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## Bionicle exec launches start-up indie

The co-creator of Lego Media's Bionicle franchise, Bob Thompson has set up a new company to executive produce a third DVD movie based on the lucrative toy/toon property.

Good Story Productions will exec produce Bionicle 3, following the success of 2003's award-winning original Bionicle: Mask of Light and 2004's follow-up Bionicle 2: Legends of Metru Nui. A Lego Group/Miramax Films production, the third film is slated for release later in 2005.

Thompson's move comes as Lego sells its Create TV & Film division, where he used to be head of film and story, to its managing director Vanessa Chapman earlier this year. At Create, Thompson exec produced the first two Bionicle films.

Outside the Bionicle franchise, which Thompson created with Skryptonite's Alastair Swinerton while at Lego Media International, Good Story will produce, develop and manage new productions for the children's and youth markets, both for itself and strategic partners.

Thompson, who was at BBC Worldwide before he joined Lego in 1999, said: "Bionicle has been a huge international success, both commercially and in expanding what can be done with storytelling through multiple platforms. As well as exploring new avenues, Good Story will be continuing its great relationship with the Lego Group."

Ed Waller

10 Apr 2005

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