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

Founded in 1952 as WED Enterprises to design and build 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 a diverse array of talented Imagineers from around the globe who work collaboratively to enhance and expand on Disney's legacy of immersive storytelling.

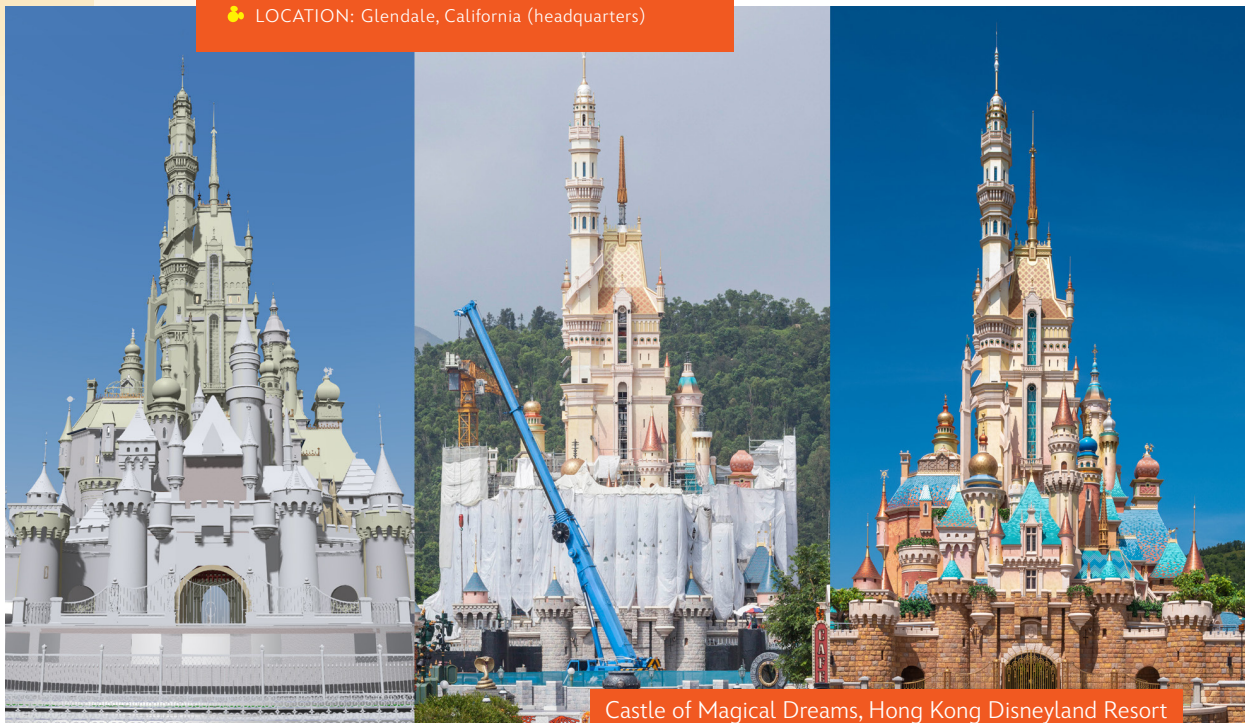
Walt Disney Imagineering includes Disney Live Entertainment, a world-class team of dedicated live entertainment professionals that creates, produces and delivers live entertainment across Disney parks, resorts, events and cruise ships. In addition, Disney Live Entertainment is home to The Muppets Studio, which brings The Muppets to life across the company including parks, streaming, television, consumer products, social media and other projects.

To learn more about the creative minds behind the magic, check out We Call It Imagineering on YouTube.

WALT DISNEY IMAGINEERING

📍 **FOUNDED:** December 16, 1952

📍 **LOCATION:** Glendale, California (headquarters)



Castle of Magical Dreams, Hong Kong Disneyland Resort

CURRENT PROJECTS



Disneyland Resort –To celebrate the 70th Anniversary of Disneyland Park, Imagineers created a host of experiences that honor the past while also looking towards the future. Among the highlights for the Anniversary and beyond is “Walt Disney – A Magical Life,” which features the first-ever *Audio-Animatronics*® figure of Walt Disney. Set inside a recreation of his Studio office, the experience invites guests to see, hear, and encounter Walt Disney like never before.

Disney Live Entertainment has also introduced an exciting lineup of shows and parades as part of the celebration. “Tapestry of Happiness” transforms the “it’s a small world” facade into a vibrant projection show inspired by Mary Blair’s iconic art style, while “World of Color Happiness!” pays tribute to Walt’s opening day dedication with a spectacular blend of water, light, and music. The fan-favorite “Paint the Night Parade” also returns, with over a million LED lights, and “Wonderous Journeys” dazzles with fireworks and projections celebrating the legacy of Walt Disney Animation Studios.



