

THE HEDGEHOG

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From SEGA[®] fan creation to LEGO[®] fan creation

A fan-designed LEGO® model inspired by the original SEGA® Sonic the Hedgehog™ game is simply a match made in play heaven. In fact, SEGA has a long history of working on successful collaborations with dedicated fans. The Sonic Mania™ game was created with the help of two fansturned-professionals, developer Christian "Taxman" Whitehead and illustrator and director Tyson Hesse, to celebrate the game's 25th anniversary. It went on to become one of the most popular Sonic games to date. Tyson Hesse also recently worked on the *Sonic the Hedgehog* movie released in 2020.

In the true spirit of SEGA Genesis, LEGO fan designer Viv Grannell has taken Sonic fan works to the next level. In her Green Hill Zone, she recreated the game's pixelated graphics and gameplay so vividly with LEGO bricks and packed it with humorous nods to the classic game and the cool, cute and quirky characters we have loved for 30 years. The Sonic and LEGO fan communities rallied around the project from the very beginning. Viv took the time to read and reply to every comment and suggestion and

surprised and enthralled everyone with her creative new updates and details along the way.

Celebrating 30 years of Sonic the Hedgehog[™]

In 1991, an ultra-fast, clever and charming blue hedgehog with a spiky hairdo and big red sneakers took the gaming world by storm. People of all ages were drawn into a semi-psychedelic, pinball-like world of tantalising colours and action to help their hero collect rings and free South Island and the Chaos Emeralds from Dr. Ivo Robotnik, better known as the brilliant evil genius Dr. Eggman.

Sonic the Hedgehog - A super-fast history =



A star is born! Sonic jumps

onto the gaming scene in

1991

16-bit style!



1992 Meet Tails! Sonic The Hedgehog 2 introduces Sonic's best friend Miles 'Tails' Prower



1996 3D game, Sonic 3D Blast releases 2004 Sonic Heroes brings back lesser-known characters

PlayStation.2

2008 Sonic Unleashed action goes between 2D and 3D For 30 years, fans have embraced the most famous hedgehog in the world and followed him through thick and thin and countless loop-de-loops. Nearly a hundred different 2D, 3D, racing, arcade, console, computer and mobile game iterations, spinoffs and game collections later, not to mention toys, merchandise, comic books, a TV series and a movie, we still love Sonic the Hedgehog[™]. Now you can build a fun, authentic, hands-on recreation of the timeless 90s gameplay and send Sonic on new adventures against the dastardly Dr. Eggman and his creations the Badniks, Crabmeat and Moto Bug.









2017 Sonic Mania, one of the most beloved games in the series! **2020** Sonic the Hedgehog movie releases **2021** 30th anniversary celebrated

Meet the Fan Designer

Viv Grannell (LEGO[®] Ideas name toastergrl) lives in the UK. She studied Computer Science and loves making art, reading and writing short stories, and programming for hobbyist video games.

"I've loved the Sonic series since I was a kid - his vibrant, colourful world is always a fantastic place to explore, and

his endearing friends have quite the range – not to mention it's always a blast to blow up robots and race for rings. This Green Hill Zone set represents the quintessential

starting point of Sonic's many adventures, and it's one of the most famous and iconic video game levels of all time. I submitted the model in 2019 and updated it in January 2020, as the COVID-19 pandemic began, and for me this project was a way to connect with other people and share my passion and joy with them. During difficult times, together, it's our passion and compassion, and those who entertain us, like toy makers that keep our spirits going and with LEGO Ideas, anyone can become a toy maker. I'm eternally thankful to the Sonic fans and LEGO Ideas community who helped make this set come to life."

Viv Grannell

The LEGO[®] players

"As a big fan, I wanted the Sonic minifigure to be iconic & classic. It was a fun challenge to recreate the pixelated graphics from the game. I hope fans will enjoy the extra stickers (Item Boxes & Moto Bug) so they can customise the model."

– Lauren Cullen King – LEGO® Senior Graphic Designer



"Viv's model is so charming and in style with the classic games. She built it in modules, like game levels, and the finished set is pieced together that way, too. It was great working with her and the SEGA[®] designers, modifying details to give fans a great Sonic experience."

- Samuel Liltorp Johnson - LEGO® Design Manager





























































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