

# DISNEY PARKS, EXPERIENCES AND PRODUCTS

## FACT SHEET



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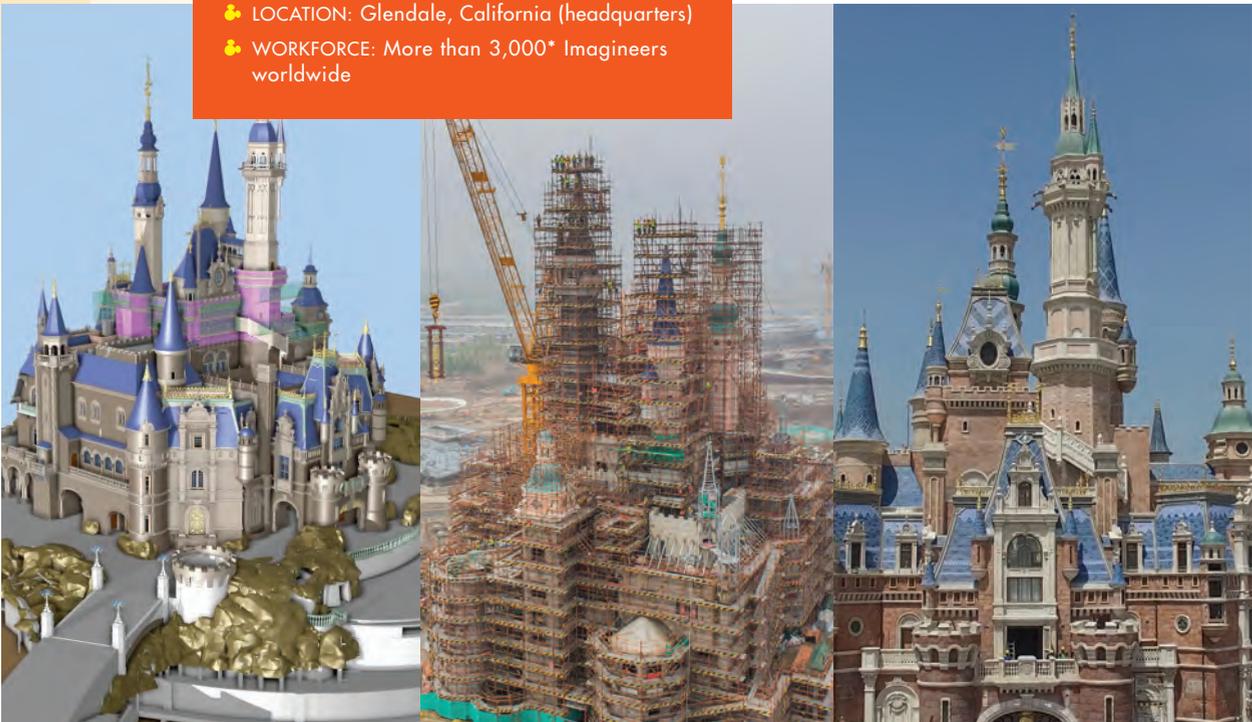


Walt Disney Imagineering is the creative force that imagines, designs and brings to life all Disney theme parks, resorts, attractions and cruise ships worldwide.

Founded in 1952 as WED Enterprises to design and build the world's first theme park — Disneyland — Walt Disney Imagineering is where imagination and creativity combine with cutting-edge technology to create unforgettable experiences. These experiences are brought to life by Imagineering's diverse talents from around the globe of creative and technical professionals who work collaboratively to enhance and expand on Disney's legacy of immersive storytelling.

### WALT DISNEY IMAGINEERING

- 📍 **FOUNDED:** December 16, 1952
- 📍 **LOCATION:** Glendale, California (headquarters)
- 📍 **WORKFORCE:** More than 3,000\* Imagineers worldwide



\*Walt Disney Imagineering Worldwide Family of Companies

## CURRENT PROJECTS



ARTIST RENDERING

**Disneyland Resort** – Avengers Campus is coming soon to Disney California Adventure Park. Imagineers are developing an innovative attraction where guests become part of the action and will be able to sling webs alongside Spider-Man. The area will also feature Pym Test Kitchen, where researchers are using Pym Technology's growing and shrinking tech to create new innovations in food science. Anyone hungry for knowledge – or just hungry – is invited to help the Pym team with their food research by taste-testing their delectable meals. Heroic encounters throughout the campus will include Black Widow, Doctor Strange, the Guardians of the Galaxy, Iron Man and Super Heroes from Asgard and Wakanda.

