

the imagineering field guide

The Imagineering Field Guide

The Imagineering Field Guide serves as an essential resource for aspiring and seasoned creative professionals alike, offering a comprehensive overview of the principles, practices, and philosophies that underpin the art and science of themed entertainment design. Rooted in the legendary work of Walt Disney Imagineering, this guide illuminates the meticulous process of crafting immersive experiences that captivate audiences around the world. Whether you're an architect, designer, storyteller, or engineer, understanding the core concepts within the Imagineering field can elevate your approach to creating environments that are not only visually stunning but also emotionally compelling and seamlessly functional.

The Origins and Philosophy of Imagineering

The Birth of Imagineering

Imagineering, a portmanteau of "imagination" and "engineering," was officially established in 1952 as Walt Disney Imagineering. Its inception was driven by Walt Disney's vision to blend storytelling with cutting-edge technology, creating attractions and environments that transport visitors into new worlds. This unique combination of artistry and technical expertise set the foundation for a discipline that prioritizes innovation, storytelling, and guest experience.

Core Philosophies

At the heart of Imagineering are several guiding principles:

- Storytelling as the Core: Every attraction or environment must tell a compelling story that resonates with visitors emotionally.
- Immersive Environments: Designing spaces that fully immerse guests, making them feel as if they've entered a different world.
- Innovative Use of Technology: Leveraging advances in engineering, robotics, projection, and digital media to enhance storytelling.
- Detail-Oriented Design: Emphasizing the importance of every element, from architecture to costume details, to create a cohesive experience.
- Guest-Centric Approach: Prioritizing the guest experience, comfort, and engagement at every stage of design.

The Imagineering Process

Concept Development

The journey begins with ideation. Creative teams brainstorm themes, stories, and experiences that align with the overarching vision. This phase involves:

- Market research

- Audience analysis
- Brainstorming sessions
- Developing thematic concepts

Master Planning

Once the concept is solidified, master planning involves laying out the entire environment, including:

- Layout of attractions
- Scenic design
- Infrastructure planning
- Guest flow and traffic management

Design and Engineering

This phase translates concepts into detailed blueprints and prototypes, encompassing:

- Architecture
- Mechanical and electrical engineering
- Special effects planning
- Animatronics and robotics

Production and Fabrication

Building the physical environment involves:

- Material selection
- Set construction
- Integration of technology
- Cost management

Testing and Refinement

Before opening, extensive testing ensures:

- Safety compliance
- Technical functionality
- Guest experience quality
- Refinement of any issues

Launch and Operations

Post-opening, continuous monitoring and updates maintain the attraction's relevance and operational excellence.

Key Disciplines in Imagineering

Architecture and Scenic Design

Creating the physical structures that form the backbone of immersive environments. Attention to detail and thematic consistency are crucial.

Engineering and Technology

Implementing innovative solutions such as animatronics, projection mapping, and ride mechanics to bring stories to life.

Storytelling and Narrative Development

Crafting compelling stories and characters that resonate and engage guests emotionally.

Art and Illustration

Developing conceptual art, storyboards, and visual mockups to communicate ideas effectively.

Guest Experience and Operations

Designing for ease of use, comfort, and engagement, ensuring a seamless and memorable experience.

Principles of Immersive Design

The Veil of Believability

Design elements should conceal the mechanics and technology, allowing guests to suspend disbelief.

Thematic Consistency

Every detail, from architecture to music, should support the overarching theme.

Layered Details

Incorporate multiple levels of detail to reward close inspection and encourage exploration.

Sensory Engagement

Utilize sights, sounds, smells, and tactile elements to deepen immersion.

Emotional Connection

Create moments that evoke joy, wonder, excitement, or nostalgia.

Innovations in Imagineering

Technological Advancements

- Projection Mapping: Transforming surfaces into dynamic storytelling canvases.
- Robotics and Animatronics: Creating lifelike characters that interact with guests.
- Virtual Reality (VR) and Augmented Reality (AR): Offering new layers of immersion.
- Interactive Environments: Allowing guests to influence their experience.

Sustainability and Eco-Friendly Design

Incorporating sustainable materials and energy-efficient technologies to minimize environmental impact.

Accessibility and Inclusivity

Designing experiences that are welcoming and accessible to guests of all abilities.

