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WALT DISNEY Imagineering

STORYTELLING THE DESIGN

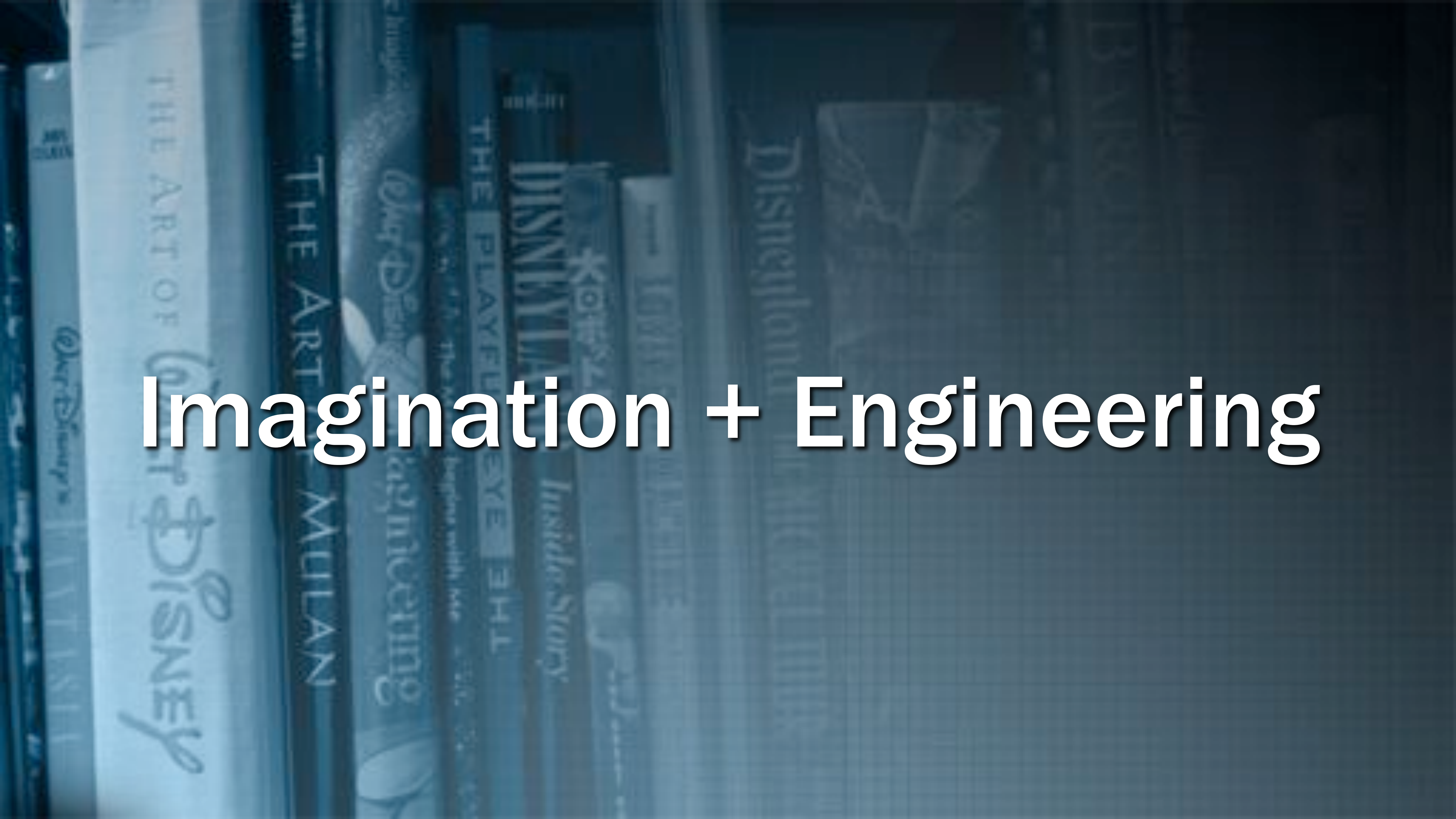
Joe Lanzisero
Senior Vice President, Creative



