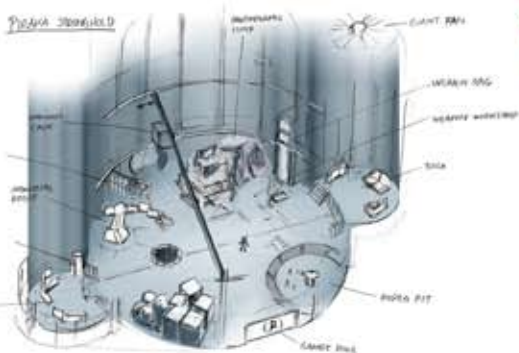
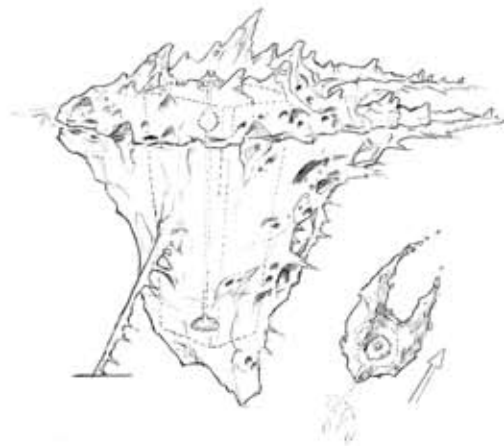
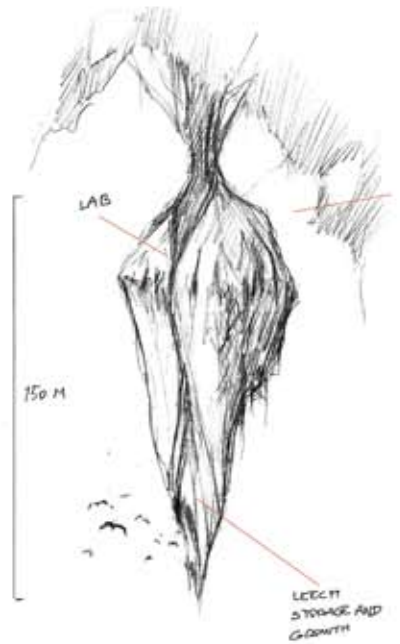
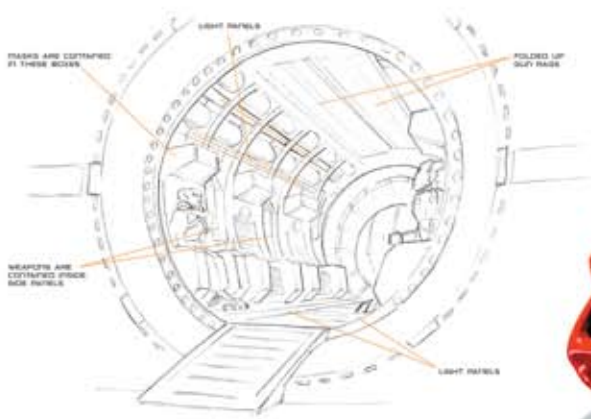