The Role of Collaboration in Imagineering

Multidisciplinary Teams

Imagineering thrives on collaboration among:

- Architects
- Engineers
- Artists
- Storytellers
- Technicians
- Operations staff

Cross-Disciplinary Innovation

Encouraging exchange of ideas across disciplines fosters unique solutions and creative breakthroughs.

Feedback and Iterative Design

Continuous input from team members and guest testing refine the final product.

Challenges in Imagineering

Balancing Creativity and Practicality

Innovative ideas must be feasible within budget and technical constraints.

Maintaining Cohesion

Ensuring that all design elements work harmoniously to support the story and theme.

Time and Budget Constraints

Managing project timelines and costs while preserving quality.

Safety and Regulations

Adhering to safety standards without compromising immersive experience.

The Future of Imagineering

Emerging Technologies

- AI-driven experiences
- Advanced robotics
- Real-time data integration for personalized experiences

Expanding Global Reach

Designing culturally sensitive and locally relevant environments for diverse audiences.

Sustainability Focus

Innovating with eco-conscious materials and energy-efficient systems.

Digital Integration

Blending physical environments with digital media for layered storytelling.

Conclusion

The Imagineering Field Guide encapsulates a dynamic, multifaceted approach to creating immersive environments that delight and inspire. It highlights the importance of storytelling, innovation, attention to detail, and collaborative effort in shaping experiences that leave lasting impressions. As technology advances and guest expectations evolve, the principles and practices outlined in the guide will continue to inspire new generations of creative professionals to push the boundaries of what is possible in themed entertainment. Whether designing a new attraction or reimagining an existing space, understanding the core tenets of Imagineering ensures that each project not only captivates but also endures as a testament to human ingenuity and imagination.

Frequently Asked Questions

What is 'The Imagineering Field Guide' and who is it

for?

'The Imagineering Field Guide' is a series of books that offer behind-the-scenes insights into Disney theme parks and attractions, aimed at fans, travelers, and Disney enthusiasts interested in exploring the design and storytelling elements of the parks.

How many volumes are there in 'The Imagineering Field Guide' series?

As of now, there are multiple volumes covering different Disney parks, including Disneyland, Walt Disney World, and others, each focusing on specific parks or regions to provide in-depth exploration.

What kind of content can I expect to find in 'The Imagineering Field Guide' books?

The books feature detailed maps, architectural insights, fun facts, behind-the-scenes stories, and tips for exploring the parks like an insider, emphasizing design, storytelling, and hidden details.

Are 'The Imagineering Field Guide' books suitable for children?

While the books are primarily geared toward adult fans and travelers, they are accessible and engaging for older children and teens who are interested in Disney history, design, and theme park exploration.

Can I use 'The Imagineering Field Guide' as a travel companion for my Disney trip?

Yes, many readers use these guides as practical companions to enhance their park visits, helping them spot hidden details, appreciate design elements, and plan their exploration more effectively.

Who authored 'The Imagineering Field Guide' series?

'The Imagineering Field Guide' series is written by Disney theme park experts and enthusiasts, often featuring contributions from former Disney Imagineers and industry insiders.

Are there digital or interactive versions of 'The Imagineering Field Guide' available?

Most editions are available in print, but some may have digital versions or companion apps that include additional content, photos, or maps to enhance the experience.

Additional Resources

The Imagineering Field Guide: Unlocking Creativity and Innovation in Theme Park Design

The Imagineering Field Guide stands as an essential resource for aspiring and professional theme park designers, enthusiasts, and anyone interested in the intricate process of creating immersive, captivating environments. Rooted in the legacy of Walt Disney Imagineering, this comprehensive guide offers a behind-the-scenes look into the art and science of theme park development, blending storytelling, engineering, artistry, and psychology. In this review, we'll explore the core elements of the guide, its strengths, areas for improvement, and why it remains a must-have for those passionate about the magic of theme parks.

Origins and Overview of the Imagineering Field Guide

The Imagineering Field Guide originated as a series of publications designed to demystify the complex process of theme park design. Developed by Disney's legendary Imagineers, these guides serve as both educational tools and inspirational texts. They aim to bridge the gap between theoretical concepts and real-world application, making them invaluable for students, professionals, and fans alike.

The guide is structured around a series of principles, case studies, and practical insights drawn directly from Disney's decades of experience in creating some of the world's most iconic attractions and lands. Its approachable tone and detailed visuals make it accessible without sacrificing depth, offering readers an insider's perspective on the creative process.