WALT DISNEY Imagineering

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Imagination + Engineering



Imagineering

THE ART OF WALT DISNEY

THE ART OF MULLAN

THE PLAYFUL EYE

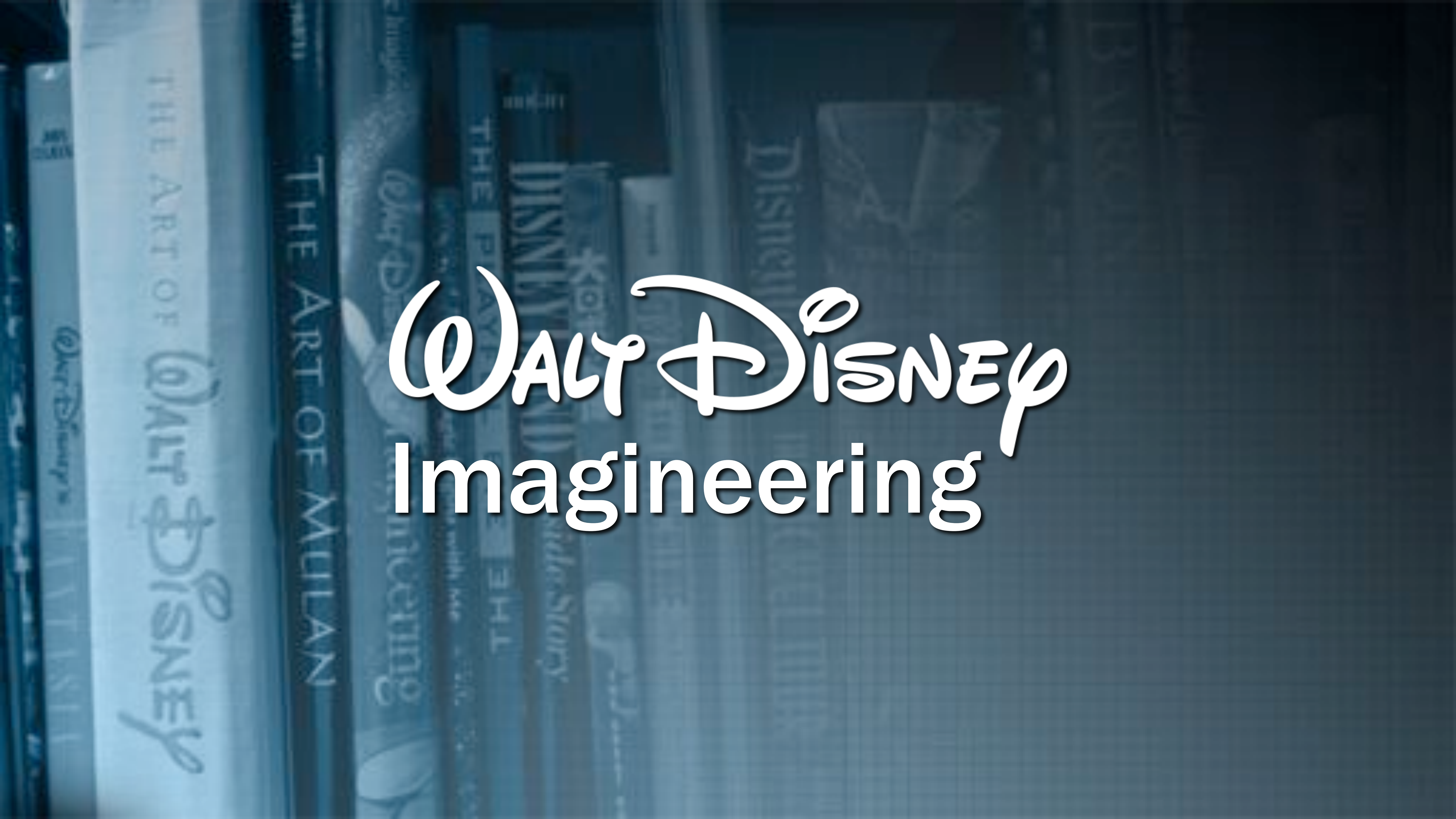
DISNEYLAND

Insider Story

Discipline

Walt Disney's

WALT DISNEY



Walt Disney Imagineering



Attractions



New Lands



Live Entertainment



Cruise Ships



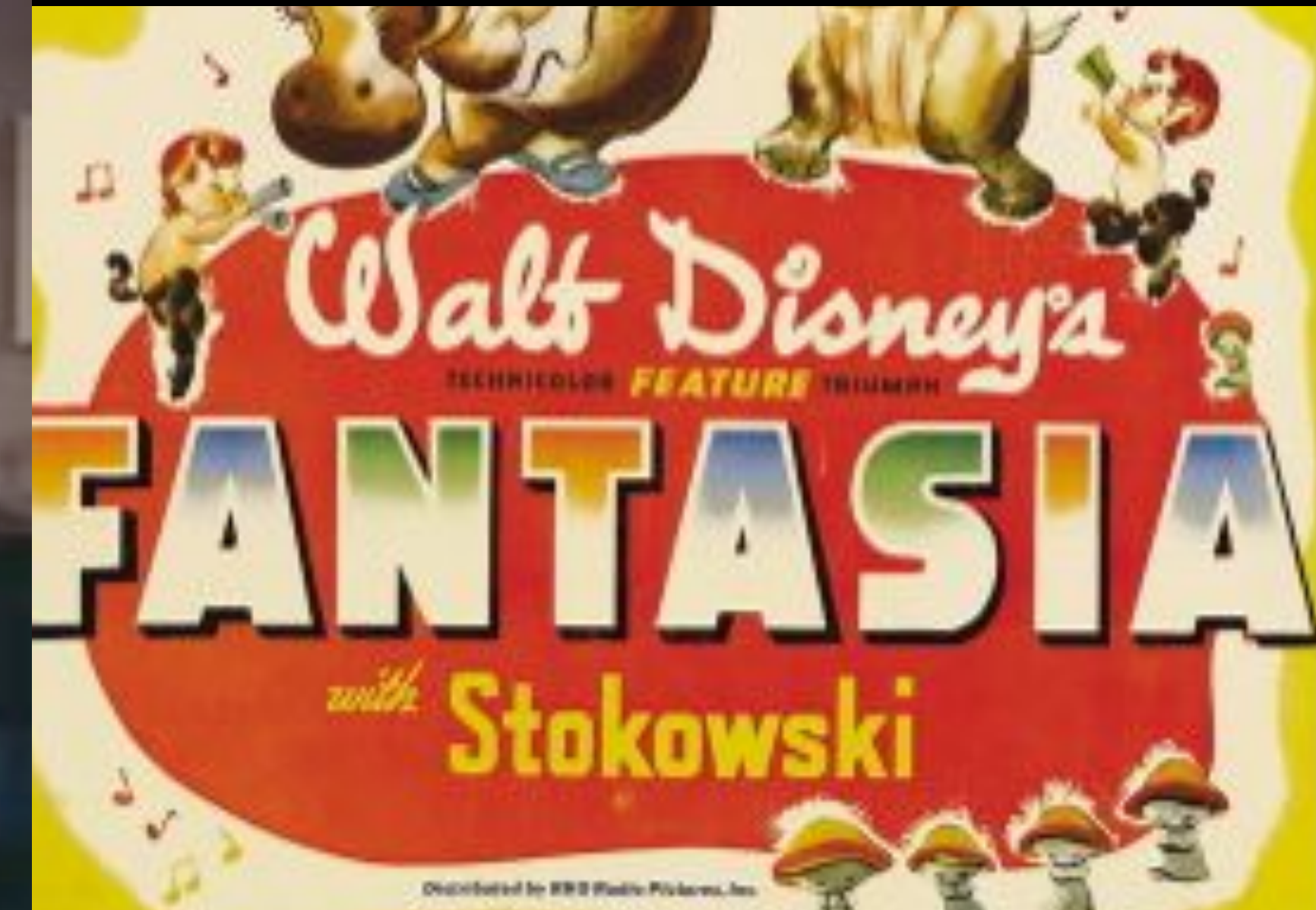
Retail Dining & Entertainment



Resort Hotels

“I can never stand still. I must explore and experiment.”





Walt was **innovative**





Walt embraced story





WE understand the POWER of STORY





And creating new WAYS to tell stories





“If I can’t find a theme, I can’t make a film anyone else will feel. I can’t laugh at intellectual humor. I’m just corny enough to like to have a story hit me over the heart...”

Walt Disney.



Our approach to designing themed environments in which each every element contributes to tell stories derives mainly from cinema and theater, with this crucial difference: theme-park design is a three-dimensional storytelling art that places guests in the story environment.