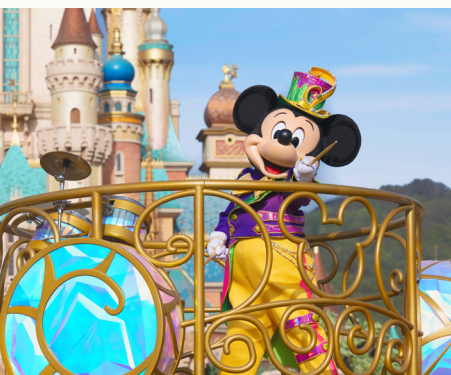
Walt Disney World Resort –At Magic Kingdom, spirited pirate tavern The Beak and Barrel, will set sail in late 2025, offering a lively space for guests of all ages to toast the pirate life. Over at EPCOT, GEO-82, a serene and stylish lounge inspired by Spaceship Earth’s iconic design recently began welcoming guests, and Test Track presented by General Motors reopened on July 22 with a new show that highlights technology both on board and off that will make our cars smarter and our lives more fun. Work is also underway on new themed lands, including a *Monsters, Inc.*-themed land at Disney’s Hollywood Studios and Tropical Americas at Disney’s Animal Kingdom.

Following the recent openings of “Disney Villains: Unfairly Ever After” and “The Little Mermaid - A Musical Adventure” at Disney’s Hollywood Studios, Disney Live Entertainment debuted the latest nighttime parade at Magic Kingdom, “Disney Starlight: Dream the Night Away,” celebrating magical moments from Disney stories, touched by starlight.



Tokyo Disney Resort – Imagineers are hard at work rebuilding Space Mountain and creating a new plaza in Tomorrowland at Tokyo Disneyland. Scheduled to open in 2027, the attraction will include all of the thrills guests know and love, but will add enhanced performance and immersive special effects to provide a greater connection between Earth and the universe. The new plaza will represent a future where humans are in harmony, with areas to rest and enjoy new icons and design elements. Also coming soon is a new, interactive attraction based on *Wreck-It Ralph*, replacing Buzz Lightyear’s Astro Blasters.

Disneyland Paris –Imagineers are continuing to transform Disneyland Paris. Most recently, World Premiere opened, creating an all-new entrance experience for Walt Disney Studios Park, soon to become Disney Adventure World. As the first milestone in a multi-year expansion of the park, World Premiere welcomes guests into a dazzling Hollywood-inspired space designed to evoke the glamour and excitement of a movie premiere. Imagineers are also actively working on a stunning lake, garden promenade, Raiponce Tangled Spin attraction, World of Frozen, and a first-of-its-kind area and attraction based on the animated classic, *The Lion King*.



Hong Kong Disneyland Resort – As Hong Kong Disneyland is celebrating its 20th Anniversary, Disney Live Entertainment has introduced a multitude of experiences. “Friendtastic! Parade,” the largest parade in the resort’s history, features 11 dazzling floats, four original songs, nearly 100 performers, and appearances by over 30 beloved characters, all coming together to highlight the joy of friendship. The festivities continue with “Disney Friends Live: Party at the Castle Stage!,” where guests can enjoy original songs, giant balloons, and colorful decor, and “Momentous: Party in the Night Sky!,” featuring new projections extending down Main Street, U.S.A., plus breathtaking drones, water effects, flames, lasers, fireworks, and more.

Shanghai Disney Resort – An all-new Spider-Man attraction is coming to Shanghai Disneyland. In this first major attraction featuring a Marvel Super Hero at the resort, guests will follow Peter Parker to get out of trouble. Imagineers are also currently building the third hotel at Shanghai Disney Resort on the shore of Wishing Star Lake. Influenced by Art Nouveau, the hotel’s architectural design pays homage to Shanghai’s early 20th century legacy. The hotel will include a variety of experiences for the whole family, as well as recreational amenities, dining, shopping, and entertainment experiences.

Disney Cruise Line – Imagineers are setting course for adventure with two new ships joining the fleet in late 2025. The Disney Destiny, themed to Disney heroes and villains, draws inspiration from iconic characters and stories with a multitude of new spaces for guests to explore. The Disney Adventure will debut as the first Disney Cruise Line ship to homeport in Asia, offering voyages throughout Southeast Asia. The ship will bring a host of first-of-their-kind experiences to the fleet, including three original attractions themed to Marvel Super Heroes on the upper deck, Broadway-style entertainment, and world-class dining that blends global cuisine with Asian flavors.

Additionally, Imagineers are designing the next five ships that will be joining the fleet between 2027 and 2031.

Storyliving by Disney – Cotino, the first Storyliving community, is combining the magic of Disney storytelling with the charm of desert living. Located in Rancho Mirage, CA, Cotino is a new residential concept designed by Walt Disney Imagineering. As the first residents begin to move in, construction continues on a variety of spaces and amenities throughout the community. The second Storyliving community, Asteria, is in development just outside of Raleigh, NC and is envisioned as an oasis for lifelong learners woven into the area's unique landscape.