The art of

# BIONICLE®

by Kelly McKiernan  
with Christian Faber



- 
- I. Introduction
  - II. A Biomechanical Paradise: Mata Nui
  - III. Toa and Matoran
  - IV. Bohrok & Beyond
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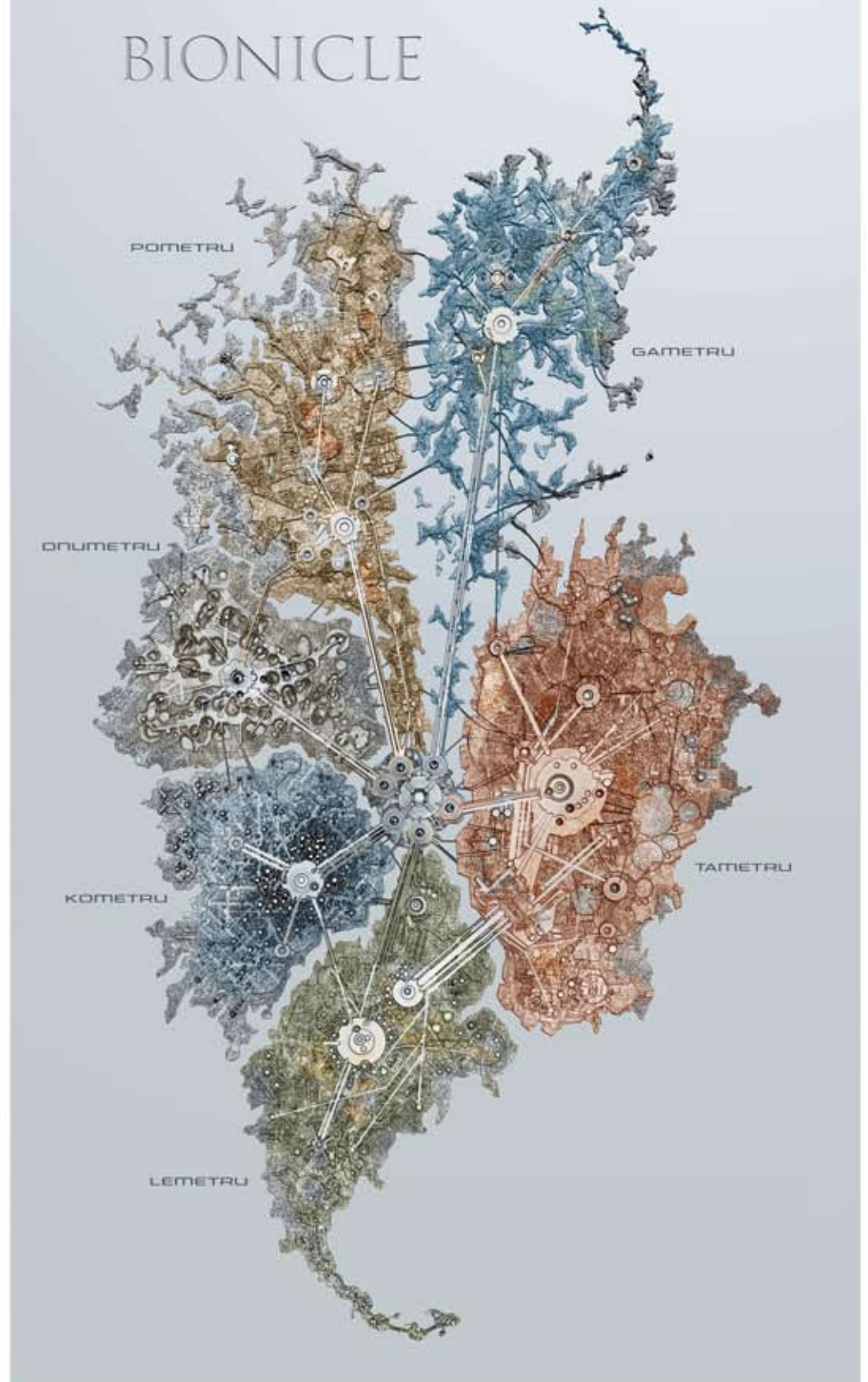


# METRU NUI

CHANGE OF POWER

2003 brought a frightening change of venue: a whole new island to play with. Metru Nui, City of Legends, was introduced *beneath* the island of Mata Nui. Strange as that was, there was a very good reason for this subterranean metropolis, revealed at the end of 2008.

The story also went into flashback mode for 3 years.





# BIONICLE®

Success of the BIONICLE property - and indeed, most intellectual properties - lies in how effectively the branding positions it. A strong, distinctive, clean logo were required, and Advance noodled several options. The clean winner - literally - is the classic typeface at the top of this page: elegant serifs offset gently weighted characters. It's well spaced and easily distinctive at both large and small sizes. The logo wins not only in easily identifying the product line, but also in telling the viewer this is a classic, timeless property.

