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# Designing Disney A Walt Disney Imagineering Book

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Imagineering and the Art of the Show  
 Dream It! Do It!  
 The Disney Book  
 Middle Class Kingdoms  
 Using the Disney Theme Park Design Process to Bring Your Creative Ideas to Life  
 The Imagineering Field Guide to Disney's Animal Kingdom at Walt Disney World  
 Walt Disney and the Quest for Community  
 The Imagineering Way  
 The Architecture of Reassurance  
 The Art of Disney Architecture  
 Theme Park Design & the Art of Themed Entertainment  
 One Little Spark!  
 12 Women Reflect on their Trailblazing Theme Park Careers  
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 Turning Your Classroom Into a Magic Kingdom  
 Using Disney Theme Park Design Principles to Develop and Promote Your Creative Ideas  
 Inspiring Walt Disney: The Animation of French Decorative Arts  
 50 Years of the Most Magical Place on Earth  
 Disney's universal design principles  
 9 1/2 Things You Would Do Differently  
 A Celebration of the World of Disney  
 Building a Dream  
 How to use psychology and behavioral science to create an experience that sings  
 A Portrait of Walt Disney World  
 Ideas to Ignite Your Creativity  
 The Imagineering Field Guide to Epcot at Walt Disney World  
 Poster Art of the Disney Parks (Introduction by Tony Baxter)  
 Walt Disney's Disneyland  
 Magic Color Flair  
 Study of Walt Disney Imagineering Design Information Flow and Recommendation of CAE/CAD Strategy  
 Forget the Alamo  
 Mickey's Ten Commandments and the Road to Imagineering  
 The Imagineering Workout  
 Modern Dog

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*Imagineering and the Art of the Show* Theme Park Press  
 Whether it consists of quick sketches on a lunch counter napkin, elaborate paintings in oils or watercolors, or dazzling computer renderings, the unparalleled creative process of Disney artists is lavishly showcased in *Design*, the third volume of *The Walt Disney Animation Studios - The Archive Series*. Among the incredible talents featured in this volume are Albert Hurter, Ferdinand Horvath, Joe Grant, Maurice Noble, Gustaf Tenggren, Tyrus Wong, Kay Nielsen, David Hall, Mel Shaw, Mary Blair, Bianca Majolie, Yale Gracey, Eyvind Earle, Walt Peregoy, Ken Anderson, James Coleman, Jean Gillmore, Rowland Wilson, Glen Keane, Chris Sanders, Andreas Deja, Mike Gabriel, Mike Giaimo, Hans Bacher, Chen Yi Chang, Paul Felix, Aaron Blaise, Ian Gooding, and John Musker. Design represents a rare opportunity to again enjoy a glimpse into the truly spectacular trove of treasures from the Walt Disney Animation Research Library. [Dream It! Do It!](#) Metropolitan Museum of Art  
 Celebrate movie history and the world of Disney, from the

animations and live action movies to the magical Disney parks and attractions, with *The Disney Book*. Go behind-the-scenes of Disney's best-loved animated movies and find out how they were made, follow Disney's entire history using the timeline, and marvel at beautiful concept art and story sketches. Perfect for Disney fans who want to know everything about the magical Disney world, *The Disney Book* delves into their incredible archives and lets readers explore classic Disney animated and live action movies, wonder at fascinating Disney collectibles and even see original story sketches from Disney films. The ideal gift for Disney fans and animation and movie buffs, *The Disney Book* also includes 3 original movie frames from Disney Pixar's *Brave*. Copyright © 2015 Disney.

*The Disney Book* Disney Electronic Content  
 During the final months of his life, Walt Disney was consumed with the world-wide problems of cities. His development concept at the time of his death on December 15th, 1966 would be his team's conceptual response to the ills of the inner cities and the sprawl of the megalopolis: the Experimental Prototype Community of Tomorrow or, as it became known, EPCOT. This beautifully written, instantly engrossing volume focuses on the original concept of EPCOT, which was conceived by Disney as an

experimental community of about 20,000 people on the Disney World property in central Florida. With its radial plan, 50-acre town center enclosed by a dome, themed international shopping area, greenbelt, high-density apartments, satellite communities, monorail and underground roads, the original EPCOT plan is reminiscent of post-war Stockholm and the British New Towns, as well as today's transit-oriented development theory.