Other projects on the horizon include Mickey & Minnie's Runaway Railway, coming to Mickey's Toontown at Disneyland Park, and a Disney Vacation Club tower, coming to the Disneyland Hotel.



**Walt Disney World Resort** – As the resort approaches its 50th anniversary, numerous expansion projects are underway. The most ambitious is the multi-year transformation of EPCOT that will welcome new experiences while staying true to the original vision of the park. Imagineers are designing the transformation around four unifying neighborhoods. World Showcase pavilion will continue to celebrate the culture, cuisine, architecture and traditions from around the world, while bringing stories to life through attractions like Remy's Ratatouille Adventure. World Celebration will feature a new park entrance. World Nature will be dedicated to understanding the balance of our natural world, and will feature a lush exploration trail, Journey of Water, Inspired by *Moana*. World Discovery will bring to life stories about science, technology and intergalactic adventure with experiences like Guardians of the Galaxy: Cosmic Rewind, Space 220 Restaurant and Play! pavilion.

Other upcoming experiences include:

- Harmonious, the largest nighttime spectacular ever created for a Disney park.
- An immersive vacation experience called *Star Wars: Galactic Starcruiser*, where guests board a Starcruiser and enjoy stellar views into space from every window during their two-night adventure. Also included are interactive activities, dining and a "spaceport" day on Batuu at *Star Wars: Galaxy's Edge*.
- TRON Lightcycle/Run, coming to a new area of Tomorrowland at Magic Kingdom Park.



ARTIST RENDERING

**Tokyo Disney Resort** – Tokyo Disneyland will debut attractions based on *Beauty and the Beast* and *Big Hero 6* along with the character greeting location Minnie's Style Studio and the 1,500-seat Fantasyland Forest Theatre. Tokyo DisneySea has announced Fantasy Springs, a major new port where Imagineers are bringing areas themed to *Frozen*, *Peter Pan* and *Tangled* to life, along with a luxury hotel that overlooks the park. The resort has also announced a new Disney and Pixar *Toy Story* themed hotel coming in 2021.

**Disneyland Paris** – Guests will soon be able to experience Disney's Hotel New York – The Art of Marvel, celebrating 80 years of Marvel storytelling in a typical New York setting, with a contemporary Art Deco style. Avengers Campus, coming to Walt Disney Studios Park, will immerse guests in action-packed adventures with incredible attractions, heroic encounters and new food and beverage locations. In the future, guests will also enjoy a new area themed to *Frozen*.



ARTIST RENDERING

**Hong Kong Disneyland Resort** – Imagineers are developing new experiences for a large-scale expansion that will debut in phases. Guests will enjoy areas themed to Marvel and *Frozen* as well as the reimagined Castle of Magical Dreams, inspired by the stories from some of Disney's most iconic princesses and heroines. The transformed castle opens in 2020 and the Live Entertainment team is creating a nighttime spectacular and show with favorite characters performing on the new outdoor stage.

**Shanghai Disney Resort** – Imagineers are creating the first-ever land themed to *Zootopia*, which will be the park's eighth themed land. Guests will be immersed in the mammalian metropolis from the popular film, "where anyone can be anything."

**Disney Cruise Line** – The Disney Cruise Line fleet will nearly double with the addition of three ships, with the first named *Disney Wish*. Imagineers are collaborating to deliver a design and experiences only Disney can. Each new vessel is planned to include about 1,250 guest staterooms, will be approximately 135,000 gross tons and will be powered by clean-burning liquefied natural gas. Also, Imagineers are working with local artists and designers to develop a new Disney port of call that celebrates the culture of The Bahamas on the breathtaking island of Eleuthera at Lighthouse Point.

### COMMUNITY INVOLVEMENT

Imagineers share a strong belief in the power of optimism and hope, and they often leverage their unique skills and a broad array of expertise to inspire future generations and help create even more moments of joy around the world. From mentoring students involved in FIRST Robotics to designing reassuring interactive experiences at children's hospitals, Imagineers approach opportunities to give back as passionately as any other project they undertake.

