



**CONTACT US:**

Walt Disney Imagineering  
818.560.4107

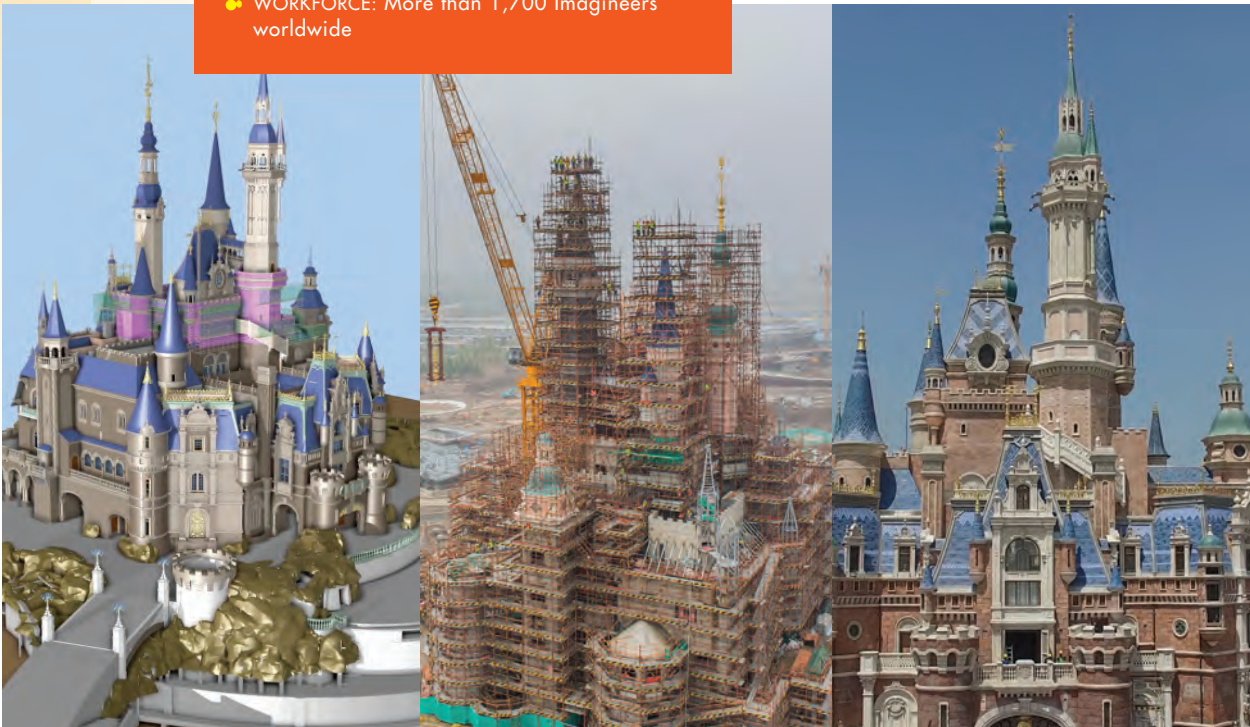


Walt Disney Imagineering (WDI) is the creative force that imagines, designs and builds all Disney theme parks, resorts, attractions and cruise ships worldwide. Imagineering's unique strength comes from its diverse global team of creative and technical professionals, who build on Disney's legacy of storytelling 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. The Imagineers who practice this unique blend of art and science work in more than 100 disciplines to shepherd an idea all the way from "blue sky" concept phase to opening day.

**WALT DISNEY IMAGINEERING**

- ✦ **FOUNDED:** December 16, 1952
- ✦ **LOCATION:** Glendale, California (headquarters)
- ✦ **WORKFORCE:** More than 1,700 Imagineers worldwide



## OVERVIEW



For more than 65 years, the storytellers and magic makers at WDI 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 innovative experiences and memorable destinations for families around the world.

## RECENT DEVELOPMENTS

**Star Wars: Galaxy's Edge** – Coming to Disneyland Park in Anaheim and Disney's Hollywood Studios in Orlando, Imagineering is creating Disney's largest single-themed land expansions ever at 14 acres each. Opening in 2019, both lands will transport guests to a never-before-seen planet with 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 – and will bring guests face-to-face with characters both new and familiar.



**Shanghai Disney Resort** – The newest Disney resort features the largest Disney castle ever created, the first-ever land themed entirely to pirates, two themed hotels, and a retail, dining and entertainment district, along with additional recreational facilities, all tailored to be authentically Disney and distinctly Chinese. Imagineers used innovative design and technology practices to redefine themed entertainment and bring this resort to life.

**Mickey and Minnie's Runaway Railway** – Imagineers are hard at work bringing to life the very first attraction starring Mickey Mouse. Opening at Disney's Hollywood Studios, this new attraction 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.

**Pandora – The World of Avatar** – As part of the largest expansion in the history of Disney's Animal Kingdom, Imagineers created awe-inspiring floating mountains, a mysterious jungle of bioluminescent plants and more, including a thrilling new expedition that shows guests what it's like to fly on the back of a banshee. Disney's Animal Kingdom transforms after dark with new nighttime entertainment experiences offering guests more time to experience this one-of-a-kind theme park.



