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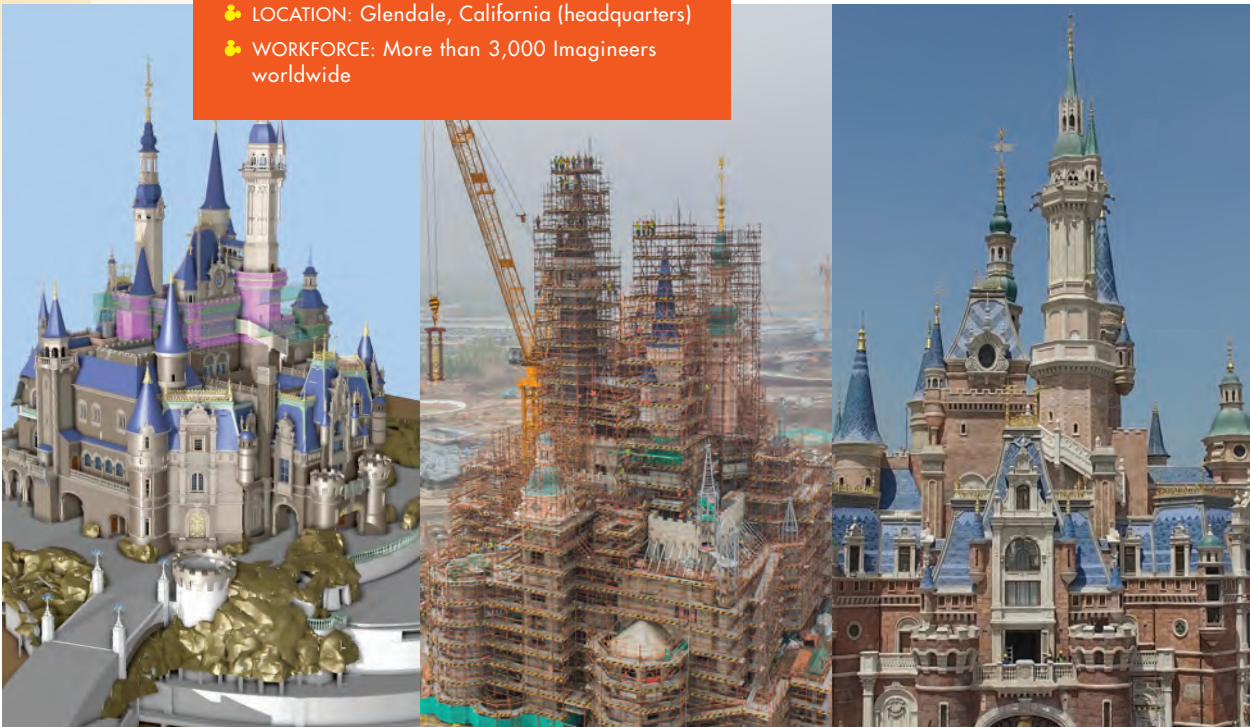


Walt Disney Imagineering (WDI) is the creative force that imagines, designs and builds all Disney theme parks, resorts, attractions and cruise ships worldwide, along with overseeing the creative aspects of Disney's games, merchandise and publishing businesses. Imagineering's unique strength comes from its diverse global team of creative and technical professionals, who build on Disney's legacy of storytelling to pioneer new forms of entertainment.

Founded in 1952 as WED Enterprises to design and build the world's first theme park —Disneyland — WDI is where imagination and creativity combine with cutting-edge technology to create unforgettable experiences and products. In 2018, Imagineering expanded to include the design and development of all of Disney's consumer products, including games/apps, merchandise and publishing.

WALT DISNEY IMAGINEERING

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



OVERVIEW



For more than 65 years, the storytellers and magic-makers at Walt Disney Imagineering have dreamed up, designed and created countless themed entertainment experiences at Disney destinations across the globe. Working across a spectrum of disciplines that range from creative and conceptual to scientific and mechanical, Imagineering thrives on collaboration. Imagineers blend an innovative mixture of storytelling, art, science and technology to create immersive experiences, memorable destinations and innovative products for families around the world.

CURRENT PROJECTS

Disney Cruise Line – The Disney Cruise Line fleet will nearly double with the addition of three ships in 2021, 2022 and 2023. Each of the new vessels is planned to include about 1,250 guest staterooms, will be approximately 135,000 gross tons — slightly larger than the most recent Disney Cruise Line ships, the Disney Dream and Disney Fantasy — and will be powered by clean-burning liquefied natural gas.



Disneyland Paris – Walt Disney Studios Park will add three new areas based on Frozen, Star Wars and Marvel properties that will include attractions and live entertainment experiences. The multiyear development — one of the most ambitious projects at Disneyland Paris since its opening in 1992 — will debut in phases beginning in 2021. Also, Disney's Hotel New York is being transformed into The Art of Marvel, which will transport guests to the action-packed world of characters such as Iron Man, The Avengers and Spider-Man.

Hong Kong Disneyland – Imagineers are working on a large-scale expansion that will debut offerings through 2023, including Ant Man and The Wasp: Nano Battle! and an entire Marvel-themed area. Another area themed to *Frozen* will feature Elsa, Anna and experiences based on the popular franchise, and the centerpiece of the park — Sleeping Beauty Castle — is being expanded and transformed to become a spectacular entertainment venue.