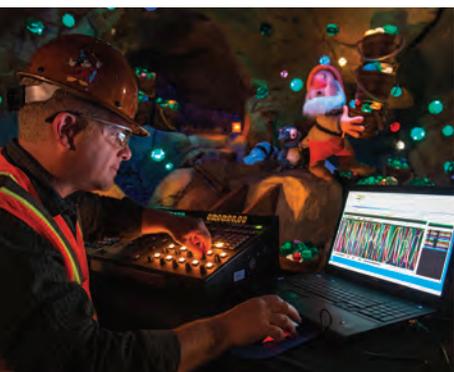
More than 25 years ago, Walt Disney Imagineering launched a unique recruiting initiative called *Imaginations* to seek out and nurture the next generation of diverse Imagineers. This design competition tasks teams of college students to develop solutions to design challenges, with finalists often going on to internships and even careers at Imagineering.

### THE ENVIRONMENT

Imagineering incorporates environmentally friendly elements into the design and construction of its projects, with stringent goals that determine how much recycled or reused building material should be incorporated. Energy-efficient LED lighting is used in many attractions, hotels and entertainment productions, and sustainable energy such as solar power is incorporated into the design of many facilities. The water featured in many attractions is often stored, treated and reused during refurbishments.

Another example of how Imagineering contributes to these efforts is by partnering with local Disney park teams to create solutions. In 2019, a new 270-acre, 50-megawatt solar facility began providing renewable clean energy to Walt Disney World Resort. This facility is expected to generate enough power from the sun to operate two theme parks annually. This follows the 22-acre, 5-megawatt solar facility shaped like Mickey Mouse that opened in 2016.





## AWARDS

Walt Disney Imagineering has received numerous industry honors, including more than 40 Thea Awards from the Themed Entertainment Association for projects such as Shanghai Disneyland, *Star Wars: Galaxy's Edge* at Disneyland Park and Disney's Hollywood Studios, Pandora – The World of Avatar at Disney's Animal Kingdom, Nemo & Friends SeaRider at Tokyo DisneySea, Bistrot Chez Rémy at Disneyland Paris and Paint the Night Parade at Hong Kong Disneyland.

Imagineering has also been honored with awards by the Visual Effects Society for *Star Wars: Rise of the Resistance* at Disneyland Park and Disney's Hollywood Studios, *Avatar Flight of Passage* at Disney's Animal Kingdom, *Pirates of the Caribbean: Battle for the Sunken Treasure* at Shanghai Disneyland and *Ratatouille: The Adventure* at Disneyland Paris. Numerous Imagineers have also been honored through Disney's Inventors Awards, a program of The Walt Disney Company that recognizes individuals who create innovative breakthroughs in entertainment and technology.

The castles developed for Shanghai Disney Resort and Hong Kong Disneyland Resort were recognized by the American Institute of Architects and the Hong Kong Institute of Building Information Modeling, respectively, for successful implementation of Building Information Modeling (BIM). While traditional building design uses 2D drawings and elevations of a planned building, BIM adds three dimensions (height, width and depth) and is a virtual representation of the actual building to be built.

## FACTS & FIRSTS

- When Imagineers cannot find the technology they need to tell their stories, they often invent it. Imagineering was granted 74 new patents in 2019 and currently holds patents in special effects, ride systems, interactive technology, live entertainment, fiber optics and advanced audio systems.
- Among the many technological firsts, Imagineers created the first daily operating monorail system in the Western Hemisphere (Disneyland Park), the first computer-controlled thrill ride (Space Mountain) and "Scenic Sandbox" projection technology to add detail and movement to static sets (Indiana Jones Adventure).
- Since introducing the first *Audio-Animatronics*® figures in 1963 at Walt Disney's Enchanted Tiki Room, Imagineers have continued to advance this technology by allowing characters to roam freely and interact with guests — such as the Lucky the Dinosaur and Muppet Mobile Lab figures — as well as exhibit more lifelike qualities, as demonstrated by its new "A1000" figures used in *Millennium Falcon: Smugglers Run* and *Star Wars: Rise of the Resistance*.
- Imagineering maintains more than 125,000 pieces of original art in its archives — including the original 1953 concept sketch of Disneyland that started it all — as well as more than 3 million photographs and hundreds of scale models.
- Imagineers have incorporated innovative techniques for construction and project management including building a Digital Immersive Showroom (DISH) to previsualize attractions and themed areas prior to implementation, as well as using Building Information Modeling (BIM) to create intelligent 3D models for planning, design and construction.
- Imagineering is home to Disney Research Los Angeles, which looks for ways to use technology at Disney's parks and resorts and across the company. One of its most recent successes is the development of the Stuntronics<sup>SM</sup> figure, an advanced-robotics acrobat that was named one of the 100 greatest innovations in 2018 by Popular Science.