John Hench



STORY
as
NARRATIVE

STORY
as
SUBTEXT



Cruise Ships

Atrium



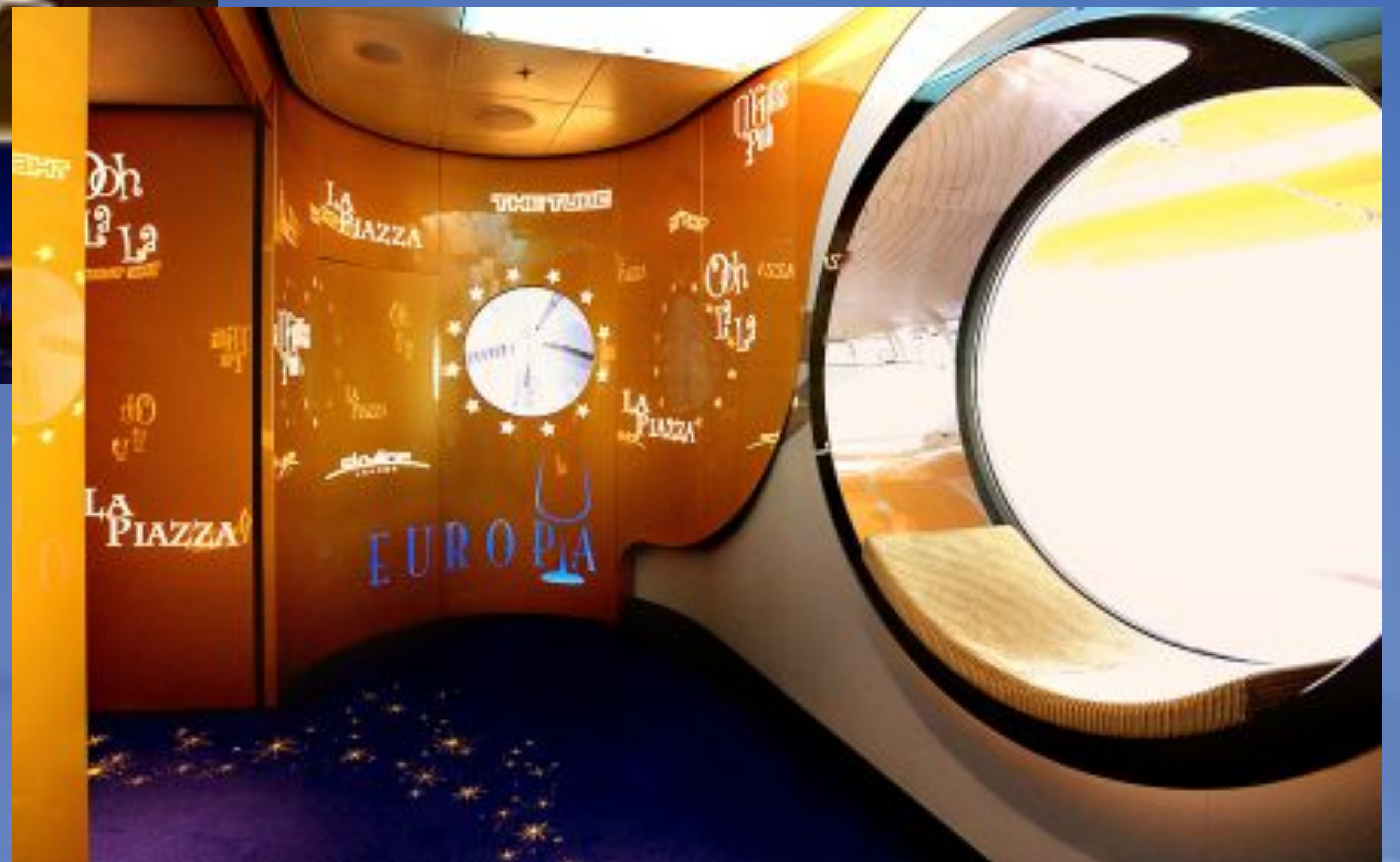






















ROYAL







Retail Dining & Entertainment



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Resort Hotels

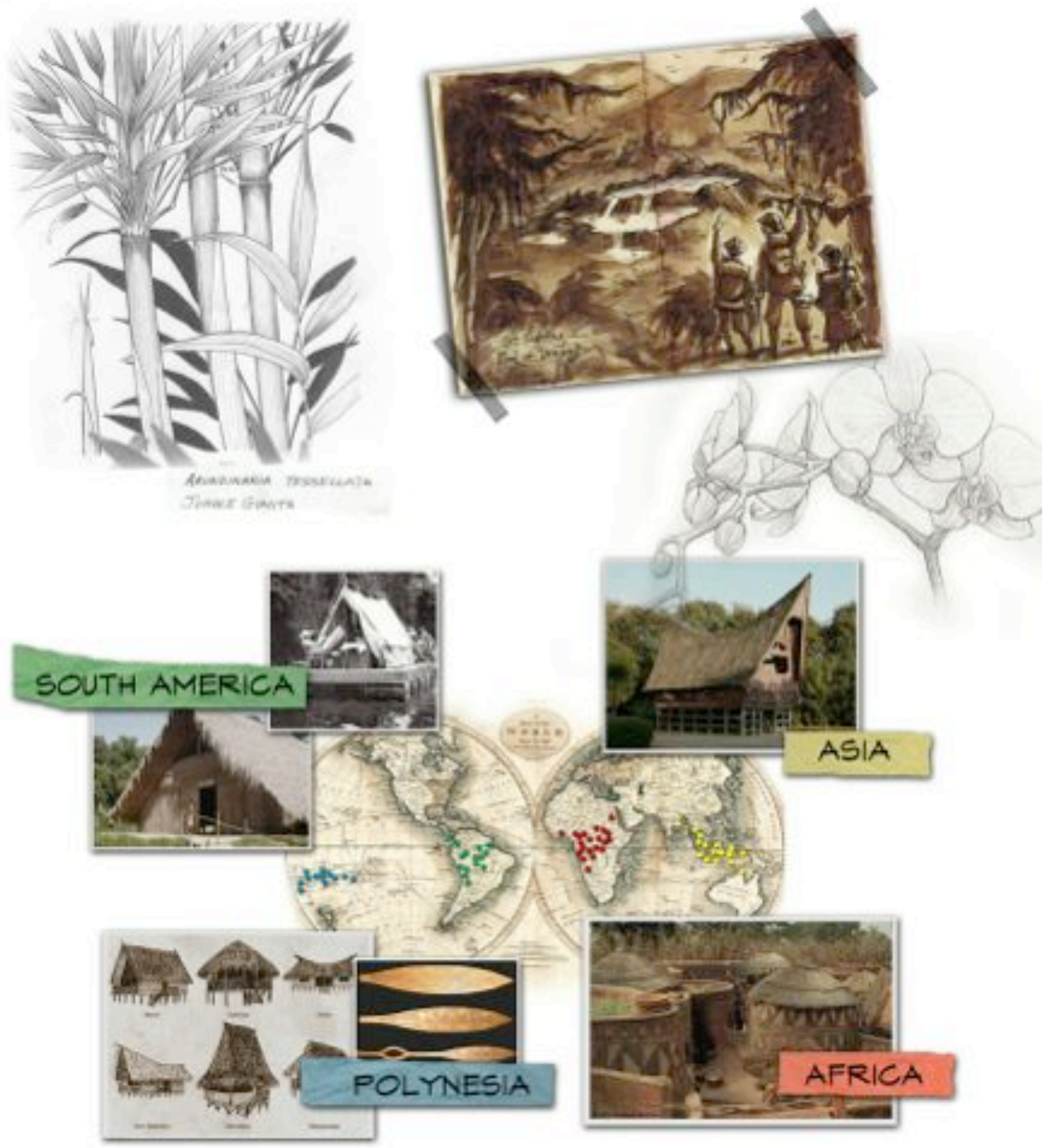


Explorers' Lodge is dedicated to the spirit of Exploration. Like countless explorers before them, guests will leave the known world behind, and follow their dreams into a new world filled with the wonders of nature, the romance of exotic cultures, and the thrill of discovery.

“AD EXPLORARE ET SOMNIUM!”

- TO EXPLORE AND DREAM -





The logo for "EXPLORERS LODGE" is presented on a curved, parchment-like banner. The text "EXPLORERS" is on the left and "LODGE" is on the right, separated by a small circular emblem.

Explorer's Lodge is a 750 room First Class hotel positioned between the current Hollywood Hotel (DHH) and Disneyland Hotel (DLH). The Explorer's Lodge will be located on the Western half of the site between the DHH and DLH. The second half of the site can accommodate a future second hotel, which would be different but compatible in theme to the currently proposed H3 hotel.