Core Themes and Content Breakdown

The guide covers a broad spectrum of topics essential to understanding theme park design, including storytelling techniques, environmental design, engineering, safety, and guest experience. Here's a closer look at its main sections:

1. The Art of Storytelling in Theme Parks

- **Narrative Integration:** The guide emphasizes that storytelling isn't confined to just the attraction itself but permeates the entire environment. From land concepts to signage, every element should contribute to a cohesive narrative.
- **Storyboarding and Concept Development:** It discusses the importance of visual storytelling tools, such as storyboards and concept art, in planning a land or attraction.
- **Themed Environments and Immersion:** The guide explores how atmosphere, architecture, and even scent are used to immerse guests in a story.

2. Design Principles and Methodology

- **Thematic Consistency:** Maintaining a clear theme is fundamental. The guide offers methods to ensure that every design element—color palette, materials, textures—supports the overarching theme.
- **Layered Detailing:** It advocates for a layered approach, where visual complexity invites exploration and discovery without overwhelming the guest.
- **Use of Scale and Perspective:** Emphasizing the psychology of space, the guide explains how scale and sightlines influence guest perception and engagement.

3. Engineering and Construction

- **Structural Considerations:** Dive into the mechanics of building durable, safe structures that can withstand the elements and high guest volumes.
- **Lighting and Special Effects:** The guide discusses how lighting design enhances mood and storytelling, as well as technical considerations for effects like projections and animatronics.
- **Innovative Technologies:** It highlights cutting-edge advancements, including robotics, virtual reality, and interactive elements that push creative boundaries.

4. Guest Experience and Flow

- **Queue Design:** Strategies for creating engaging, comfortable queuing experiences that maintain storytelling momentum.
- **Flow and Circulation:** Ensuring smooth guest movement to prevent congestion while maximizing exposure to themed environments.
- **Sensory Engagement:** Incorporating sights, sounds, smells, and tactile elements to deepen immersion.

5. Safety, Accessibility, and Sustainability

- Safety Protocols: Prioritizing guest and cast member safety through thoughtful design, materials selection, and engineering.
- Accessibility: Making attractions inclusive for guests with various needs without compromising storytelling.
- Environmental Responsibility: The guide underscores sustainable practices, such as eco-friendly materials and energy-efficient systems.

Strengths of the Imagineering Field Guide

The guide's most compelling strengths lie in its practical insights, visual clarity, and ability to inspire:

1. Insider Perspective

Drawing directly from Disney Imagineers' expertise, the guide offers authentic, real-world advice that's rarely available in other design texts. It demystifies complex engineering and design decisions, making sophisticated concepts accessible.

2. Visual Excellence

High-quality illustrations, photos, and diagrams are hallmarks of the guide. These visuals serve as invaluable tools for understanding spatial relationships, thematic details, and technical layouts.

3. Structured Approach to Creativity

While creativity is often viewed as spontaneous, the guide demonstrates that successful design is rooted in methodology. It provides frameworks for brainstorming, prototyping, and refining ideas systematically.

4. Case Studies and Examples

Real-world case studies, such as the design of Disneyland's Fantasyland or Star Wars: Galaxy's Edge, bring abstract principles to life. These examples showcase problem-solving, innovation, and storytelling techniques in action.

5. Educational Value

The guide functions as an excellent teaching resource, suitable for classroom use or self-study. It encourages critical thinking about design choices and their impact on guest experience.

Limitations and Areas for Improvement

Despite its many strengths, the Imagineering Field Guide is not without limitations:

1. Focus on Disney-centric Design

While Disney's work is a gold standard, the emphasis on Disney parks may limit applicability to other contexts. Readers interested in non-Disney theme parks or other immersive environments might find some concepts less transferable.

2. Technical Depth

For professionals seeking detailed engineering schematics or advanced technical specifications, the guide offers an overview rather than exhaustive technical data. It's more conceptual than technical in some areas.

3. Limited Focus on Post-Opening Operations

The guide primarily concentrates on design and construction phases. Less emphasis is placed on maintenance, operations, and evolving guest expectations over time.

4. Accessibility for Beginners

Although approachable, some concepts may still be challenging for absolute beginners without prior background in design or architecture. Supplementing with foundational knowledge may be necessary.