Unfortunately, Disney himself did not live long enough to witness the realization of his model city. However, EPCOT's evolution into projects such as the EPCOT Center and the town of Celebration displays a remarkable commitment by the Disney organization to the original EPCOT philosophy, one which continues to have relevance in the fields of planning and development.

#### **Middle Class Kingdoms** Disney Electronic Content

Discover the story of Disneyland, Walt Disney's vision-ary theme park in Anaheim, California. This bountiful visual history includes stunning color photographs, concept drawings, as well as ephemera from the historical collections of the Walt Disney Company and the golden age of photojournalism, to trace the park's development and immersive world of magic and wonder, from Main Street, U.S.A. to Tomorrowland.

#### Using the Disney Theme Park Design Process to Bring Your Creative Ideas to Life Disney Editions

Kem Weber (1889--1960), a well-known mid-century architect, was part of the distinctive West Coast modernism movement that helped shaped the relaxed California lifestyle. He influenced California style during the mid-twentieth century with buildings architecture, interior designs and furniture, including his famed Air Line chair, which is part of many museum furniture collections. As chief designer for the Walt Disney Studios in Burbank in 1939, Kem Weber also designed the specialized animation furniture that went into the then new studio complex. The Disney animation furniture, which has been lauded in recent years, was designed for specific animation disciplines, with input from the artists who would be using it. It was all part of Walt Disney's desire to create an efficient utopian campus for animated film production. This book is a comprehensive overview of the Kem Weber designed Disney animation furniture that takes the reader on a journey from concept sketches and photos to interviews with legendary artists. David A. Bossert celebrates and details the form and function of this unique mid-century furniture and the impact it had on the Disney animation process over the decades.

#### The Imagineering Field Guide to Disney's Animal Kingdom at Walt Disney World Disney Editions

Using examples from his work with Disney and as a senior-level hospital executive, author Fred Lee challenges the assumptions that have defined customer service in healthcare. In this unique book, he focuses on the similarities between Disney and hospitals--both provide an "experience," not just a service. It shows how hospitals can emulate the strategies that earn Disney the trust and loyalty of their guests and employees. The book explains why standard service excellence initiatives in healthcare have not led to high patient satisfaction and loyalty, and it provides 9 1/2 principles that will help hospitals gain the competitive advantage that comes from being seen as "the best" by their own employees, consumers, and community.

#### Walt Disney and the Quest for Community Disney Editions

Learn from the Disney Imagineers Creativity. Innovation. Success. That's Disney Imagineering. It was the Imagineers who brought Walt Disney's dreams to life. Now you can tap into the principles of Imagineering to make your personal and professional dreams come true. Even if you're not building a theme park, the Imagineering Pyramid can help you plan and achieve any creative goal. Lou Prospero designed the pyramid from the essential

building blocks of Disney Imagineering. He teaches you how to apply the pyramid to your next project, how to execute each step efficiently and creatively, and most important, how to succeed. The Imagineering Pyramid is a revolutionary creative framework that anyone can use in their daily lives, whether at home or on the job. Prospero shares with you: How to use "The Art of the Show" to stay focused on your mission. Practical tutorials for each of the fifteen building blocks that make up the pyramid. Creative Intent, Theming, "Read"-ability, Kinetics, Plussing, and other Imagineering concepts. Imagineering beyond the berm: how to apply the pyramid to fields as diverse as game design and executive leadership. An "Imagineering Library" of books to further your studies. UNLEASH YOUR CREATIVITY WITH THE DISNEY IMAGINEERS!

