Billund is unique. The town, its citizens and the LEGO company have created modern Billund together. If you follow the Company Town Route, you will gain an insight into the cultural history of the town and its development from a tiny heathland village into a high-tech knowledge centre.

There are nine information stands on the Company Town Route. The route passes several landmarks which reflect the development of the town. When you follow the children's footsteps and the brightly coloured stones marking the route, you visit many sights, including Billund Heating Plant which has delivered water to both town and company, and Løvehuset (the Lion's House), built by Ole Kirk Kristiansen, the LEGO founder, in 1924. The route also runs through Billund's beautiful Sculpture Park. En route you will find several fun play activities for children of all ages. The colourful, glazed stones along the route were created by the children of Billund in partnership with Billund Kulturskole (Billund Cultural School), – a project in line with the town's vision to become Capital of Children.
Did you know?

- that in 1959 the LEGO company management expressed a wish for the town to provide active leisure facilities and to earn itself the name: The Oasis of the Heathlands. This is a very apt name as there are very large underground reserves of water in Billund.

The information stands provide something for children and adults alike. For example: Can you find the Billund bee (a brown bee) hidden somewhere different on each information stand?

The QR codes also provide information about the town and the LEGO company. You can see historical photos of the town. You can also visit the

www.companytown.dk or www.billundmuseum.dk