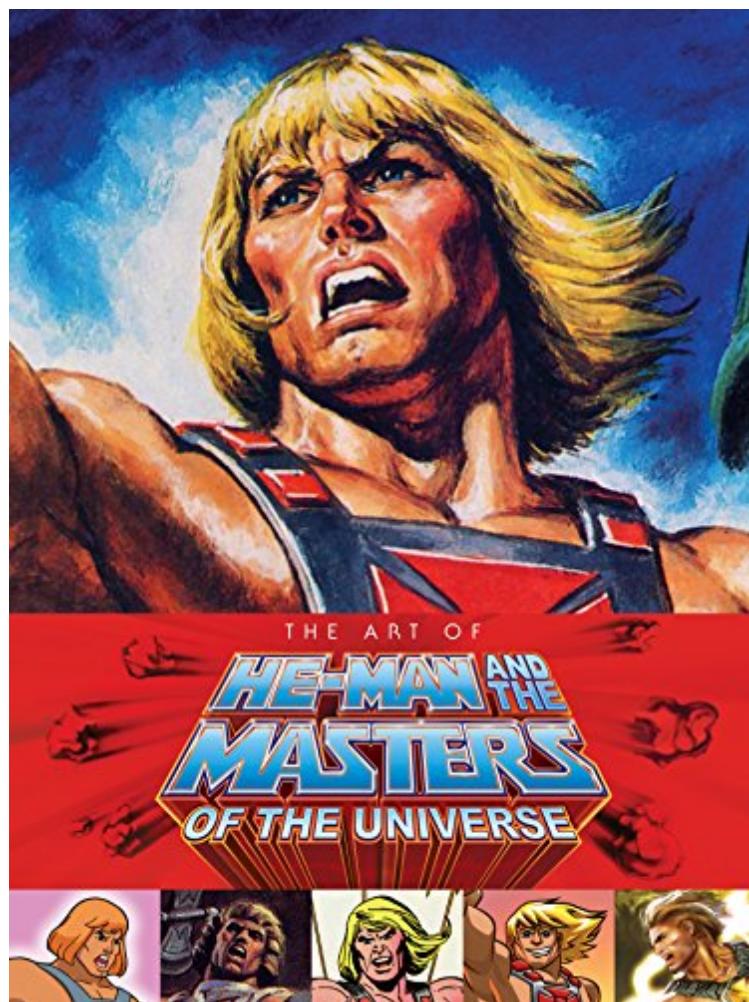


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## Art of He Man and the Masters of the Universe

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**Various : Art of He Man and the Masters of the Universe** before purchasing it in order to gage whether or not it would be worth my time, and all praised Art of He Man and the Masters of the Universe:

37 of 39 people found the following review helpful. Nostalgic collection  
By Parka[[VIDEOID:c7a8ecb87b58bfca71c22c68039e2c1]]As a kid, I watched and followed He-Man with enthusiasm. That was many years ago and the only characters I could remember today are He-Man and Skeletor. Going through this book is therefore a nostalgic experience. Not just that, it also introduces me to a world of MOTU that I never knew. The Art of He-Man and the Masters of the Universe is an artbook that looks at the art and design for the animation, comics and toys. Instead of photos of toys and their packaging boxes, you'll be looking at the character designs and packaging art. There are interviews with many of the creators, such as with Emiliano Santalucia, Joshua Van Pelt and James Eatock, founders of the Power and the Honor Foundation, writer of many MOTU minicomics Steven Grant, illustrator and animator Larry Houston, writer Paul Dini, illustrator Earl Norem, concept artist William Stout, designer David Wolfram and many more. It's interesting to find out how the toys, comics and animation are

