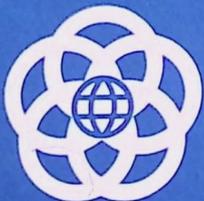




MERCHANDISE



Walt Disney World
EPCOT
CENTER

WALT DISNEY WORLD EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW

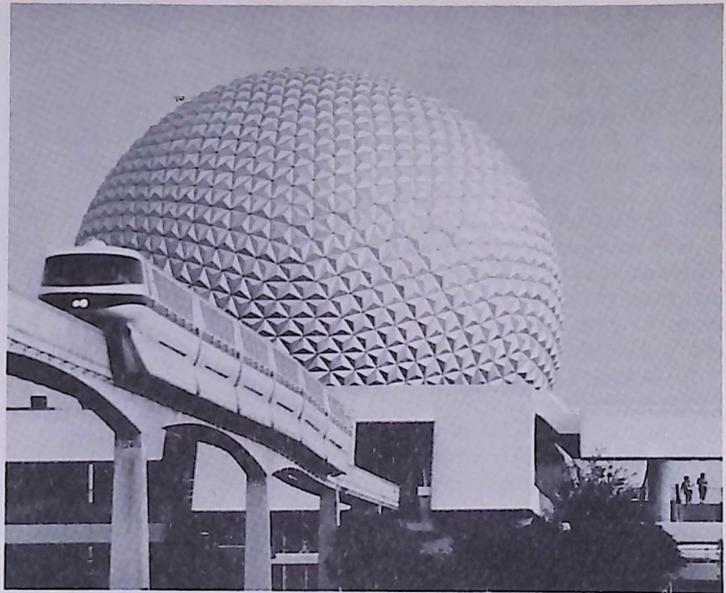
For millions of years, people have searched for ways to improve their life. Through creativity and hard work, innovations have emerged that helped provide more effective ways of dealing with the challenges of life.

These innovations were the creations of dreamers and doers; of people who think in terms of the "possible" rather than "impossible."

Walt Disney was a dreamer and doer, a man who cared about the world and its problems. He believed that people could develop solutions to problems if equipped with information, technology, and opportunity.

The dream of Epcot Center originated with Walt Disney nearly 20 years ago. Yet the "Spirit of Epcot" played a major role in the development of all of Walt Disney World. We have leading edge transportation, communications and safety systems; solar and biomass energy experiments; and innovative master-planning and agricultural developments. In 1981, Walt Disney World was selected from among 200 projects nationwide to receive the Urban Land Institute "Award for Excellence" ... the top national award for all projects in America.

With this foundation, Epcot Center has been created as a demonstration and proving ground for prototype concepts and technologies. It showcases new ideas and systems that may someday serve people everywhere.



And it provides an ongoing forum where the creative thoughts of many disciplines, including industries, governments and universities, are exchanged to help provide practical solutions to the needs of people.

Epcot Center communicates this knowledge to the world. By showcasing innovations—yesterday, today and tomorrow—Epcot Center encourages the development of even better systems for the future.

The richness and diversity of the human family is highlighted in World Showcase. This unprecedented people-to-people exchange brings people from nations throughout the world together to share their cultural

heritage, arts and entertainment. It offers a new look at what our world can be through understanding, cooperation and better knowledge of each other.

It has required the efforts of thousands of people to bring this dream called Epcot to reality. Years of research, testing, development, patience and determination are at its foundation. And yet, its real value lies in its human spirit: the people who inspired it; the people who have created it; the people who experience it; and, the people who play its host.

This is the essence of Epcot Center: a collective endeavor by people... for people, in the hope for a better world.

THE MERCHANDISE EXPERIENCE

Since the very first Mickey Mouse stuffed doll was introduced, Disney has been known for its quality merchandise. Yet, since those early days we have dramatically progressed into other realms of merchandising with Disneyland and Walt Disney World.

1955 marked a turning point with the opening of Disneyland, and since then, Disney merchandising has become an established art.

Now, at Epcot Center, guests can take part in one of the most exciting merchandising experiences in the world. For nowhere can they discover such a unique assortment of authentic, imported merchandise, and contemporary designs, all within complementing interiors.

The art of Disney merchandising provides our guests with the highest quality of merchandise in a setting that is unique and different. Merchandise is an extension of the total guest experience.

Each of our guests will most likely want to take with them a memento, a representation of what Epcot Center is. That's at the core of our merchandising philosophy. It ensures that the Epcot Center Experience will be a lasting one.

MERCHANDISE AS SHOW

Our 34 merchandise locations throughout Epcot Center ensure that this goal is met. Each shop is uniquely designed to present



its merchandise in the proper themed setting.

Although many of the items we feature are readily available at department and specialty stores across the country, the difference lies in our show. Our merchandise is themed, or put into a setting which is unique. And yet, we offer our guests comparable prices.