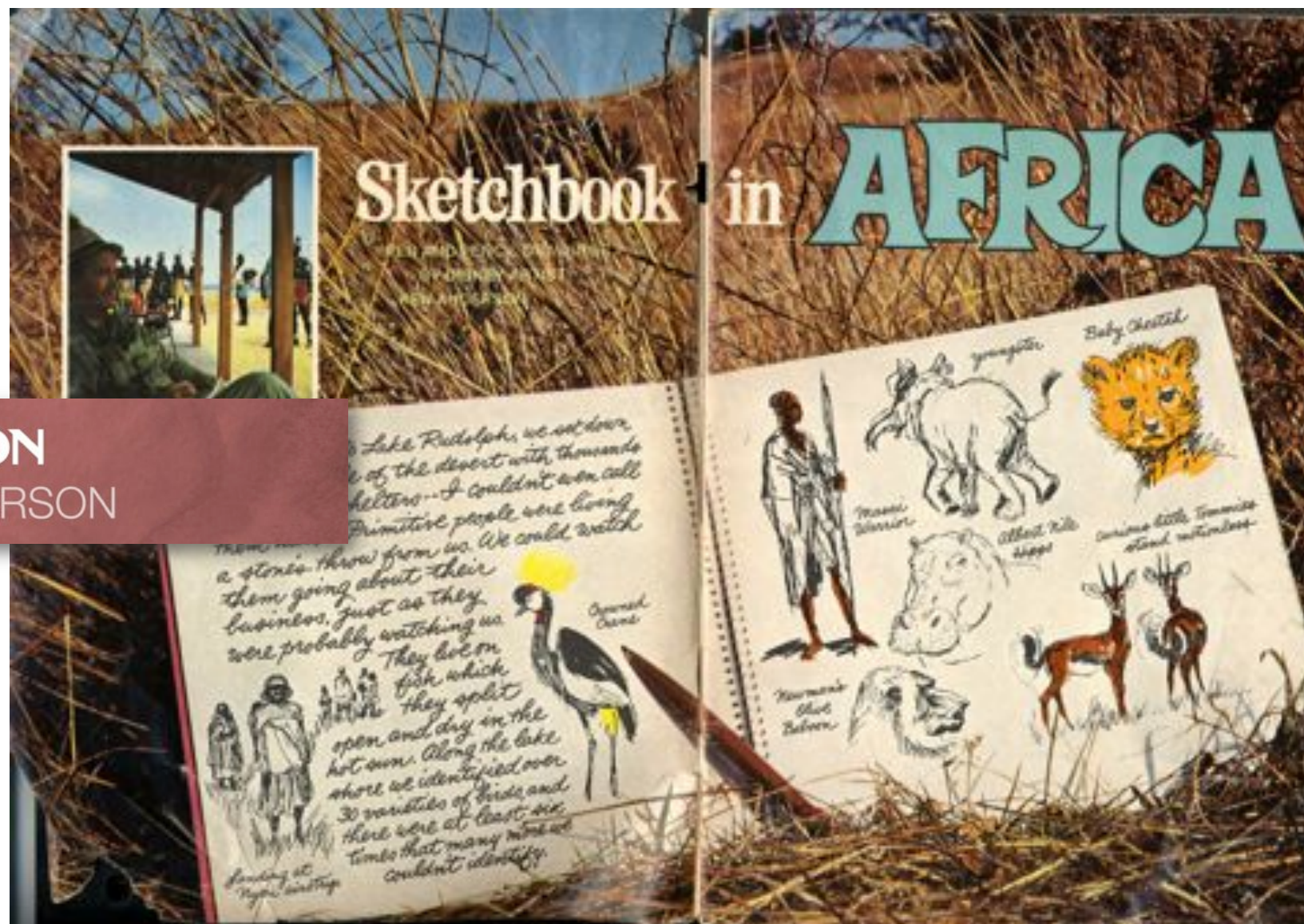
The overall concept for Explorer's Lodge is to reflect the spirit of discovery and exploration. The theme is based on a story about a group of explorers who comes upon a beautiful site in a jungle filled with bamboo and unique rock outcropping. There, they decide to build their first lodge. That original lodge, built from the locally available materials, becomes the basis for the rest of the resort. The design of the guest wings and the gardens reflects the 4 distinct regions along the Equator: Asia, Polynesia, South America, and Africa.





"JACK" KENDERSON
INSPIRED BY KEN ANDERSON

AFRICA
ANTHROPOLOGIST
ZOOLOGIST
ARCHITECT
JACK-OF-ALL-TRADES
FOLK ART
ANIMALS
"JUNGLE BOOK"