made, the conceptualisation that went behind, and the creative process used to maintain the series. The first chapter starts with the business side of making toys to appeal to young boys. It's enlightening to read about the methodology and thinking that goes into toy design, or creating a character that boys can look up to, and eventually buy. There are several notes and internal memos from the Mattel Male Action Team that outlines how they should develop this particular toy market. The book covers not just the creative side but also the business side. As for the artworks, you'll get to see storyboards, animation cels, including a piece of plastic with He-man and Skeletor that you can overlay onto the background art, toy posters from Mattel, comic covers, designs for the character, background, toys, maps and unused concepts such as toys and characters that never got made. Personally, I've only watched the animation and don't read the comics or collect the toys, so the bulk of the content in this book are new to me. The artworks are fantastic. There are sketches as well as those fully painted pieces. There's even an illustration by movie poster master artist Drew Struzan. The latter part of the book covers the relaunch of the toy line and animation from 2000 onwards. Again, it's quite interesting to see the modern take on the classic characters with the current visual styles of comics and animation. This 320-page hardcover is a wonderful collection of pop culture. Highly recommended to all fans of He-Man and MOTU. (See more pictures of the book on my blog. Just visit my profile for the link.) 1 of 1 people found the following review helpful. **How Do You Master a Universe?** By Orthodox Geek There are few more iconic enterprises in 80's American Pop-Culture than He-Man and the Masters of the Universe. Toy-giant Mattel captured the lightning in a bottle they were hoping for, having designed the toy-line as a sort of retaliation for skipping out on the Star Wars license. Hindsight is always 20/20, but rather than attempt to ape (now defunct) Kenner's cash-cow, Mattel set to work on building a new franchise from the ground up, in part taking Joseph Campbell's "Hero With a Thousand Faces" mythological archetypes as seriously and strictly as Lucas took them with his own initial film vision. One could argue that once an idea is born, the need for definition separates it from being part of general mythology and forces it to be something more narrow, but unlike that other far, far away galaxy, the universe of the Masters somehow managed to flourish as a catch-all for fantastic heroism, embracing almost all types of heroic fiction as a viable component of its whole. That willingness to embrace and expand conventions, all the while breaking down walls about what can be done in a fantasy franchise, ensured the Masters of the Universe line would exhibit the kind of timeless and immortal attributes that keep it popular even today. This huge tome seeks to capture as broad and comprehensive a look at the design, mythos, and creativity of Masters of the Universe as possible, without destroying your end table under its weight. From concept to completion; From cartoons to comics; From prototype to polish; This book covers it all. Interspersed with the amazing art are interviews with key players in the history of the line, all the way through to the current toy line being sold online. For a collector like myself who opens his toys for display, the inclusion of the amazing package art in this collection is immensely welcome. In particular, the recent release of Castle Grayskull had amazing art by Rudy Obrero, and I couldn't part to dispose of the box. Now with this book on my shelf, I might reclaim some garage space, if only to donate the huge cardboard cube to another, less space-constrained fan. Maybe... There is even a section covering the live-action film, with some amazing pre-vis work from the inimitable Ralph McQuarrie. Unfortunately, there is a glaring omission to this section: While there is a wonderful interview with production designer William Stout, none of his production artwork made it into the book. As a fan of Mr. Stout's work, I lament the exclusion. Still, the rest of the book feels so comprehensive, it's difficult to hold that as a point against the book as a whole. Now, a confession - I never collected Masters of the Universe as a kid. While I loved the ideas, and enjoyed the Filmation cartoon, I was much more drawn to the smaller, more highly articulated fighting man. It was the new "Classics" line that brought me to the table as a collector, even though I was a fan since He-Man first raised aloft his magic sword and said... well, you know what he said. And yes, I said "he-Man", not "Adam". I'm one of those guys. That is to say, one of the most appealing things about Masters of the Universe is the ability for each fan to own it in a different way, and this book does a great job of showing how hard so many great artists worked to make that possible, for kids of all ages. Long time fans will appreciate the tribute to their favorite line. New fans will appreciate the accessible compilation of history in one place. And fans of art and design will enjoy the book for how it shows the full arc of an idea, from beginning to no-end-in-sight. An easy recommendation, at a reasonable price. 0 of 0 people found the following review helpful. **BY THE OOWER IF GRAYSKULL!!!** Was the one thing as a kid I couldn't live without on Saturday Mornings By J. R. Where do I start? I admit it. I'm a nerd. I was born in the 80's and as such, my favorite thing in the world was watching Saturday morning cartoons. He-Man and the Masters of the Universe, Orko, Skeletor. Teela, Evelyn and Prince Adam's twin Sister She-Ra were among the cartoons I'd sneak and what with my brothers because my mom would often say I had to watch girl cartoons. Yet, I wanted action! I wanted to watch Prince Adam bring up his sword and transform in to He-Man and kick b\*tt. It was and still is till this day one of the greatest cartoons released in the 80's alongside others that derived from He-Man such as She-Ra his twin sister whom he had the ability to communicate with her telepathically at gray distances. He would wield his sword as Adam and become He-Man, the strongest man in the universe and that's where this book comes in. If you're an 80's kid like me that grew up watching this, She-Ra, Thundercats, Silverhawks, and others, this is a must have. This book is great. It contains great information about Matel and how the series came to be. The art is out of this world and what else can I say? To watch this guy wield his sword to make Cringer his furry best friend in to Battle-Cat was AWESOME. Like I said, I

this book is a must have for every fan of the Masters of the Universe series whether it's the trilogy movies or the cartoon. I have to say I'm kind of nostalgic that nowadays we no longer have the same Saturday morning cartoons we used to have if at all. Reason why I try as a mother of boys to encourage them to watch these instead and watch the classics. Get this book. It's a tremendous Piece for a collector and a lover of the series overall. You won't regret it! And when it comes to Princess Adorable, sorry you guys but I must say it. "I AM SHE-RA THE PRINCESS OF POWER" "For the honor of Grayskull" :D

In 1983, the world was introduced to He-Man and the Masters of the Universe. What followed was a cultural sensation that changed the landscape of children's entertainment forever! Join Mattel and Dark Horse in this comprehensive retrospective chronicling He-Man's decades-long epic journey from toy, to television, to film, to a true pop culture phenomenon!

About the Author Tim Seeley is one of those "slash" people...a writer-slash-artist. He has drawn a number of different comic book series including G.I. Joe, Halloween, WildC.A.T.s and Ex Sanguine. His writing work includes the New York Times best-selling Hack/Slash, Witchblade, Batman Eternal and the critically acclaimed Revival. He resides in Chicago, Illinois with his wife, Gina. He works at our Star Studios where he is never far from his 80s action figure collection. The author lives in Chicago, IL..