The Disney concept of theming is evident throughout Disneyland and Walt Disney World. Our shops complement the themed area and the merchandise. On Main Street the shop decor and merchandise mix reflect the turn-of-the-century era. Adventureland presents more exotic types of merchandise, while Tomorrowland is themed to a more contemporary style.

This is also carried over to Epcot Center, where we find contemporary merchandise in Future World, and traditional merchandise of national origin within the countries of World Showcase.

Epcot Center will offer merchandise fitting into two distinct categories: *Epcot Center logo merchandise*, which incorporates the Epcot Center logos or characters, and *General merchandise*, involving all the non-character material, including film and sundries. In all, about 30% of our merchandise has the Epcot Center logo, while the other 70% is general.

IMPORTING

All of the merchandise for World Showcase is imported from the country of origin, and

represents the most extensive importing we have ever done.

When our buyers set out to find merchandise for World Showcase, they had one goal in mind—to find authentic merchandise from each country. They found that many of the names we're familiar with actually make very little of their products in their respective countries. This really narrowed down the number of companies which we could approach.

One or two buyers were assigned to each country to buy for *all* the merchandise categories: Decorative gifts, toys, and personal gifts. This differs from the standard buying method where one buyer is assigned to one category.

The items chosen for each country depict a national craft and are generally representative of the country: cuckoo clocks and Hummel figurines from Germany, wines from France and Indian carvings from Canada, for example.

PRODUCT DEVELOPMENT

All logo merchandise for Epcot Center has been specifically designed. Such items as T-shirts, postcards, stuffed animals, decals, and just about anything else that directly "says" Epcot Center, Walt Disney World have been developed through research and design.

Meeting this challenge began in 1980 when we started looking for merchandise "so unique and different that it doesn't exist." As a result, an entirely new line of merchandise was created without utilizing the traditional Disney logos and characters.

Developing such products is a long, involved process. Like everything else, it begins with a basic idea which is transformed

to art design and layouts, and then to a prototype. Sometimes the prototype is developed by an outside manufacturer, other times it is designed by Disney artists. When all aspects are approved, the new design is sent to the manufacturer. The entire process, from initial concept to finished product, can sometimes take as long as a year or more.

Finding that "right" item is a difficult and challenging task. The product has to be appealing as well as functional, resulting in a merchandise mix that will gradually change throughout the years to accommodate our guests' needs and wants.

STORE PLANNING AND DESIGN

All the shops in Epcot Center are carefully planned to enhance the merchandising environment. In Future World, guests discover very contemporary interiors: the colors, lights and display cases. In World Showcase, the mood is

softer and warmer as guests experience traditional interior designs representative of each country.

We've learned quite a bit over the years about the layout and design of a shop. The designers and engineers work closely with our Merchandise management to design the shop from its inception, providing valuable input concerning merchandise mix, counter space, stock rooms, cash register space, and traffic flow.

Early shop renderings for Epcot Center were based on a desirable selection of merchandise mix and the recommendations of our participant. All store interiors had to be thematically tied to the exteriors, providing a traditional look for World Showcase, or a contemporary style for Future World locations.

For World Showcase, shop design posed quite a challenge to our Store Planning & Production Design staff. During their initial research they found that



true, distinctive, and symbolic architecture and interiors of shops just didn't exist. As a result, the designs are a synthesis of palace, cathedral, and residential design and architectural styles indicative of each particular country. Thus, World Showcase represents what people would expect to find on their travels rather than what they actually will see in a given country's shops.

A basic consideration in shop design is the combination of efficiency and aesthetics. Additionally, the architects must be aware of security, traffic flow (location of show entrances and exits), and the kinds of merchandise the shop will carry.

After this is determined, the design of all the display cases is established—all in keeping with the proper theme and setting of the store.

The design progresses from sketches, to models and then to floor plans. When the concept is approved the final floor plans and elevations are drawn, along with the ceiling plans and fixtures.

INTERIOR DESIGN

Once the basic look is determined, such essential details as the proposed case lining, wall finishes, custom carpet, floor, drapery and furniture styles and colors are selected.

All these materials have to be durable as well as safe. The carpets must withstand the daily traffic, and the floors are tested for slip resistance.

Designing and maintaining the ambiance of the store is the responsibility of the Engineering group who designs methods to camouflage sprinklers, air ducts, speakers and functional lighting.

SHOW LIGHTING

A shop may have two separate types of lighting: Character



lighting, and functional lighting.

Character lighting is themed to a store to enhance the overall appearance and complement the interior, such as a chandelier or kerosene lamp. These add to the show, but don't necessarily create enough illumination for operation.

Functional lighting on the other hand, is designed to offer substantial light without being obvious, or distracting from the show.