Why the Imagineering Field Guide Remains a Must-Have

Despite these limitations, the Imagineering Field Guide holds a unique position in the realm of theme park literature. Its blend of storytelling, technical insight, and visual clarity makes it a compelling read for:

- Aspiring Imagineers: Providing a roadmap of best practices and creative principles.
- Design Students: Offering case studies and frameworks for project development.
- Theme Park Enthusiasts: Deepening appreciation for the craft behind the magic.
- Industry Professionals: Serving as a quick reference and source of inspiration.

The guide encourages a holistic understanding of theme park design—balancing artistry, engineering, and guest psychology. It fosters an appreciation for the meticulous planning and creative problem-solving that transform raw ideas into immersive realities.

Conclusion: A Valuable Resource for the Creative Mind

In sum, the Imagineering Field Guide is an invaluable resource that encapsulates the essence of Disney's legendary approach to theme park creation. It demystifies the process, showcases the importance of storytelling, and provides practical tools for crafting engaging environments. Its visual richness, case studies, and insider insights make it a compelling read for anyone passionate about immersive design.

Whether you are an aspiring theme park designer, a student of architecture, or simply a fan eager to understand the magic behind the attractions, this guide offers a treasure trove of knowledge. It reminds us that behind every whimsical façade and thrilling ride lies a foundation of meticulous planning, innovative engineering, and storytelling mastery. Embracing these principles can inspire new generations to continue creating worlds of wonder that enchant and inspire millions.

In short, the Imagineering Field Guide is more than just a manual—it's a celebration of creativity, a blueprint for innovation, and a testament to the power of imagination.

The Imagineering Field Guide

the imagineering field guide: The Imagineering Field Guide to Disneyland Alex Wright, 2008-11-04 The fourth in a series of pocket-sized paperbacks answers the question, "What would it be like to walk through Disneyland with an Imagineer by your side?" The Imagineering Field Guide to Disneyland provides that experience: pointing out details and telling stories, back stories, and Imagineering insights never before heard, condensed into a portable, easily-referenced park guide. You'll never spend time at Disneyland the same way again. Each spread contains fascinating textual information and related images (drawings, photos, graphics) such as: "Set-up, backgrounds, and origins of each park/land/mini-land" "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 big pictures being discussed" "Special props, design sources, artistic inspirations, nomenclature gags"

the imagineering field guide: The Imagineering Field Guide to Magic Kingdom at Walt Disney World--Updated! Alex Wright, 2009-12-08 The Imagineering Field Guide series answers the question: "What would it be like to walk through a Disney park with an Imagineer by your side?" A lot of fun, actually! And extremely interesting. The Imagineering Field Guide to the Magic Kingdom at Walt Disney World provides that experience—explaining large concepts and pointing out subtle details, revealing stories, back stories, and Imagineering insights never before heard, and showing sketches, paintings, and schematics used to develop the look of each attraction, condensed into a portable, easily referenced park guide. These user-friendly, beautifully illustrated guides are innovative and entertaining books that will enrich the guests' time at the happiest places on earth. And now the series is being updated to include all the new attractions, shows, and lands in the Disney parks. Who better to tour you around the Disney parks than the Imagineers who created them? And what better than to have the most recent insider information? It's all in the Imagineering Field Guides.

the imagineering field guide: The Imagineering Field Guide to Epcot at Walt Disney World--Updated! Alex Wright, 2010-04-06 The Imagineering Field Guide series answers the question "What would it be like to walk through a Disney park with an Imagineer by your side?" A lot of fun, actually! And extremely interesting. The Imagineering Field Guide to Epcot at Walt Disney World—Updated! provides that experience, explaining large concepts and pointing out subtle details, revealing stories, backstories, and Imagineering insights never before revealed; and showing the sketches, paintings, and schematics used to develop the look of each attraction—all condensed into a portable, easily referenced park guide. These user-friendly, beautifully illustrated guides are innovative and entertaining books that will enrich the guest's time at the happiest places on earth. And now the series is being updated to include all the new attractions, shows, and lands in the Disney parks. Who better to tour you around these Disney parks than the Imagineers who created them? And what better than to have the most recent insider information? It's all in the Imagineering Field Guides.

