

Rain does not stop play for SIX, The Musical Queens with the Prince Harry Rubik's Cube mosaic

Submitted by: Rubik's Cube
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The SIX queens of Henry VIII from the cast of SIX, The Musical (<https://www.sixthemusical.com/london>) currently running at the Arts Theatre, Great Newport Street, WC2H 7JB, took part in the creation of a giant new mosaic of His Royal Highness the Duke of Sussex, Prince Harry on the evening of Tuesday October 1st 2019. This marked the culmination of a Guinness World Records Attempt for the most individuals contributing to a single Rubik's Cube mosaic (<https://www.rubiks.com/en-uk/>).

The SIX queens are Catherine of Aragon played by Jarneia Richard-Noel, Anne Boleyn played by Millie O'Connell, Jane Seymour played by Colette Guitart, Anne of Cleves played by Alexia McIntosh, Katherine Howard played by Vicki Manser and Catherine Parr played by Maiya Quansah-Breed.

The first ever Rubik's Cube Pop-Up Experience takes place in London's Covent Garden, Carousel, 9- 11 Short's Gardens, Seven Dials, WC2H 9AT and ends today at 7:00 PM on Wednesday October 2nd 2019.

This immersive experience marks the start of the 40th Anniversary celebrations in 2020 of the Rubik's Cube becoming a runaway success and taking the world by storm. Since the Rubik's Cube launch in 1980, an estimated 450 million cubes have been sold globally making it the world's most popular single toy.

The Guinness World Records Attempt for the most individuals contributing to a single Rubik's Cube mosaic has been one of the highlights of the event. It contains 1,575 Rubik's Cubes and will finally measure 2.56 metres x 2.05 metres, designed by the Norwegian artist, @cubearting. Over 293 attendees are required to participate in the creation of the Prince Harry Rubik's Cube mosaic for the record to be broken.

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Please find an event overview below.

Wednesday October 2nd 2019

- Take part in the Guinness World Record attempt for the most individuals contributing to a single Rubik's Cube mosaic of Prince Harry using 1,575+ Rubik's Cubes with Norwegian artist @cubearting.
- Attend Rubik's Brand Ltd fully immersive Pop-Up Experience open to the public including Rubik's Cube solving and training classes with British speedcubing champion George Scholey.
- Spellbinding close-up Rubik's Cube tricks from magician Taran Harvey-Chadwick.
- Rubik's Cube-solving robots on show and to be challenged.
- Rubik's Shop selling limited edition merchandise.

Other media information

First Rubik's Cube Pop-Up Experience in London's Covent Garden

Rubik's Brand Ltd (<https://www.rubiks.com/en-uk/>), the London-based company that owns the rights to the Rubik's Cube - the world's most popular toy - is hosting its first ever Pop-Up Experience at 9-11 Short's Gardens, Seven Dials, Covent Garden, London WC2H 9AT, which ends today Wednesday October 2nd 2019.

The brand is creating a truly immersive experience for Rubik's Cube enthusiasts in advance of the 40th anniversary of the cube becoming toy of the year and taking the world by storm.

Since the Rubik's Cube's launch in 1980, an estimated 450 million Rubik's cubes have been sold globally. It has become one of the most instantly recognised symbols of fun, aptitude and creative endeavour due to its iconic, colourful multidimensional design that continues to appeal to people of all ages and cultures.

The Rubik's Cube has captured the imagination of global superstars such as actor Will Smith (<https://www.youtube.com/watch?v=p176CiwvPV4>), singer-songwriter Justin Bieber (<https://www.youtube.com/watch?v=CWJr5uRstGE>) and cyclist, Mark Cavendish (<https://www.youtube.com/watch?v=e1imWK4nYEI>).

The new interactive pop-up experience features many exciting activities, demonstrating the creative impact of the intriguing cube. A giant mosaic is being created using 1,575 limited edition Rubik's cubes.

Designed by Norwegian cube artist, @Cubearting, the artwork is being assembled with the help of visitors, set to break the current Guinness World Records Attempt for the most individuals contributing to a single Rubik's Cube mosaic. The current record has 293 participants which the Rubik's Brand plans to smash.

The UK speedcubing champion, George Scholey (<https://www.youtube.com/watch?v=RDKEfl7wio4>), along with other cubers, will be in attendance to teach novices how to crack the cube's code. You can also pit your wits and skills against a Rubik's Cube-solving robot.

The magician, Taran Harvey-Chadwick, who is a regular performer at the Magic Palace, will be present to perform spellbinding close-up Rubik's Cube tricks.

As the design of black cabs is an iconic element of London's landscape, two taxis wrapped with Rubik's Cube designs will be used as mobile venues for the first ever 'Carpool Cubeioke'. Guests will learn the skills of solving a Rubik's Cube in a liveried cab while being chauffeured past the architectural landmarks of London.

CEO of Rubik's Brand Ltd (<https://www.rubiks.com/en-uk/>), Christoph Bettin said, "This pop-up experience is a superb way to showcase the amazing development of the Rubik's Cube over the last 40 years and pave our way to the next four decades. The brand captured the zeitgeist of the 1980's and its popularity has endured, with its fanbase growing year by year."

For further information about Rubik's please visit the brand's website <https://www.rubiks.com/>, Twitter https://twitter.com/Rubiks_Official, YouTube Channel <https://www.youtube.com/user/RubiksTV> or Instagram https://www.instagram.com/rubiks_official/.

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