DISPLAY

As guests browse through the shops at Epcot Center, one of the first things they notice is the window displays. These colorful designs provide yet another dimension to the Epcot Center experience. The animated displays for the toy shops in Germany and the United Kingdom, for example, provide a charm and craftsmanship that appeals to everyone.

The Germany display consists of a nutcracker oompah band playing as their hats pop up and down with the music, and toy dolls dance to the tune. This lively scene incorporates *real*

merchandise dolls which can be found in the store, except these dolls have been animated. The nutcrackers in the scene are not authentic due to the fact that, in their original size, they tended to disappear into the scene. To remedy this, larger nutcrackers were made by the design staff, using the authentic ones as models.

Display design also encompasses the fixtures and props which exhibit merchandise within the shop. Antique pieces from France and England, along with the specially designed displays, are part of the elements used to enhance the authenticity for each store.

BAG DESIGN

An intregal element in merchandising is the design of the bags in which guests will carry their merchandise home, wherever home may be. Our shopping bags are seen all over the world and create an immediate recognition of Epcot Center. Therefore, they have to be carefully designed to properly reflect what Epcot Center is.

Original considerations

included having one separate bag for Future World, and individual bags for each of the World Showcase countries. Yet, this didn't properly illustrate the

total Epcot Center experience.

Eventually, one design was chosen in which the design and color complement the bags used in the Magic Kingdom and the

Village, and reinforces not only Epcot Center, but also the total environment of Walt Disney World.

FUTURE WORLD

The name itself implies a glittering world of glass, chrome, electronics, computers, and lasers.

Within Future World's seven shops, guests can purchase anything from suntan lotion to solar-powered ornaments; from memorabilia to stuffed animals to home computers.

Of course, Epcot Center would not be complete without providing an array of necessary guest services, all of which come under the merchandise area.

WEST GATE (located outside the Main Entrance.)

Lost & Found—All found items are brought here during the day, then transported to the Lost & Found facility at the Magic Kingdom after closing.

Package Pick-Up—Items purchased throughout Epcot Center are transported to this location. When our guests leave they may conveniently pick up their packages on the way out. We also provide assistance to the car if it is needed.

In addition, **West Gate** provides an area for memorabilia items at the gift shop.

EAST SUPPORT FACILITY (located near Spaceship Earth.)

Stroller & Wheelchair Rentals—

Here guests may rent strollers or wheelchairs for the day, and also purchase baby care products and small memorabilia items.

Gateway Shop—provides souvenirs, gifts and sundries.

WEST SUPPORT FACILITY (near Spaceship Earth.)

Camera Center—supplies photographic supplies, camera rentals and other necessities. There is also a camera service counter here.

JOURNEY INTO IMAGINATION

Cameras & Film—Kodak—film, camera sales and rentals and a camera service counter.

COMMUNICORE

Centorium—is the major retail location for Future World. Located in Communicore, it covers nearly 15,000 square feet, features a second floor mezzanine, and is the largest store in all of Epcot Center.

At one time, there was no merchandise location planned for Communicore, but after considering two other locations, the Centorium facility was selected.

The interior consists of bold reds and blues, linear designs and a round glass elevator to carry guests up to the mezzanine. The store is divided into sections

which feature merchandise themed to each of the Future World pavilions, plus areas devoted to film and sundries, jewelry, books, memorabilia, and electronic toys and games. The layout of Centorium is flexible enough to allow merchandise areas for future pavilions.

MEZZANINE LEVEL

Universe of Energy—features an assortment of decorative gifts such as solar powered ornaments and radiometers, motorized metal sculptures and a variety of models related to energy.

Communications—highlights the theme of Spaceship Earth. This area offers tiny, portable televisions with screens 1.5 to 2.7 inches, in both color and black and white. Also featured are portable stereo headphones, an array of writing instruments, stationery, and telephones.

Electronic Toys and Games—offers the latest in personal home computers, video games, hand-held games and radio controlled cars. In addition, a variety of teaching aids, along the lines of "Speak N Spell," is available.

FIRST FLOOR

Film and Sundries—keeps a ready supply of basic film and personal needs.

Memorabilia—features merchandise with Epcot Center logos from T-shirts and stuffed

animals, to glasses and limited edition plates.

The Land—is represented by ceramic fruit and vegetable pins and magnets, bowls, coaster sets and organic gardening kits. One interesting item is a lamp which turns on and off at the touch of the hand...on the foliage. There is also a counter which provides candy, confections and snacks, the only such location in all of Epcot Center.

Journey Into Imagination—is characterized by futuristic and decorative items, from executive toys and brain teasers, to holograms and kaleidoscopes.

Jewelry—brings fashion to the space age with geometric and abstract settings and styles. Only

fine jewelry is featured, with 14-karat gold and precious stones starting at \$30.00 and up. One display item featured is a 14-karat gold robot with precious stones set in the chest, arms, legs and head.

