

LEGO® Bricks land at Goodwoof to create cosmic kennel design

- Iconic creator of brick system in play is to join the fun at the ultimate dog's day out.
- The LEGO Group will enter the Barkitecture competition with a bespoke kennel design created by Fairy Bricks
- The 'U-Woof-O' concept responds to Barkitecture's 'Dogs in Space' theme.
- The designer of the 'U-Woof-O,' LEGO Certified Professional and Chief Fairy, Kev Gascgoine, will also lead free workshops for adults and children.
- Goodwoof takes place on Saturday 16 & Sunday 17 May 2026. Early Bird tickets are available at goodwoof.com.

Goodwoof is set to blast off to new creative heights as the LEGO Group joins the ultimate dog's day out with an out-of-this-world entry in the Barkitecture kennel design competition.

Curated by Kevin McCloud MBE, Barkitecture challenges designers, artists, and architects to push the boundaries of creativity. This year's theme – 'Dogs in Space' – invites entrants to imagine how a dog might travel the cosmos, or where they might call home among the stars.

Globally admired for inspiring imagination and play, the LEGO Group's stellar submission, the 'U-Woof O,' created by Fairy Bricks, will be on display at Goodwoof across the weekend and will go under the hammer on Sunday 17 May. Bonhams will auction all Barkitecture kennels, with proceeds supporting Goodwoof's charity partner, Battersea Dogs & Cats Home.

Kev Gascgoine, Chief Fairy at Fairy Bricks, said of the special creation: "In imagining the 'U-Woof-O,' we saw our canine companion, not as a passenger, but as an explorer, one destined to travel between worlds. That vision naturally led us to design a landing craft. From there, the shape revealed itself: a form created for canine comfort, rather than human convention.

"Picture our intrepid hound touching down on low-gravity planets to play epic games of catch, roaming endless plains where fetch and walkies never end, or splashing down on ocean worlds where every day means a joyful doggy paddle. A truly cosmic adventure for the ultimate space dog."

The Duke of Richmond, CBE DL said, "I am absolutely delighted that the LEGO Group is joining us at Goodwoof this year. Having had a glimpse of the concept designs, I can't wait to see the 'U-Woof-O' in May. This is a rare opportunity for LEGO collectors and design fans to own a truly exclusive piece of brick-built artistry. We are incredibly grateful to the team at the LEGO Group for helping us to raise funds for Battersea Dogs & Cats Home and are sure that their lot will attract a high level of interest at the charity auction."

Kuran Sharma, Head of Marketing UK&I at the LEGO Group said, "At the LEGO Group, we're always looking for fun, unexpected ways to inspire creativity and bring families together through play. Partnering with Goodwoof is the perfect fit – it's a celebration of imagination, shared experiences, and the joy that dogs bring to family life. We're excited for one lucky individual to take away a one-of-a-kind LEGO build which will certainly be a talking point in the winning bidder's home!"

A dog event like no other, Goodwoof guests can enjoy a host of activities included in the price of their ticket. This year, attendees will also be able to build a mini version of the 'U-Woof-O' kennel at pre-bookable workshops running across the weekend, with LEGO Certified Professional and Chief Fairy, Kev Gascoigne and the Fairy Bricks team leading the make-and-take sessions for children aged 6-12, and a daily workshop for adults. Workshops will be available to pre-book in the coming weeks.

Further details about Goodwoof 2026 will be announced in the coming months.

-ENDS-

Notes to Editors:

Goodwoof takes place on Saturday 16 and Sunday 17 May 2026

Tickets

Tickets for Goodwoof are now on sale and can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the ticket office at 01243 755055. All dogs and children aged 12-and-under go free and there is a half price Young Person's ticket for those aged between 13-21. All activities across the event are included in the ticket price.

Contact

For more information about Goodwoof, please contact, Katharine Morgan, PR Manager:

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Imagery and news from Goodwood are available from our Press and Media site.

Stay up to date with all future announcements and on-event activation across our social channels:

[Facebook](#) | [Instagram](#) | [Tik Tok](#)

Media Accreditation

Media accreditation for Goodwoof is now open. Apply [here](#).

About Goodwoof

Goodwoof is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt designed kennels which is now the social home of our sporting membership, on Saturday 16 and Sunday 17 May 2026. The event offers a wide range of activities and demonstrations designed to delight, entertain, and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse carefully hand-picked retailers, enjoy a dip in Fido's Lido, sit back with a glass of Taittinger champagne, relax in The Studio, presented by Radox, explore the Zen Den, spot famous faces in Literary Corner, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition.

For more information, go to www.goodwood.com/goodwoof

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 two Danish words, LEg GOdt, which means, "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 go to www.LEGO.com

About Kev Gascoigne

Kev, also known as the Chief Fairy, lead his Fairy Bricks team from the rolling hills of West Yorkshire. Kev rediscovered his passion for LEGO products in 2011 after being given a LEGO Death Star as a birthday gift. This rediscovery led to the creation of Fairy Bricks to enable children throughout the world to be given the gift of play in hospital environments.

Well-known for producing LEGO Mosaics, including the largest one ever created at the LEGO House in 2018 measuring a gigantic 14m x 12m, Kev and his team have the capability to produce anything from a small, personalised gift, to full sized sculptures.

Kev has worked worldwide delivering play experiences and events, including specialised things unique to hospital environments. He welcomes enquiries and commissions from anyone sharing his passion to deliver the gift of play to children and adults,

For more information go to www.fairybricks.org