#### The Imagineering Way Theme Park Press

Pink castles, talking sofas, and objects coming to life: what may sound like the fantasies of Hollywood dream-maker Walt Disney were in fact the figments of the colorful salons of Rococo Paris. Exploring the novel use of French motifs in Disney films and theme parks, this publication features forty works of eighteenth-century European design—from tapestries and furniture to Boulle clocks and Sèvres porcelain—alongside 150 Disney film stills, drawings, and other works on paper. The text connects these art forms through a shared dedication to craftsmanship and highlights references to European art in Disney films, including nods to Gothic Revival architecture in Cinderella (1950); bejeweled, medieval manuscripts in Sleeping Beauty (1959); and Rococo-inspired furnishings and objects brought to life in Beauty and the Beast (1991). Bridging fact and fantasy, this book draws remarkable new parallels between Disney's magical creations and their artistic inspirations.

#### The Architecture of Reassurance Amer Hospital Assn

Beloved Disney designer Mary Blair has charmed generations with her vibrant, whimsical creations, from stunning art direction for Cinderella and Peter Pan to the wowing and wonderful "It's a Small World" ride at Disneyland. Magic Color Flair celebrates this Disney icon, tracing the evolution of her mesmerizing style and showcasing her work in gorgeous, full-color imagery. Created for the Walt Disney Family Museum's 2014 Mary Blair exhibit, Magic Color Flair is an authoritative collection of Blair's life's work—including the precocious paintings she made as a student at the renowned Chouinard Art Institute; the enchanting concept drawings she created for numerous Disney films; her lovely illustrated Golden Books, which are still treasured today; and the rarely seen but delightful advertisements, clothing designs, and large-scale installations that she devised later in life. Curated by Academy Award-winning animator John Canemaker and annotated with fascinating information about her artistic process, Magic Color Flair is a bold, lively look into the work of an equally bold and lively creative, whose invaluable influence and keen eye helped shape some of the world's favorite Disney experiences.

#### The Art of Disney Architecture Disney Editions

"This paper covers what universal design is and how the universal design principles followed by the Walt Disney Company can be beneficial to other commercial applications. Disney has been designing with a universal concept in mind since the 1950's. After the Americans with Disabilities Act passed in 1990 it has done even more to ensure that its park is usable by as many people as possible." -- Abstract.

#### Theme Park Design & the Art of Themed Entertainment Walt

Disney Family Foundation Press

The fifth in a series of pocket-size paperbacks answers the question "What would it be like to walk through Disney's Hollywood Studios with an Imagineer by your side?" The Imagineering Field Guide to Disney's Hollywood Studios provides

that experience: pointing out details and telling stories, backstories, and Imagineering insights never before heard, condensed into a portable, easily referenced park guide. You'll never spend time at the Studios the same way again. Each spread contains fascinating textual information and related images (drawings, photos, graphics) such as:

- Layouts, backgrounds, and origins of each park/land/miniland
- Concept art to compare to the finished show
- Timeline information (opening dates, previous shows in the same venue, alterations, and updates)
- Photography of the details and pictures being discussed
- Special props, design sources, artistic inspirations, nomenclature gags

*One Little Spark!* Flammarion

This user-friendly, beautifully illustrated guides are innovative and entertaining books that will enrich the Guests' time at one of the happiest places on earth. Who better to tour you around the Disney parks than the Imagineers who created them?