MARCO DAVIOLO
INSPIRED BY MARC DAVIS

POLYNESIA
ORNITHOLOGIST
SKETCHING
TIKI ARTIFACTS
WINGED SPECIES
EXOTIC DRINKS
DISCOVERED P.O.D.
STORYTELLER



"KING" WONG CHIONG
INSPIRED BY TYRUS WONG


ASIA
PILOT
PAINTER
CALLIGRAPHY
WATERCOLOR
AVIATION ENTHUSIAST
WINGED CREATURES
KITE BUILDER

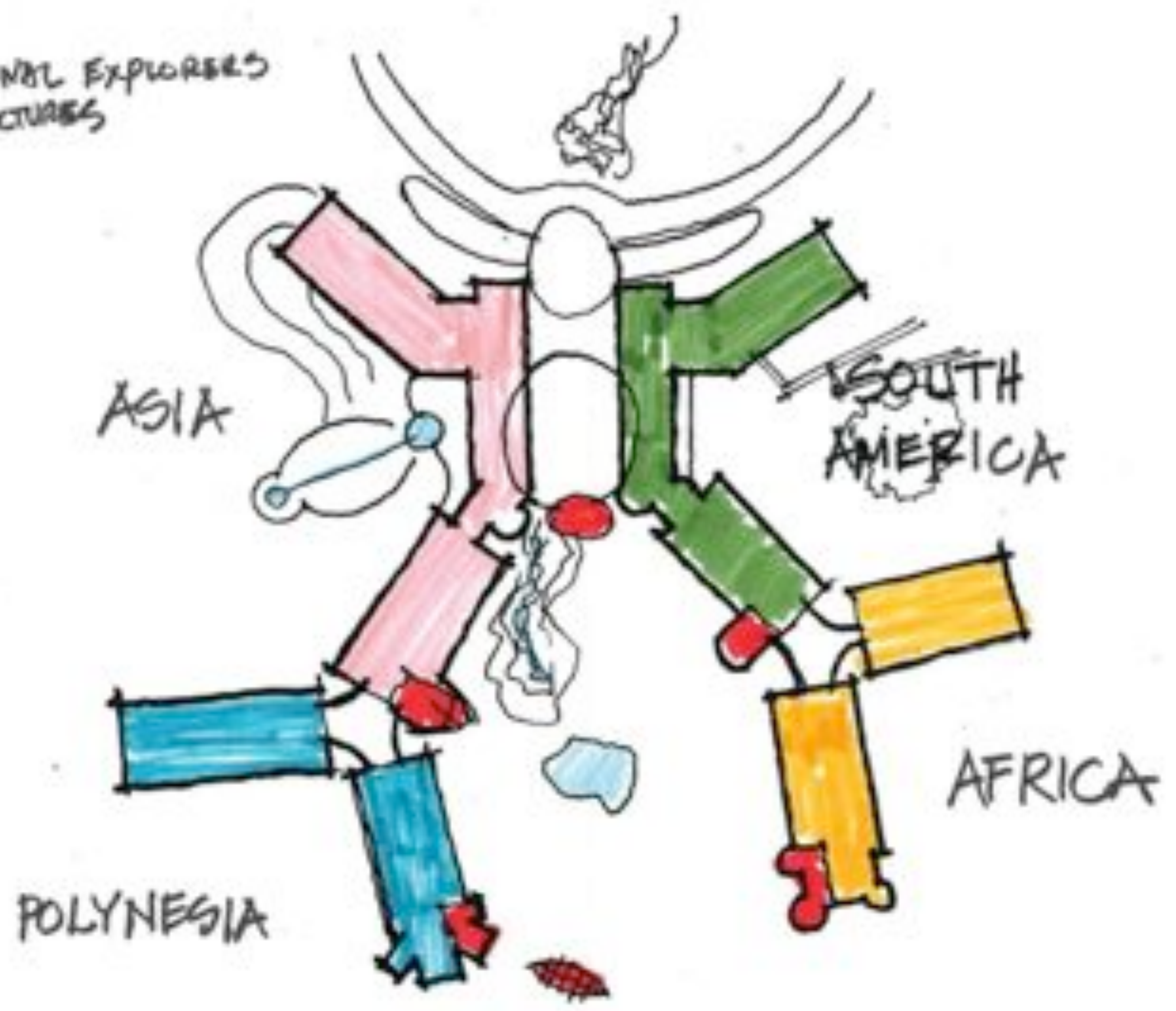


MARIA MUNDO
INSPIRED BY MARY BLAIR

SOUTH AMERICA
BOTANIST
ENTOMOLOGIST
FACINATED WITH ALL THINGS SMALL
VIVID COLORS
DOLLS
RAIN FORESTS
GARDEN



 ORIGINAL EXPLORERS STRUCTURES







NEW ZEALAND - ARCHED THATCH ROOF

FRENCH POLYNESIA - WIPED THATCH ROOF

POLYMERIA - ANTI-CORROSION STEEL SHIM

POLYMERIA - TEXTURES & PATTERNS



SIAM JOINTS - INTERIOR STRUCTURE & SCREEN WALL

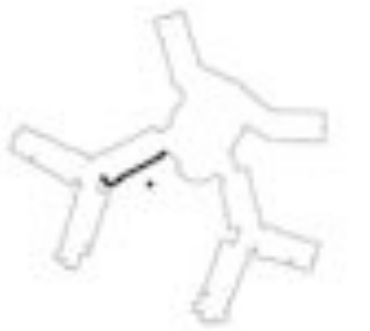
MALAYSIA - BUKIT HOUSE - WOOD BURNER DETAILING