Mickey & Minnie's Runaway Railway – Imagineers are hard at work bringing to life the very first attraction themed to Mickey Mouse. Opening at Disney's Hollywood Studios, this adventure will take guests inside the wacky and unpredictable world of a Mickey Mouse cartoon short, with twists and turns, dazzling visual effects and mind-boggling transformations that bring Mickey's colorful story to life.

Star Wars: Galaxy's Edge – Imagineering is creating Disney's largest single-themed land expansions at two different parks. Opening in summer 2019 at Disneyland Resort and late fall 2019 at Walt Disney World Resort, both lands will transport guests to the planet Batuu and feature two signature attractions — a customized secret mission on the Millennium Falcon and an epic *Star Wars* adventure that puts guests in the middle of a climactic battle. Also at Walt Disney World Resort, Imagineers are creating a highly interactive lodging experience that will completely immerse guests into the *Star Wars* galaxy.



Tokyo Disney Resort – Tokyo Disneyland will debut attractions based on *Beauty and the Beast* and *Big Hero 6* along with a full-scale indoor theatrical venue, while Tokyo DisneySea will add an attraction based on the popular Soarin' Around the World, areas themed to *Frozen*, *Peter Pan* and *Tangled*, and a new luxury hotel that overlooks the park.

TRON – As Magic Kingdom approaches its 50th anniversary, Imagineers are preparing a TRON-themed attraction in a new area of Tomorrowland, bringing the energy and excitement of TRON's high-tech universe to the park.

Walt Disney World resort hotels – Two new lodging experiences/Disney Vacation Club properties have been announced for Walt Disney World Resort: one near Epcot and Disney's Hollywood Studios called Disney's Riviera Resort and a 900-room, nature-themed resort adjacent to Disney's Wilderness Lodge. Additionally, major expansion programs are taking place at Disney's Caribbean Beach Resort and Disney's Coronado Springs Resort.

COMMUNITY INVOLVEMENT

Volunteerism has been integral to WDI throughout its history. From mentoring students involved in FIRST Robotics and developing a creativity lab for kids at Inner City Arts to designing children's centers for United Service Organizations and lobbies for children's hospitals, Imagineers volunteer thousands of hours a year for a wide range of charitable causes that support children, families, education and the environment.

More than 25 years ago, Imagineering created and has continued to sponsor Imaginations, a design competition that challenges college students to conceive a new theme park, land, restaurant, merchandise location, product or other themed entertainment experience. This unique contest seeks out and nurtures the next generation of diverse Imagineers. Many finalists become interns and some even fulfill their dream of working for WDI.

THE ENVIRONMENT

WDI incorporates environmentally friendly elements into the design and construction of its projects, with stringent goals that determine how much building material should be recycled or reused. 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.

Shanghai Disney Resort uses advanced technologies to operate in an environmentally friendly and sustainable manner. One example is the resort's Combined Cooling and Heating Plant (CCHP), a grid-tied, gas-fired power plant that uses excess engine heat for cooling and heating and produces compressed air by self-generated electricity. The CCHP triples the resort's overall energy efficiency. In addition, a peripheral canal built during construction captures and stores rain and water runoff from the park to use for irrigation, and an onsite water treatment plant was designed to be environmentally friendly while meeting Disney quality standards.

ACCESSIBILITY

Imagineers consider the special needs of guests when designing and building attractions and other facilities. Many attractions have vehicles that accommodate guests who use wheelchairs, and special viewing experiences are created for certain attractions to allow physically challenged guests to enjoy them. A statue of Abraham Lincoln in the lobby of Great Moments with Mr. Lincoln allows visually impaired guests to imagine what the 16th president looked like by touching his face. And closed captioning with onscreen text is used in attractions such as Toy Story Mania!

AWARDS

WDI has received numerous industry honors, including more than 40 Thea Awards from the Themed Entertainment Association for projects such as Shanghai Disneyland, Pandora – The World of Avatar at Disney's Animal Kingdom, Bistro Chez Rémy at Disneyland Paris and Disney Paint the Night Parade at Disneyland Resort and Hong Kong Disneyland.

WDI has also been honored with awards by the Visual Effects Society for Avatar Flight of Passage at Disney's Animal Kingdom; Pirates of the Caribbean: Battle for the Sunken Treasure at Shanghai Disneyland; and Ratatouille: L'Aventure Totalement Toquée de Rémy at Disneyland Paris. Numerous Imagineers have also been honored through Disney's Inventors Awards, an internal program that recognizes individuals who create breakthrough forms of innovation and entertainment.





FACTS & FIRSTS

- When Imagineers cannot find the technology they need, they invent it. Imagineering holds more than 100 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 United States (Disneyland Park), the first computer-controlled thrill ride (Space Mountain), a trackless ride vehicle system (Pooh's Hunny Hunt, Luigi's Rollickin' Roadsters), and "Scenic Sandbox" projection technology for theatrical surfaces to add richer detail and movement to static sets (Snow White's Scary Adventures).
- Since introducing the first Audio-Animatronics figures in 1963 (Walt Disney's Enchanted Tiki Room), Imagineers have continued to advance this technology by allowing characters to roam freely and interact with guests (Lucky the Dinosaur and Muppet Mobile Lab), as well as have more lifelike qualities (Seven Dwarfs Mine Train, Pirates of the Caribbean).
- WDI 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 Show Room (DISH) to pre-visualize 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.
- WDI is home to The Walt Disney Company's research team, Disney Research, which looks for ways to use technology at Disney's parks and resorts and across the company. Together, the best minds from around the world work in areas as varied as robotics, artificial intelligence, visual computing and machine learning.



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