12 Women Reflect on their Trailblazing Theme Park Careers  
Penguin

From the day it opened in July 1955, in an event given live TV coverage, Disneyland has been a key symbol of contemporary American culture. It has been both celebrated and attacked as the ultimate embodiment of consumer society, a harbinger of shopping-mall culture, a symbol of American hegemony in entertainment, the epitome of fantasy, simulation, pastiche, and the blurring of distinctions between reality and mass-media imagery. Yet for all the power of Disneyland as metaphor, almost no one has discussed the making of this unique place, with its far-flung colonies in Florida, Japan, and France. Written to accompany an exhibition at the Canadian Centre for Architecture in Montreal, *Designing Disney's Theme Parks: The Architecture of Reassurance* is the first book to look beyond the multiple myths of Disneyland. Uniting a roster of authors chosen from wide-ranging disciplines, this study is the first to examine the influence of Disneyland on both our built environment and our architectural imagination. Tracing the relationship of the Disney parks to their historical forbears, it charts Disneyland's evolution from one man's personal dream to a multinational enterprise, a process in which the Disney "magic" has moved ever closer to the real world. Editor Karal Ann Marling, Professor of Art History and American Studies at the University of Minnesota, draws upon her pioneering work in the Disney archives to reconstruct and analyze the intentions and strategies behind the parks. She is joined by Marty Sklar, Vice Chairman and Principal Creative Executive of Walt Disney Imagineering, historian Neil Harris, art historian Erika Doss, geographer Yi-Fu Tuan, critic Greil Marcus, and architect Frank Gehry to provide a unique perspective on one of the great post-war American icons.

The Imagineering Field Guide to Disney's Hollywood Studios  
Disney Editions

A New York Times bestseller! "Lively and absorbing. . ." — The New York Times Book Review "Engrossing." —Wall Street Journal "Entertaining and well-researched . . ." —Houston Chronicle Three noted Texan writers combine forces to tell the real story of the Alamo, dispelling the myths, exploring why they had their day for so long, and explaining why the ugly fight about its meaning is now coming to a head. Every nation needs its creation myth, and since Texas was a nation before it was a state, it's no surprise that its myths bite deep. There's no piece of history more important to Texans than the Battle of the Alamo, when Davy Crockett and a band of rebels went down in a blaze of glory fighting for independence from Mexico, losing the battle but setting Texas up to win the war. However, that version of events, as *Forget the Alamo* definitively shows, owes more to fantasy than reality. Just as the site of the Alamo was left in ruins for

decades, its story was forgotten and twisted over time, with the contributions of Tejanos--Texans of Mexican origin, who fought alongside the Anglo rebels--scrubbed from the record, and the origin of the conflict over Mexico's push to abolish slavery papered over. *Forget the Alamo* provocatively explains the true story of the battle against the backdrop of Texas's struggle for independence, then shows how the sausage of myth got made in the Jim Crow South of the late nineteenth and early twentieth century. As uncomfortable as it may be to hear for some, celebrating the Alamo has long had an echo of celebrating whiteness. In the past forty-some years, waves of revisionists have come at this topic, and at times have made real progress toward a more nuanced and inclusive story that doesn't alienate anyone. But we are not living in one of those times; the fight over the Alamo's meaning has become more pitched than ever in the past few years, even violent, as Texas's future begins to look more and more different from its past. It's the perfect time for a wise and generous-spirited book that shines the bright light of the truth into a place that's gotten awfully dark.

**Heroes, Villains, and Spaces Between** Disney Editions

Famed for making dreams come true, the Disney Imagineers are world renowned for their incomparable creativity and their ability to turn fanciful ideas into reality. How do they do this? By approaching all projects, problems, and questions with the knowledge that they will undoubtedly accomplish the task set before them.

**The Art of Disney Costuming** Disney Electronic Content

What if you could use Nobel prize-winning science to predict the choices your customers will make? Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In *Choice Hacking*, we'll learn to predict these irrational behaviors and apply the science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll finish *Choice Hacking* feeling confident and ready to transform your experience with science. In *Choice Hacking*, you'll discover:

- How to make sure your customer experience is designed for what people do (not what they say they'll do)
- How to increase the odds that customers will make the "right choice" in any environment
- How to design user experiences that drive action and engagement
- How to create retail experiences that persuade and drive brand love
- How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences

Additional resources included with the book:

- Access to free video Companion Course
- Access to exclusive free resources, tools, examples, and use cases online