the imagineering field guide: The Imagineering Field Guide to Disney's Hollywood Studios Alex Wright, 2010-07-27 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

the imagineering field guide: *The Imagineering Field Guide to Magic Kingdom at Walt Disney World* Alex Wright, 2005-09-01 The first in a series of pocket-sized paperbacks will answer the question, What would it be like to walk through the Disney Theme Parks with an Imagineer by your side? The Imagineering Field Guide to The Magic Kingdom at Walt Disney World provides that experience: pointing out details and telling stories, back stories, and Imagineering insights never before heard, condensed into a portable, easily-referenced park guide. You'll never spend time at Walt Disney World the same way again. Each spread contains fascinating textual information and related images (drawings, photos, graphics) such as:

the imagineering field guide: *The Imagineering Field Guide to Epcot at Walt Disney World* Alex Wright, 2006-05-08 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?

the imagineering field guide: *The Imagineering Field Guide to Disney's Animal Kingdom at Walt Disney World* Alex Wright, 2007-05-22 The third in a series of pocket-sized paperbacks answers the question, "What would it be like to walk through Disney's Animal Kingdom Park with an Imagineer by your side?" The Imagineering Field Guide to Disney's Animal Kingdom provides that experience: pointing out details and telling stories, back stories, and Imagineering insights never before heard, condensed into a portable, easily-referenced park guide. You'll never spend time at Walt Disney World the same way again. Each spread contains fascinating textual information and related images (drawings, photos, graphics) such as: "Set-up, backgrounds, and origins of each park/land/mini-land" Concept art to compare to the finished show" Timeline information (opening dates, previous shows in the same venue, /DIV DIV alterations and updates) - Photography of the details and big pictures being discussed" Special props, design sources, artistic inspirations, nomenclature gags

the imagineering field guide: *The Imagineering Field Guide to Disney California Adventure at Disneyland Resort* The Imagineers, Alex Wright, 2014-03-25 The sixth in a series of pocket-size paperbacks answers the question What would it be like to walk through Disney California Adventure with an Imagineer by your side? The Imagineering Field Guide to Disney California Adventure 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 DCA 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

the imagineering field guide: *A Reader in Themed and Immersive Spaces* Scott A. Lukas, 2016 Themed spaces have, at their foundation, an overarching narrative, symbolic complex, or story that drives the overall context of their spaces. Theming, in some very unique ways, has expanded beyond previous stereotypes and oversimplifications of culture and place to now consider new and often controversial topics, themes, and storylines.--Publisher's website.

the imagineering field guide: *Innovation Project Management* Harold Kerzner, 2022-11-21 INNOVATION PROJECT MANAGEMENT ACTIONABLE TOOLS, PROCESSES, AND METRICS FOR SUCCESSFULLY MANAGING INNOVATION PROJECTS, WITH EXCLUSIVE INSIGHTS FROM WORLD-CLASS ORGANIZATIONS AROUND THE WORLD The newly revised Second Edition of Innovation Project Management offers students and practicing professionals the tools, processes, and metrics needed to successfully manage innovation projects, providing value-based innovation project management metrics as well as guidance for how to establish a metrics management program. The highly qualified author analyzes innovation from all sides; through this approach, Innovation Project Management breaks down traditional project management methods and explains why and how innovation projects should be managed differently. The Second Edition includes

exclusive insights from world-class organizations such as IBM, Hitachi, Repsol, Philips, Deloitte, IdeaScale, KAUST, and more. It includes six all new case studies, featuring a dive into brand management innovation from Lego. Each case study contains questions for discussion, and instructors have access to an Instructor's Manual via the book's companion website. Specific ideas discussed in Innovation Project Management include: Continuous versus discontinuous innovation, incremental versus radical innovation, understanding innovation differences, and incremental innovation versus new product development Identifying core competencies using SWOT analysis and nondisclosure agreements, secrecy agreements, and confidentiality agreements Implications and issues for project managers and innovation personnel, active listening, pitching the innovation, and cognitive biases Measuring intangible assets, customer/stakeholder impact on value metrics, customer value management programs, and the relationship between project management and value With its highly detailed and comprehensive coverage of the field, and with case studies from leading companies to show how concepts are applied in real-world situations, Innovation Project Management is a must-have title for practicing project managers, as well as students in project management, innovation, and entrepreneurship programs.