**Epcot** – Imagineers are gearing up for a transformation to make this beloved park even more relevant, more timeless, and more Disney, with new experiences adding excitement for families in time for Walt Disney World's 50th anniversary in 2021. In World Showcase, a *Ratatouille*-themed attraction will open at the France pavilion, and the China pavilion will open a new CircleVision presentation using cutting edge filming and projection technology. In Future World, an all-new attraction will launch guests into an action-packed adventure featuring the *Guardians of the Galaxy*. A new restaurant will also open next to Mission: SPACE, offering guests a unique dining experience complete with a view of outer space.

**Disney Cruise Line** – In addition to the announcement of three new cruise ships joining the fleet in 2021, 2022 and 2023, Imagineering recently completed updates to the Disney Fantasy, including a new *Star Wars: Command Post*, *Marvel Super Hero Academy* and new dining and shopping experiences. Also, *Beauty and the Beast*, a brand-new musical production inspired by Disney's live-action adaptation of the animated classic debuted November 2017.

**Disneyland Paris** – Imagineers refreshed multiple attractions and shows such as Star Tours: The Adventures Continue, Space Mountain and Peter Pan's Flight to celebrate the resort's 25th Anniversary. They are now in the midst of transforming Disney's Hotel New York into a new Marvel-themed wonderland where guests can be transported into the action-packed, inspiring world of Super Heroes including Iron Man, The Avengers, and Spider Man.

**Toy Story Land** – Imagineers are working to bring the adventurous outdoors of Andy's backyard to life at both Disney's Hollywood Studios and Shanghai Disneyland. Guests will think they've been shrunk to the size of Woody and Buzz Lightyear as they play in the lands, including new attractions. Toy Story Land will open at Disney's Hollywood Studios in summer 2018.

**Guardians of the Galaxy – Mission: BREAKOUT!** – Imagineering helped open this new attraction, bringing the *Guardians of the Galaxy* to Disney California Adventure and putting guests right in the middle of a chaotic, rock-and-roll escape.



**Magic Kingdom** – As Magic Kingdom approaches its 50th anniversary, Imagineers are preparing to bring a new attraction to guests. A thrilling, TRON-themed attraction will be added in a new area in Tomorrowland, bringing the energy and excitement of TRON’s high-tech universe to the park.

**Disney Explorers Lodge** – Hong Kong Disneyland Resort recently opened a new 750-room hotel, marking another exciting milestone in the continued development of the resort as a world-class travel and entertainment destination. Imagineers designed a new world full of discovery, nature and exotic cultures with four distinct gardens, three restaurants, a shop and a large outdoor swimming pool for guests to enjoy.

**Tokyo Disney Resort** – Imagineers have broken ground on an expansion of Fantasyland that will transport guests to the world of Beauty and the Beast, where they will be able to explore the village where Belle lives and the Beast’s daunting castle, starting in 2020. Guests will also be able to meet Minnie at an all-new character greeting facility in Toontown, and the popular attraction Soarin’ will make its debut at Tokyo DisneySea in 2019.

**Aulani, a Disney Resort & Spa** – Featuring Disney Vacation Club villas alongside hotel rooms, this standalone family vacation destination lies on 21 acres of beachfront property on O’ahu, Hawai’i. Imagineers completed an expansion that extends the rich Hawaiian culture found throughout the resort based on tremendously positive response from guests. Aulani recently debuted Ka Wa’a, a luau that combines gourmet dining with live music and traditional Hawaiian dance.

**Iron Man Experience** – Hong Kong Disneyland launched Disney’s first Marvel-themed ride in January 2017. This original story takes place in Hong Kong and includes a motion-simulator attraction with state-of-the-art 3D visuals. The new area also includes a themed merchandise location and character greeting experience.

## 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 Disney-style themed entertainment experience. This unique contest seeks out and nurtures the next generation of diverse Imagineers. Many finalists become interns and 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.

WDI Research & Development has a long history of innovation in environmental science and engineering. Because water features are an important part of the Disney experience, WDI R&D has developed innovative treatment technologies to maintain water quality. The creation of a sustainable built environment also benefits from the same level of research. To improve the energy efficiency of buildings, WDI R&D developed mathematical models that link building physics with behavior of building occupants. These models can be used to provide strategic investment guidance as Imagineers work to improve energy performance.





## 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, Bistro Chez Rémy at Disneyland Paris, Disney Paint the Night Parade at Disneyland Resort and Hong Kong Disneyland, and “it’s a small world” at Disneyland Resort.

WDI has also been honored with awards by the Visual Effects Society for outstanding visual effects in *Pirates of the Caribbean: Battle for the Sunken Treasure* at Shanghai Disneyland and *Ratatouille: L’Aventure Totale*ment Toquée de Rémy at Disneyland Paris; as well as by the American Institute of Architects for the innovative building information model of Enchanted Storybook Castle at Shanghai Disneyland, to name just a few. Numerous Imagineers have also been honored through the annual 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, Magic Kingdom Park); a trackless ride vehicle system (Pooh’s Hunny Hunt, Tokyo Disneyland Park; Luigi’s Rollickin’ Roadsters, Disney California Adventure Park); and “Scenic Sandbox” projection technology for theatrical surfaces to add richer detail and movement to static sets (Snow White’s Scary Adventures, Disneyland Park).
- Since introducing the first Audio-Animatronics figures in 1963 (Walt Disney’s Enchanted Tiki Room, Disneyland Park), 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, Magic Kingdom Park; Pirates of the Caribbean, Disneyland Park). In some cases, Imagineers are even creating new robotic systems to reproduce the motion qualities of animated characters (Enchanted Tales with Belle, Magic Kingdom Park).
- 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.