

INT//RFACE



PLAYING WITH CREATIVITY IN THE AGE OF AI

**PARTICIPATE IN THE
INTERNATIONAL
LEGO® SERIOUS PLAY®
CONFERENCE**

**1 - 2 October
2025**



This conference is for ALL trained facilitators in the LEGO® SERIOUS PLAY® method. It does not matter where and by whom you have been trained – you are welcome here!

Welcome to the 2025 conference

Welcome to the 9th international LEGO® SERIOUS PLAY® Conference where we gather professionals from diverse sectors to inspire, explore and learn from each other.

In an era increasingly dominated by AI, even creativity - often viewed as a uniquely human advantage - is being challenged. Our conference explores how we can nurture and leverage creativity to drive innovation and enhance critical thinking alongside the evolving capabilities of AI. Together, we revisit fundamental human capacities such as imagination, spontaneity, intuition, and improvisation, offering a nuanced perspective on creativity's crucial role in the age of AI

As always, we will mix inspiration from amazing thinkers and doers with LEGO® SERIOUS PLAY® exercises that spark fresh ideas and reawaken our most human strengths - creativity, connection, and courageous thinking - in a world shaped by AI.

Join us for inspiration, skill-building, and networking opportunities among experienced practitioners.



PROFESSOR JOHAN ROOS

Conference Chair,
Co-inventor and co-
author of the original
LEGO® SERIOUS
PLAY® method in 1999.

Conference program

Day 1 (part 1)



1 October 2025

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1

08.30 – 09.00:

Check in to conference.

2

09.00 – 09.30:

Setting the stage.

Professor Johan Roos.

Mads Keblovszki & Micael Buckle.

3

09.30 – 10.30:

Creativity in the Age of AI

Professor Johan Roos.

4

10.30 – 10.45:

Coffee break & networking.

All.

5

10.45 – 12.15:

No agenda, big ideas: How improvisation inspires creative flow.

Kate Walker Miles, RADA (Royal Academy of Dramatic Art, London)

6

12.15 – 13.15:

Lunch & networking.

All.

7

13.15 – 14.30:

Hands on LEGO® SERIOUS PLAY® LAB 1.

We co-create new exercises about creativity.

Micael Buckle & Johan Roos.

Conference program

Day 1 (part 2)



1 October 2025

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8

14.30 – 15.45:

Creativity at Play: Wonder, Flow & Material exploration
Jesper Falck Legaard & Jess Uhre Rahbeck from LAB for PlayDesign at the Danish Design School.

9

15.45 – 16.00:

Coffee break & networking.
All.

10

16.00 – 17.15:

Hands on LEGO® SERIOUS PLAY® LAB 2.
We co-create new exercises about creativity.
Micael Buckle & Johan Roos.

11

17.15 – 17.30:

Closure of conference day 1.
Johan Roos.

12

17.30 – 19.30:

Visit to LEGO House.
Brickmind Community.

13

20.00 – 22.30:

Grand dinner & networking.

Conference program

Day 2



You will get extensive hands on the bricks, co-creating and trying out new building exercises to boost creativity.

2 October 2025

INT/RFACE

1

09.00 – 09.30:

Setting the scene for day 2.
Johan Roos.

2

09.30 – 12.00:

Cases about creativity!
Experiences from LEGO® SERIOUS PLAY® workshops.
Marc Sonnaert & experienced participants.

3

12.00 – 13.00:

Lunch & networking.

4

13.00 – 14.30:

Group work (sector wise) about how to apply LEGO® SERIOUS PLAY® to boost creativity.
Micael Buckle.

5

14.30 – 15.15:

Findings from the research project on Using Generative AI Tools to Augment Facilitation.
Johan Roos.

6

15.15 – 15.30:

Coffee break.

7

15.30 – 16.00:

Closure of conference – competitions, news, and next steps.
Johan Roos & Micael Buckle.

Speaker at the conference



Actor of stage and screen,
producer.

Kate Walker Miles

Kate Walker Miles helps people from all walks of life tap into spontaneity, intuition, and improvisation to bring more creativity, energy, and presence to their work. With a background in Experimental Psychology (Oxford University), World-Class training at RADA, and an early career producing groundbreaking live TV, she understands what it takes to think on your feet, listen deeply, and embrace uncertainty with confidence.

Blending performance techniques with leadership practice, Kate supports individuals - whether leading teams, facilitating change, or facing new challenges - to move beyond scripted approaches and trust their instincts in the moment. She explores real-time adaptability, deep listening, and storytelling to unlock fresh perspectives and deeper engagement. Her practical, accessible tools sharpen intuition and create space for unexpected breakthroughs - transforming how people lead, connect, and create.