the imagineering field guide: *Bring the Magic Home* Sunny Chanel, 2024-10-15 For Disney dreamers and doers alike, this inspirational book, is a practical how-to guide to infuse your personal spaces with wonder and whimsy! Disney theme parks are immersive environments—part living museum, part botanical garden, and part interactive art exhibition. Most of all, they're places to find inspiration to enhance everyday life. Sprinkled throughout these parks are visual cues and vignettes with ingenious ideas. Sparks of design brilliance are everywhere. From the way the edible landscaping is arranged in Tomorrowland to the use of ornate Victorian wallpaper in the foyer of the Haunted Mansion, there are so many ways to bring the magic home. A mix of Disney history, interior design, garden design, and DIY project studies, this visually detailed coffee table book charts how to infuse your personal spaces with the wonder and whimsy found at Disneyland and Walt Disney World. It also looks at those who created the elements that serve as our muse: Walt Disney Imagineers—both past and present—who mostly work discreetly behind the scenes, shrouded in mystery. In this peek behind the curtain, find out more about their special brand of magic. Inside, look for: Each chapter as dedicated to a theme based on select attractions from around the theme parks Original concept artwork from the Walt Disney Imagineering Art Collection Interviews and photographs from families, such as those behind a Haunted Mansion bathroom and a Small World nursery Sidebars ranging from the types of edible plants used in landscape design at Tomorrowland to Lilian Disney's interior design efforts in Walt Disney's Disneyland Apartment. Tips on how to bring a bit of Disney magic into your own environments This is a gift that Disney collectors, theme park fans, and anyone interested in bringing a little Disney magic into their lives will love.

the imagineering field guide: *Project Management Next Generation* Harold Kerzner, Al Zeitoun, Ricardo Viana Vargas, 2022-06-21 PROJECT MANAGEMENT NEXT GENERATION Strategic guidance on enabling transformational change in the project management landscape In Project Management Next Generation: The Pillars for Organizational Excellence, a team of world-renowned project management leaders delivers an expert discussion on project management implementation in organizations of all kinds. The book explores 10 pillars of project management that will be critical for companies in the coming decade. It offers contributions from industry changemakers and thought leaders that provide the perfect balance between practical experience across a variety of programs, projects, and transformation initiatives. It's a must-have title for practicing project managers who seek hands-on guidance and insightful case studies complete with discussion questions and instruction materials, including PowerPoint lecture slides and a full Instructors Manual on the companion website. In addition to the perspectives of several global commercial organizations on the project management industry's future, readers will find: Thorough introductions to project management as a strategic competency and corporate project management cultures Comprehensive explorations of workforce upskilling and defining project success Practical discussions of flexible project management frameworks and flexible life cycle phases and project

governance In-depth examinations of value-driven project management and metrics, as well as metrics for intangible assets, and strategic metrics Perfect for mid-level corporate, project, and team managers, as well as executives and business consultants, Project Management Next Generation: The Pillars for Organizational Excellence will also earn a place in the libraries of students in courses on advanced project management at the upper-level undergraduate and graduate levels.

the imagineering field guide: Walt's Utopia Priscilla Hobbs, 2024-09-18 The Happiest Place on Earth opened in 1955 during a trying time in American life--the Cold War. Disneyland was envisioned as a utopian resort where families could play together and escape the tension of the real world. Since its construction, the park has continually been updated to reflect changing American culture. The park's themed features are based on familiar Disney stories and American history and folklore. They reflect the hopes of a society trying to understand itself in the wake of World War II. This second edition expands its perspective in response to, among other things, the cultural shifts brought on by the Covid-19 pandemic. New and updated chapters endeavor to hold Disney accountable: not accountability for misdeeds, but its accountability to include everyone, as American mythmakers and cultural titans.

the imagineering field guide: The Beautiful Country Stephanie Malia Hom, 2015-01-01 Every year, Italy swells with millions of tourists who infuse the economy with billions of dollars and almost outnumber Italians themselves. In fact, Italy has been a model tourist destination for longer than it has been a modern state. The Beautiful Country explores the enduring popularity of [destination Italy,] and its role in the development of the global mass tourism industry. Stephanie Malia Hom tracks the evolution of this particular touristic imaginary through texts, practices, and spaces, beginning with the guidebooks that frame Italy as an idealized land of leisure and finishing with destination Italy's replication around the world. Today, more tourists encounter Italy through places like Las Vegas's The Venetian Hotel and Casino or Dubai's Mercato shopping mall than experience the country in Italy itself. Using an interdisciplinary methodology that includes archival research, ethnographic fieldwork, literary criticism, and spatial analysis, The Beautiful Country reveals destination Italy's paramount role in the creation of modern mass tourism.