Who will benefit from reading *Choice Hacking*? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in *Choice Hacking*. About the Author Jennifer Clinehens is currently Head of Experience at a major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinehens has client-side and consulting experience working for brands like AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of *CX That Sings: An Introduction To Customer Journey Mapping*. To learn more about this book or contact the author, please visit [ChoiceHacking.com](http://ChoiceHacking.com)

**The Rise and Fall of an American Myth** Disney Editions

This fourth installment in The Archive Series showcases the scenic background and layout art that gives every piece of Disney animation a time and place. The Animation Research Library and curator John Lasseter, the Walt Disney Animation Studios Chief Creative Officer, have assembled over 300 pieces of artwork from the company's shorts and masterpieces from Snow White and the Seven Dwarfs to Tangled, and even the upcoming Winnie the Pooh. With many two-page spreads and several 30-inch gate-folds, *Backgrounds & Layouts* includes famous as well as unpublished work of the great layout artists and background painters such as Eyvind Earle, Claude Coats, Walter Peregoy, Maurice Noble, James Coleman, Serge Michaels, Al Dempster, Bill Layne, Art Riley, Brice Mack, and Lisa Keene. Collectors and animation enthusiasts couldn't be more thrilled with the first three books in the series, and they are eager to add *Backgrounds & Layouts* to their libraries.

[The Influence of Disney Entertainment Parks on Architecture and Development](#) Disney Editions

Traces the development of Walt Disney World using original concept drawings, photos of the park's construction, environmental awareness programs, and descriptions of park technology

[Mid-Century Furniture Designs for the Disney Studios](#) American Planning Association

When the first Disneyland opened its doors in 1955, it reinvented the American amusement park and transformed the travel, tourism and entertainment industries forever. Now a global vacation empire, the original park in Anaheim, California, has been joined by massive complexes in Florida, Tokyo, Paris, Hong Kong and Shanghai. Spanning six decades, three continents and five distinct cultures, Sabrina Mittermeier presents an interdisciplinary examination of the parks, situating them in their proper historical context and exploring the distinct cultural, social and economic landscapes that defined each one at the time of its construction. She then spotlights the central role of class in the subsequent success or failure of each venture. The first comparative study of the Disney theme parks, this book closes a

significant gap in existing research and is an important new contribution to the field, providing the first discussion of the Disney parks and what they reveal about the cultures they are set in. There has been a lack of focus on cross- and trans-cultural analyses of theme parks generally and Disney theme parks specifically, until now. It is also particularly interesting – and will be welcomed for it – for the non-United States context of the study. This is a thorough examination of all of the existing Disney Parks and how they function within their respective cultures. While Disney themes and characters attempt to be universal, the author does a good job of arguing for where this is not possible and how glocalization is crucial to the parks' successes. The writing is academic, but it is not inaccessible. It will have wide disciplinary appeal within academia, as tourism studies cross into a variety of fields including history, American studies, fandom studies, performance studies and cultural studies. It will be invaluable to those working in the field of theme park scholarship and the study of Disney theme parks, theme parks in general and related areas like world's expositions and spaces of the consumer and lifestyle worlds. It will also be of interest to Disney fans, those who have visited any of the parks or are interested to know more about the parks and their cultural situation and context.

**Turning Your Classroom Into a Magic Kingdom** Disney Editions

You've been told how to think "out of the box," and even been told to throw the box away, but really, isn't it time someone taught you how to create your own box in the first place? *The Imagineering Workout: Exercises to Shape your Creative Muscles*, will do just that, with interactive, ingenious, and practical exercises that will stimulate your imagination, tone your creative muscles, strengthen ideas, and, most importantly, inspire new approaches. *The Imagineering Workout* is for anyone who wants to learn new ways to problem-solve challenges, whether they're creative, logic-oriented, everyday, or event-inspired. The ingredients Imagineers use are simple and contain a large measurement of fun, which contributes to shapelier thinking and stronger solutions.

Related with *Designing Disney A Walt Disney Imagineering Book*:

- Area Model Multiplication Worksheets : [click here](#)