INDONESIA - SUBATRA

SUMATRA - TIBA BAYAN HOUSE - SHINGLE ROOF



JAPANESE GARDEN - TRAVELER



DANEBROG - WOOD & STONE CONSTRUCTION

WALL CLOTH PATTERNS

ZEBRA PRINT

SHARA - BEEHIVE PATTERNS



AMAZONIAN STRUCTURE & ROOFING

AMAZON FOREST TREE STYLING

AMAZONIAN STRUCTURE - SHIPVED THATCH ROOF

AMAZONIAN HOUSE - VERTICAL WOOD SLATS



AMAZON RIVER HOUSE - THATCHED SHINGLE ROOF





HKDL H3 CONCEPT OVERVIEW 11.18.13







EXPLORER'S LODGE
2 GEO TEAM DEPARTURE/ ARRIVAL

TEAM LEADER	DEP.	ARR.	LOCATION	SECTEN
PAUL J. WILSON	10/11	10/11	YAKIMA, WASHINGTON	10:00 AM
T. LINDA S. LEE	10/11	10/11	SEATTLE	10:00 AM
PAUL J. WILSON	10/11	10/11	SEATTLE	10:00 AM
PAUL J. WILSON	10/11	10/11	SEATTLE	10:00 AM
PAUL J. WILSON	10/11	10/11	SEATTLE	10:00 AM



HKDL H3 CONCEPT OVERVIEW 11.18.13



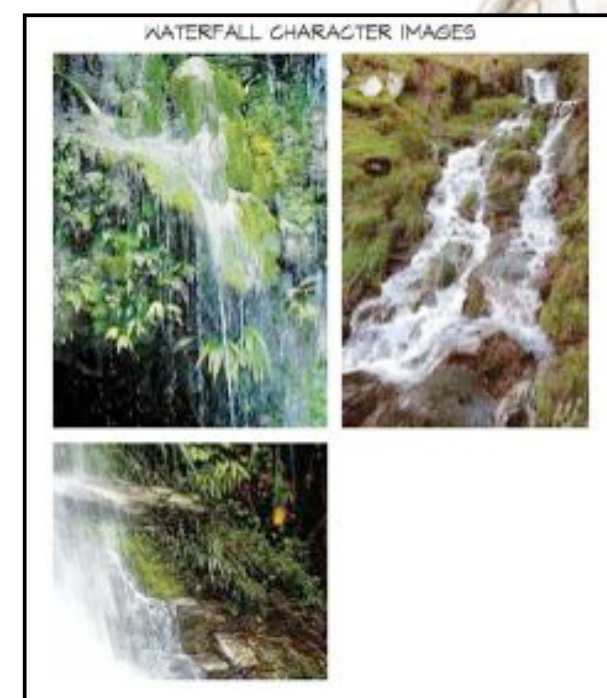
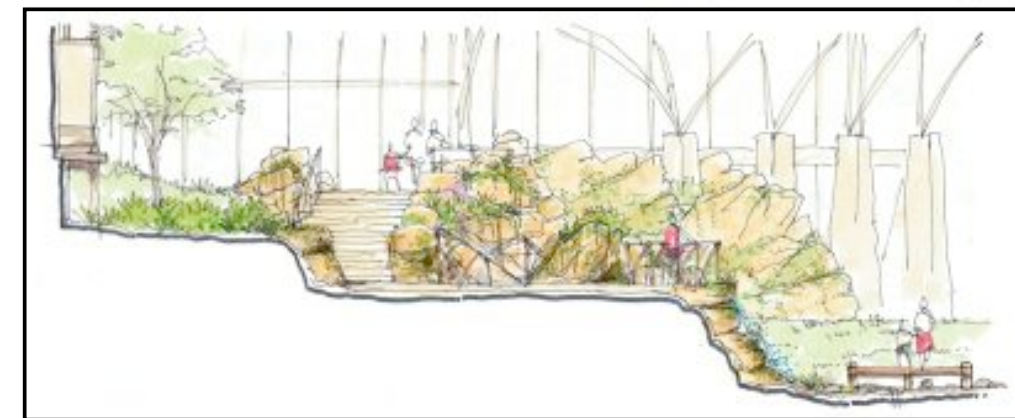


Inspired by the story, the design of the pool garden is anchored by the rock outcropping that arcs out from within the lobby. The architecture of the guest wings that frame the garden is deliberately organic, low in scale, meandering in layout, and irregular in pattern. Influenced by the 4 distinct regions, the design of the guest wings is varied in style and reflects the indigenous origins. Between the guest wings and connected by meandering paths, the gardens are also inspired by these 4 distinct geographical regions.





HKDL H3 CONCEPT OVERVIEW 11.18.13







EXPLORERS LODGE



“NOT ALL WHO WANDER ARE LOST.”

-J.R.R. TOLKEN

“When we design any area of a Disney park, we transform a space into a story place. Every element must work together to create an identity that supports the story of that place – structures, entrances and exits, walkways, landscaping, water elements, and modes of transportation. Every element must in its form and color engage the guests’ imagination and appeal to their emotions.”

John Hench







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