duck pull toy, she said. The founder's son wanted to save time and money by finishing the toy with only two coats of varnish, not three, as company lore goes.

"His father found out and insisted the ducks be retrieved for a third coat of

varnish, stressing the importance of craftsmanship and attention to detail," Burke told the crowd at the ceremonial opening. "Our 31,000 employees across the globe know this story and recognize the duck as a symbol of our commitment to quality."

Philanthropic giving

Lego said it was committing \$5 million over two years to charitable giving, including for programming at the Boston Children's Museum and Museum of Science and including \$1 million to the Boston Public Library for new play programs across BPL branches throughout the city.

Lego has partnered with the Boston Children’s Museum since 2021 and the Museum of Science since 2023 through a global museum program known as the [Lego Playful Learning Museum Network](#).

Massachusetts and Denmark may not have the closest connections, but in the front row sat Denmark’s ambassador to the United States, Jesper Møller Sørensen. Healey, touting the state's rankings with education, safety and other quality-of-life measures, drew a parallel between the two.

"You could say we are to the United States what Denmark is to Europe, a leader that does things the right way," Healey said. "That's what Lego is, too. You've been innovating play and learning for nearly a century, you've led not only in business, but by contributing to teaching and learning."

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THE LIST

The Largest Office Buildings in Metro Boston

Total rentable building area

Rank	Prior Rank	Building
1	1	200 Clarendon Street
2	2	High Street Tower
3	3	One Financial Center
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Correction/Clarification

This article was updated to clarify The Lego Group's philanthropic relationships in Boston and to specify the total square footage occupied in its new Boston office space. It also incorrectly stated that operations in Enfield would be moving to Virginia.