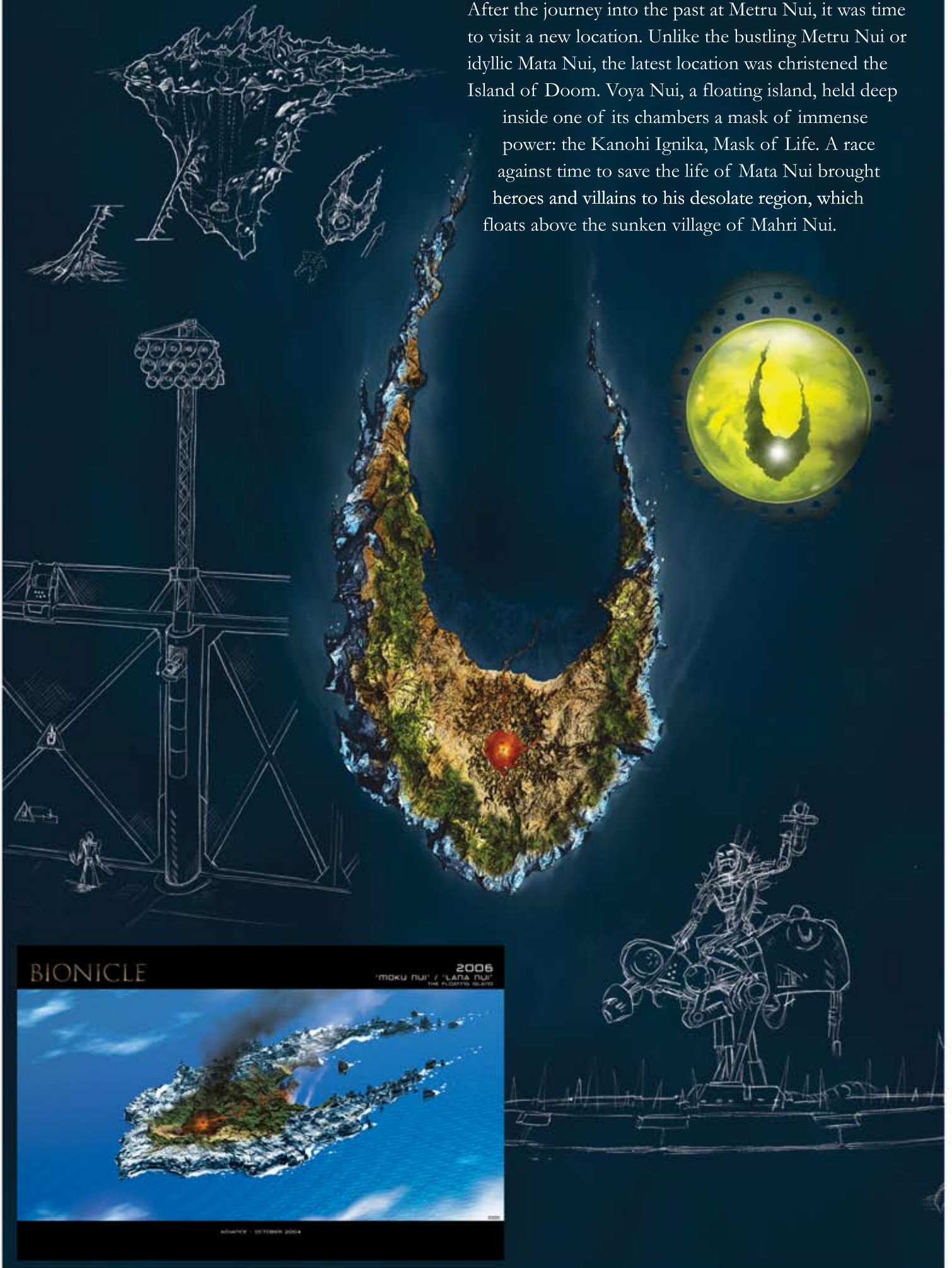
In addition to the typeface, which gained a number of treatments over the years (below left), a symbol was developed and used for the first few years, as seen behind this text. The so-called "Yin-Yang BB symbol" grew from one of the earliest logo designs, the "B4" look (below right). A bit too stylized, B4 was never used in production, but the "B" inspiration resulted in what eventually became known as the "Unity, Duty, Destiny" logo. Each segment represents something within the BIONICLE universe - some of which won't be revealed for years to come, according to insiders.

In 2006, a study showed that subsequent launches of products were increasingly difficult for consumers to distinguish, so the brand went "gangsta" for a while with the Piraka launch. Its job accomplished, the tag-style logo was shortly retired, except on clothing.



# Voya Nui: Island of Doom

After the journey into the past at Metru Nui, it was time to visit a new location. Unlike the bustling Metru Nui or idyllic Mata Nui, the latest location was christened the Island of Doom. Voya Nui, a floating island, held deep inside one of its chambers a mask of immense power: the Kanohi Ignika, Mask of Life. A race against time to save the life of Mata Nui brought heroes and villains to his desolate region, which floats above the sunken village of Mahri Nui.



# The Mask of Life



The Kanohi Ignika was designed as a very powerful icon in the BIONICLE universe. The mask included a humanoid figure shape meant to confuse the audience - and it worked out well. Designed in 2006, the mask will play an important role in the story for several years.

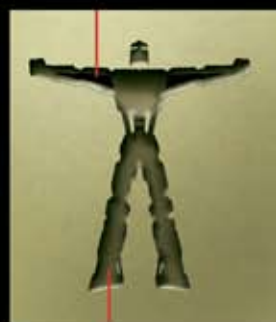
Story-wise, the mask is one of the most powerful objects in the BIONICLE universe. Its color is a key to the overall health of the “universe” - gold means all is well, while silver means the universe is in trouble. Should the mask ever turn black, as happened when Mata Nui died at the end of 2007, that means the universe is in imminent danger of destruction.



Side version 1

Side version 2

Hole for eyes



Embossed area