the imagineering field guide: Key Concepts in Theme Park Studies Florian Freitag, Filippo Carlà-Uhink, Salvador Anton Clavé, 2023-03-03 This book offers a comprehensive, multidisciplinary introduction to theme parks and the field of theme park studies. It identifies and discusses relevant economic, social, and cultural as well as medial, historical, and geographical aspects of theme parks worldwide, from the big international theme park chains to smaller, regional, family-operated parks. The book also describes the theories and methods that have been used to study theme parks in various academic disciplines and reviews the major contexts in which theme parks have been studied. By providing the necessary backgrounds, theories, and methods to analyze and understand theme parks both as a business field and as a socio-cultural phenomenon, this book will be a great resource to students, academics from all disciplines interested in theme parks, and professionals and policy-makers in the leisure and entertainment as well as the urban planning sector.

the imagineering field guide: From Hollywood to Disneyland Robert Neuman, 2022-10-31 From its beginnings, Disneyland was destined to be something entirely different from the standard mid-century amusement park. To sell his dream park to investors and the public, Walt Disney recruited Hollywood art directors and sketch artists to design the grounds around the mythic settings and high-minded ideals commonly expressed on the silver screen. This book focuses on the initial planning of Disneyland and its first year of operation, a time when Walt personally oversaw every detail of the park's development. Divided into chapters by park zone, it reveals how the five sectors were constructed using illusionistic tricks of stage design. Reaching beyond structure and design, chapters also explore how the sectors--Main Street, U.S.A., Frontierland, Tomorrowland, Adventureland and Fantasyland--represented themes found in Disney stories, familiar movie genres and American culture at large.

the imagineering field guide: The Disneyland Encyclopedia Chris Strodder, 2017-04-11

Completely updated and expanded with over 50 new entries and 300 new photos, The Disneyland Encyclopedia spans the entire history of the park, from its founding more than 50 years ago to the present day. This fascinating book features detailed explorations of 600 Disneyland topics, including lands, attractions, restaurants, stores, events, and significant people. Each of the main encyclopedia entries illuminates the history of a Disneyland landmark, revealing the initial planning strategies for the park's iconic attractions and detailing how they evolved over the decades. Enriching this unique A-to-Z chronicle are profiles of the personalities who imagined and engineered the kingdom known as "The Happiest Place on Earth." Discover unbuilt concepts, including Liberty Street, Rock Candy Mountain, and Chinatown, and delight in fascinating trivia about long-lost Disneyland features, from the real rifles in the shooting gallery that was once located on Main Street to the jet-packed Rocket Man who flew above Tomorrowland. The new "Mouscellany feature adds fun facts, hidden secrets, and odd trivia to the third edition. Overflowing with meticulously researched details and written in a spirited, accessible style, The Disneyland Encyclopedia is a comprehensive and entertaining exploration of the most-influential, most-renovated, and most-loved theme park in the world!

the imagineering field guide: Festivals and Edutainment Giulia Rossetti, Brianna Wyatt, Jane Ali-Knight, 2023-09-29 As the first collection of studies to explore the use of edutainment within festival experiences, this book extends current knowledge and understanding of festival experiences. Relying on a series of international case studies, this book offers readers unique and important insights that emphasise the benefit of edutainment activities for enhanced audience learning, engagement, and festival satisfaction. Although there is an ample amount of studies concerning festival experiences, as well as the use of edutainment within tourism, few have explored the use of edutainment within festival experiences. This oversight has created a lack in knowledge and understanding, despite the clear benefits of enjoyable learning experiences - edutainment. Moreover, it has created a gap between academia and practice, as the contributing authors have demonstrated, festivals are utilising edutainment to enhance their audience experience, yet scholars have failed to acknowledge this. In response to this oversight, the editors have assembled a carefully curated collection of chapters that include a wide range of international case studies, from science and food festivals to heritage and dark festivals. Through a variety of methodologies and methods, including interviews, observations, databases, netnography, and social media analysis in both face-to-face and digital interactions involving the festival participants, organisers, and other relevant stakeholders, the contributing authors have provided a well-rounded global perspective on how edutainment is applied within festival experiences. This book is valuable for scholars, festival organisers, policy makers and students interested in or studying festivals, events, edutainment and/or experience design. Other tourism industry scholars, professionals and students of, for example, visitor attractions, museums, theatre and hospitality services, may also find this book of value considering their established use of edutainment within their sectors.

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