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.

Thirty 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 integrates sustainability throughout the design and construction process to reduce the impact on our environment and continues to explore exciting and innovative sustainable design solutions that encourage improvements from one project to the next.

Imagineering follows a rigorous set of sustainable design standards aligned with The Walt Disney Company's Environmental Goals and aimed to help reduce emissions, support operational waste minimization, lower the impact of building materials and drive water efficiencies and conservation. To date, many projects have implemented smart energy management devices, installed high efficiency HVAC equipment and LED lighting, and utilized reclaimed water for irrigation.

One example of how Imagineering contributes to these efforts is with Lookout Cay at Lighthouse Point, Disney Cruise Line's new island destination which will welcome guests soon. Lighthouse Point expects the majority of its energy demand to be met from renewable sources through solar panels and battery storage. It is also designed to support efforts for zero waste to landfills by leveraging innovative waste sorting and disposal technologies.

Disney Live Entertainment is exploring sustainability through fabric. For example, for the Disney Wish's theatrical adaptation of "Disney The Little Mermaid," more than 60% of fabric used were made from recovered plastic debris. Many costumes for cast and crew members across destinations have also been updated to leverage fabrics made from recycled materials.

Upcoming Disney Cruise Line ships will also be optimized for energy efficiency through a variety of measures: they will have a streamlined hull, include next-generation power and propulsion systems, run on fuel like renewable methanol and hydrotreated vegetable oil, and be outfitted with a battery system to supplement the main engine, and more.





AWARDS

Walt Disney Imagineering has received numerous industry honors, including more than 60 Thea Awards from the Themed Entertainment Association for projects such as Fantasy Springs at Tokyo DisneySea and Zootopia at Shanghai Disneyland, most recently. The innovative BDX Droids join *Stuntronics*SM aerial robotics technology as the latest groundbreaking robotics work recognized with the Thea Award for Outstanding Achievement – Technical Innovation.

Among other honors, Walt Disney Imagineering has also been recognized by the Visual Effects Society for multiple attractions, the American Institute of Architects and Hong Kong Institute of Building Information Modeling, for successful implementation of Building Information Modeling, as well as Disney's Inventors Awards, as program of The Walt Disney Company that recognizes individuals who create breakthroughs in entertainment and technology.

Disney Live Entertainment has also been recognized for achievements across disciplines such as IAAPA Brass Ring Awards for projects including “What’s This? Tim Burton’s Nightmare Before Christmas Sing-Along” at Walt Disney World and “Believe! Sea of Dreams” at Tokyo DisneySea” as well as Thea Awards for the Main Street Electrical Parade, the Paint the Night Parade, and more.

FACTS & FIRSTS

- ❖ Imagineers across Walt Disney Imagineering and Walt Disney Imagineering Research & Development hold more than 500 U.S. patents.
- ❖ Among many technological firsts, Imagineers created the first daily operating monorail system in the Western Hemisphere (Disneyland Park), the first tubular steel roller coaster (Matterhorn Bobsleds) the first computer-controlled thrill ride (Space Mountain), a trackless ride vehicle (Pooh’s Hunny Hunt) and “Scenic Sandbox” projection technology to add detail and movement to static sets (Indiana Jones Adventure and Mickey & Minnie’s Runaway Railway).
- ❖ 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 Lucky the Dinosaur and Muppet Mobile Lab — as well as exhibit more lifelike qualities, as demonstrated by its new “AI000” figures used in Millennium Falcon: Smugglers Run and Star Wars: Rise of the Resistance, and the advanced expressive robotic figure, Na’vi Shaman of Songs, found in Na’vi River Journey.
- ❖ Imagineers designed and created *Star Wars: Galaxy’s Edge*, the largest and most technologically advanced single-themed land expansion ever in a Disney park. In addition to cutting-edge ride systems and advanced *Audio-Animatronics*[®] figures, this award-winning land is the first within a Disney park designed to integrate with the Play Disney Parks mobile app. Guests can use the app to interact with droids, ships, media screens, door panels and more. Throughout the day, guests may participate in a multiplayer game throughout the land, “Outpost Control.”
- ❖ 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*SM figure, an advanced-robotics acrobat that was named one of the 100 greatest innovations in 2018 by *Popular Science*.
- ❖ For Shanghai Disneyland, Imagineers developed state-of-the-art ride systems including a highly advanced propulsion system for Pirates of the Caribbean: Battle for the Sunken Treasure that provides unprecedented control over the position and rotation of boats carrying guests. That pinpoint accuracy of the boats’ movements results in a dynamic attraction that delivers a highly synchronized experience for each boat. Using cutting-edge magnetic propulsion technology, TRON Lightcycle Power Run is the fastest Disney coaster worldwide and high resolution projection is synchronized to each TRON Lightcycle.
- ❖ 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 maintains more than 200,000 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.