

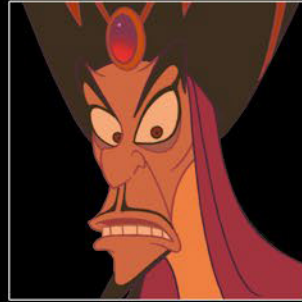




Masters of mischief. Mua-ha-haa!

We always find familiar comfort in the magical worlds of our favourite Disney heroes... But what would a great story be without the wonderfully wicked, devious antagonist? Join us in celebrating a century of Disney's formidable foes, mischievous miscreants, sinister scoundrels and wily witches!





The charm of imperfection

Remember watching your favourite Disney story as a kid? We would play those VHS cassettes and DVDs until they wore thin! Even now, they still make us laugh and give us the chills – the good AND the scary kind. We love watching our heroes conquer their kingdoms over and over. In every memorable story arc, the hero overcomes adversity to emerge stronger than ever. Enter the evil queen, the pesky pirate, the scorned witch, the charming, devious suitor, or the jealous usurper to the throne. We recognise them by their sneering smiles, crooked eyebrows and cunning wit that tickle our inner DANGER alert in the most intriguing manner.





From the design team

'This is the first LEGO® set designed around Disney Villains! As a 90s kid, most of my Disney movie memories are intrinsically linked to VHS tapes. Even when you side with the hero, it's always interesting to see the story from the villain's perspective. You recognise their evilness but understand the layers of their personality and questionable actions. Inspired by a special edition Disney DVD collection with a cover solely focused on the villains of the stories, we explored the idea of creating VHS tapes of some of the classics.

Each object in the model has layers of references and secrets! Maleficent and Jafar are hidden inside their cassettes. *The Beauty and the Beast* book, referencing Belle's love of reading, has a hidden drawer where Gaston can hide, and a pop-up compartment with the magical rose, the symbol of the Beast's curse. Snow White's poisonous apple opens to reveal the Evil Queen in Disguise. And the pocket watch has the silhouette of Peter Pan and the kids flying on the front, and a nod to Captain Hook on the back!'

Marcos Bessa, LEGO® Design Master

'During development, the code name for the set was "Villainous Hidden Secrets", aka "VHS".'

Playing with design

'To create a loving, nostalgic vibe for these iconic films and villains, we included a bunch of the design "language" from each film. The filigree on the book spine represents the look and feel of *Beauty and the Beast*, and the film strip inside *The Little Mermaid* cassette adds a little extra VHS spark. We added Peter Pan and the gang to the pocket watch to show that it belonged to Captain Hook and, if you look closely at the Queen of Hearts playing card, you might see she is missing a certain something. And we'll let you discover all the rest as you build!' Niken "Nikki" Ayumurti Hartomo, Senior LEGO® Graphic Designer







Disney