In her keynote, Kate explores improvisation as the art of listening, reacting in the moment, and creating without a script. Drawing on techniques from theatre, she invites participants to let go of perfection, embrace the unknown, and unlock their creative flow.

Speakers at the conference



Jesper Falck Legaard
Associate Professor

Jesper Falck Legaard

Associate Professor in LAB for PlayDesign at Kolding School of Design.

Jesper has a background in Industrial Design and holds a PhD in Experience-based Designing. His research explores the nature of play/playful experiences, and is centered on the design of 'Playables' – physical objects intentionally designed for play - focusing on how particular design qualities of the objects may afford play experiences.

Jess Uhre Rahbek

Assistant Professor in LAB for PlayDesign at Kolding School of Design.

Jess has a background as a game designer and his academic work centers around making stronger connections between general play theory and the practice of doing play design. With LEGO as one of his main collaborators Jess is making new tools for supporting designers in making great playthings.

LAB for PlayDesign:

The LAB for Play and Design explores the potential of play across diverse professional fields. Their mission is to foster a community where play drives academic insight, creative expression, and constructive dialogue.

Through collaborations with businesses, organizations, and institutions, they aim to cultivate a playful society—one that encourages creativity, innovation, and meaningful connections at every level.

The session of Jesper and Jess explores the intersection of *play* and *creativity*, inviting participants into the space where *wonder meets flow*—approaching creativity as an emergent, fluctuating, and materially mediated process.

Through playful hands-on experimentation, participants will reflect on how creativity may be *inspired by*, *shaped through*, or *affected by* the dynamic interplay of objects, people, and context.



Jess Uhre Rahbek
Assistant Professor

Speaker at the conference

Johan Roos

Executive Director of the Vienna Center for Management Innovation at the Peter Drucker Society Europe Professor and Presidential Advisor at HULT International Business School. Elected member of the Danish Academy of Technical Sciences.

Previously Managing Director and Professor at Jönköping International Business School, President of Copenhagen Business School, Dean of MBA Programs and SCA Professor at Stockholm School of Economics, Founding Director of Imagination Lab Foundation, Professor at IMD, Associate Professor at Norwegian Business School, and Researcher at Wharton School.

His research concerns mostly how to increase readiness for change, innovate strategy processes, and measuring intellectual capital. Johan regularly contributes to the public debate about management innovation, leadership education and research.

He is the originator and co-inventor of the LEGO® SERIOUS PLAY® method and has chaired this conference since its inception.



**Conference Chair.
Professor, co-inventor
& co-author of the
original LEGO®
SERIOUS PLAY®
method from 1999.**

Speaker at the conference



Micael Buckle

Micael is the CEO of Inthrface. He is probably the most experienced senior consultant and Chief Executive Trainer in the LEGO® SERIOUS PLAY® methodology.

Micael has been involved in developing the original LEGO® SERIOUS PLAY® methodology and new applications further.

When time allows, he contributes to academic executive education programs for companies as an Adjunct Professor.

Inthrface

A consulting firm helping clients with organizational change. Its clients include multinational corporations, medium sized private companies and public organizations.

An early pioneer of the LEGO® SERIOUS PLAY® method and has successfully used this method in more than 2000 workshops in hundreds of organizations world-wide.

Its substantial training program for LEGO® SERIOUS PLAY® facilitators has uniquely been quality improved and endorsed by Professor Johan Roos, co-inventor and co-author of the original LEGO® SERIOUS PLAY® method in 1999.

**CEO of Inthrface,
Chief Executive Trainer
in the LEGO® SERIOUS
PLAY® method.**

Practicalities – registration and participation



REGISTRATION:

We only offer a limited number of seats at this conference. Secure your participation as soon as possible by sending your registration form to:

Tobias Paulsen:
tp@inthrface.com

Note that the conference is for all trained facilitators in the LEGO® SERIOUS PLAY® method. It does not matter where and by whom you have been trained.



PARTICIPATION AT HOTEL LEGOLAND®

- You will meet the entire Inthrface team and fellow LSP facilitators on-site and have numerous opportunities to interact and network with each other.
- You will be “playing with creativity” using the LEGO® SERIOUS PLAY® method.
- Prof. Johan S. Roos and all keynote speakers will also be joining on-site.

Address:
Hotel LEGOLAND®
Aastvej 10
7190, Billund
Denmark
(Only 5 minutes by taxi from Billund Int. Airport)



PAYMENT

- On-site participation in 2-day conference including full accommodation, food and drinks (1 night in single room on the 2nd of October): **DKK 9.475,00**
- Additional accommodation per night: DKK 1.295,00.
- All prices are stated exclusive 25% Danish VAT (VAT is applicable for all participants).