

Headline: A brick-ton of LEGOs. 21

Text: Come see 13 giant LEGO® masterpieces inside Brick by Brick at MSI. 66

News Feed: Click and repeat. 18

Display URL: msichicago.org/brick

Headline: 13 giant LEGO structures. 25

Text: Hands-on building challenges and architectural marvels await you inside Brick by Brick! 87

News Feed: No rules, just bricks. 22

Display URL: msichicago.org/brick

Headline: Push the limits of the brick. 29

Text: Witness 13 giant, complex LEGO® structures. Make no little plans—visit Brick by Brick today! 92

News Feed: Art that clicks. 17

Display URL: msichicago.org/brick

Headline: Visit Brick by Brick at MSI.

Body: A close-up look at the science of building, you'll see 13 giant LEGO® structures inside Brick by Brick! 103

News Feed: Must-see interactive LEGO exhibit. 34

Display URL: msichicago.org/brick

Photo 1: Father and Son/Fallingwater

Headline: A Plastic Masterpiece (21)

Body: Playing with LEGO® bricks can lead to the next architectural wonder. See for yourself inside *Brick by Brick*.

Newsfeed: Iconic structures, LEGO®-built (31)

Display URL: msichicago.org/brick

Headline: It Starts with One Brick (24)

Body: One LEGO® brick can transform a dream into a reality. What will you build? (75)

Newsfeed: Explore the power of play (25)

Display URL: msichicago.org/brick

Photo 2: Grandson, Granddaughter, Grandmother/Ping An

Headline: The Sky Isn't the Limit (24)

Body: Learn how the Ping An Finance Center's 115-story structure is made possible—through 20,250 LEGO® bricks.

Newsfeed: Build the unbuildable

Display URL: msichicago.org/brick

Headline: Build a Treasured Memory (24)

Body: Construct a new memory inside *Brick by Brick* that will last for generations. (76)

Newsfeed: Memories built to last (31)

Display URL: msichicago.org/brick

Family w/ GGB

Body: Architecture's most celebrated achievements intricately rebuilt using only LEGO® bricks. (88)

Headline: Suspend your imagination (24)

Newsfeed: 64,500 LEGO bricks. One bridge. (25)

Display URL: msichicago.org/brick

Golden Gate Bridge Graphic, New Angle

Body: Iconic structures, celebrated with LEGO® bricks. Explore the power of play at MSI. (82)

Headline: Famous bridge, LEGO® built (26)

Newsfeed: Build your inspiration (24)
Display URL: msichicago.org/brick

Family w/ Disney Castle

Body: The magic of Cinderella's Castle captured beautifully with LEGO® bricks. (73)
Headline: Build Disney-sized dreams (26)
Newsfeed: It all starts with one brick.
Display URL: msichicago.org/brick

BxB General to work with any image:

Body: Inside Brick by Brick we're building inspiration! Discover your inner builder at MSI today. (91)
Headline: Complex LEGO® structures (25)
Newsfeed: Artfully built one brick at a time. (35)
Display URL: msichicago.org/brick

Headline: From unbuildable to built 25

Body: Nothing is unbuildable in Brick by Brick—not even a 60-ft bridge made with LEGO® bricks. 88

Newsfeed: A bridge that suspends disbelief. 33

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Headline: Brick by Brick at MSI 21

Body: Come face-to-face with engineering marvels—reconstructed using LEGO® bricks. 77

Newsfeed: From unbuildable to built. 26

Display URL: msichicago.org/brick

Headline: How unbuildable is built 24

Body: Brick by Brick features 13 incredible feats of engineering—all created with LEGO® bricks. 89

Newsfeed: Discover your inner builder. 28

Display URL: msichicago.org/brick

General

Headline: Build without limits 20

Body: Explore the power of play with giant LEGO®-built structures and building challenges. 84

Newsfeed: Discover your inner builder 28

Display URL: msichicago.org/brick

ISS

Headline: Build out-of-this-world 23

Body: Witness 13 complex LEGO®-built structures that will inspire you to build far. 84

Newsfeed: Explore the power of play 28

Display URL: msichicago.org/brick

Arch

Headline: From unbuildable to built 25

Body: Nothing is unbuildable—not even an 8-ft self-supporting arch made with LEGO® bricks. 84

Newsfeed: A gateway that opens a continent 32

Display URL: msichicago.org/brick

Colosseum

Headline: Building a legend 17

Body: How unbuildable is built—a 6-foot long LEGO®-built model of the world-famous amphitheater. 90

Newsfeed: An arena that outlives an empire 32

Display URL: msichicago.org/brick

Headline: Brick by Brick at MSI

Body: Come face-to-face with engineering marvels—reconstructed using LEGO® bricks.

Newsfeed: From unbuildable to built.

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Newsfeed: Explore the power of play.

Display URL: msichicago.org/brick

Headline: Build without limits

Body: Explore the power of play with giant LEGO®-built structures and building challenges.

Newsfeed: Discover your inner builder

Display URL: msichicago.org/brick

Instagram caption

Brick by Brick features incredible engineering feats like the Golden Gate Bridge reconstructed entirely with LEGO® bricks. Nothing is impossible when you have the courage to build the unbuildable. Discover your inner builder at MSI.

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Nothing is unbuildable in MSI's Brick by Brick—not even a 60-foot Golden Gate Bridge made with LEGO® bricks. Just one of the incredible feats of engineering featured in the exhibit. Discover how the unbuildable gets built at msichicago.org/brick.

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MSI's Brick by Brick exhibit features the world's greatest engineering feats reconstructed with LEGO® bricks. This close-up look at the science of building will inspire you to keep building the unbuildable.

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MSI's Brick by Brick exhibit uses LEGO® bricks to reconstruct incredible feats of engineering—like the Golden Gate Bridge. Get tickets at msichicago.org and learn how the unbuildable gets built.

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