In the enclosed case is an assortment of high tech clocks, some of which are activated at the touch of the hand.

The Seas—is distinguished by a large fish tank in the center of the section. Here guests can find decorative coral and shells, ceramic sealife, drawings and prints, jewelry, books, carvings, and a coral decoration inserted with liquid crystal that changes color, depending on the temperature.

World of Motion—highlights

various modes of transportation throughout the years with toy models and radio controlled cars.

Books—carries a wide range of hardbound editions and posters related to each pavilion and also to space travel.

Behind every great store is a great stockroom, and the Centorium is no exception. Located right behind the film and sundries counter, the stockroom consists of two floors. The basement is equipped with a conveyer belt to the first level, and a dumbwaiter to service both the first and mezzanine levels. The guest elevator also goes down to the basement, but during operating hours it only services the first and mezzanine floors.

WORLD SHOWCASE

Worlds of elegance, tradition and classical grace are captured in World Showcase, along with a merchandising experience to match.

Each shop is an enchanted setting where guests can discover history and tradition, along with the most extensive array of authentic merchandise in the world. Small handcrafted items, along with products from some of the world's best known designers and craftsmen make this an unparalleled merchandising encounter.

PRESENTED BY...

World Showcase is comprised of 27 shops, 12 of which feature participating companies. Both Disneyland and Walt Disney World have participating companies who enhance our show with their special merchandise

and services. At World Showcase, we have the opportunity to work with companies that date back as far as the 17th century. They help reinforce our goal for authenticity, and bring with them their exquisite merchandise, international distinction and a history of their country.

CANADA

A re-creation of a northwest Hudson Bay trading post of the mid 1800s is the setting for Northwest Mercantile.

This store is divided into three sections featuring products handcrafted by, and representative of, the Canadian Indians and Eskimos. It also carries products depicting the Hudson Bay trapper look of furs and leather.

In the Indian section guests discover handcrafted jewelry made of feathers and leather,

totem poles and decorative pieces and moccasins, all of which are from the reservations. As part of the display there is a handmade \$400.00 ceremonial headdress of natural feathers.

The Eskimo area features a unique Eskimo craft—soap stone carvings. In addition, there is manufactured merchandise, representative of both the Eskimos and Indians, dolls of each of the tribes, and various other items.

The third section of the store is the trapper section. Here is a variety of lumberjack jackets, hats, leather belts and goods, fur, feathered headbands and hand-carved wood figures. And of course, what lumberjack would be complete without snowshoes to finish the authentic Canadian look?

The handcrafted products created some challenges in importing. For instance, we

needed documentation that the feather used in a piece of jewelry wasn't just picked up off the ground. What kind of feather is it? Was the bird raised domestically for this purpose or was it wild? Is the bird on the endangered species list? These kinds of questions have to be answered and cleared through the Wildlife and Game commission before paper work can even be initiated.

Additionally, handcrafted goods from the Indians and Eskimos are only made when they need supplies or goods to trade them for. As a result, our merchandise mix will change to whatever is currently produced.

UNITED KINGDOM

Here we enter a world of architectural styles spanning four hundred years of history: from the Tudor style of the early 1500s characterized by clay tile roofs, rounded arches, and extensive paneling, to the Adams period of intricately carved ceilings and walls during the 1800s.

A large Medieval castle beckons us to relive the days of chivalry and fantasy as we step into The Toy Soldier. Here we find a shop filled with traditional toys of the British Empire.

In the front part of the shop are dolls, stuffed toys, collectables and a variety of activity toys and games—paints, crayons and sewing kits.

As we browse, we come to The Great Hall, which features ore cast soldiers, cars, sailboats, swords, and shields.

From here the room opens into the men's gift shop, His Lordship, which provides toys more of the executive level, such as dart boards and steam trains. A wide variety of cigarettes, cigars and pipe tobacco are also available. Featured are cigarettes primarily from the

United Kingdom, but there are also many standard brands.

One of the most interesting items is a \$5,000 pipe from Dunhill with a 14-karat gold umbrella over the bowl of the pipe for the man who likes to smoke in the rain!

Additionally, the shop carries men's accessories from ashtrays and blazer buttons, to clocks, brass pieces and sculptured ships.

The layout of the shop makes it easy for guests to stroll into Pringle of Scotland, a name synonymous with fine cashmere and wool sweaters since 1815. The cashmere retails from \$50.00 to \$150.00. And, there is a complete line of Scottish clothing: kilts, jackets, tams, hats, socks and scarves. If our guests like to design their own clothing, there are bolts of yardage available. To fulfill our need for a shop providing a complete line of Scottish clothing, Pringle contracted other small Scottish manufacturers to provide additional products to their line.

Across the cobblestone street is Queen's Table, featuring Royal Doulton, makers of dinnerware and figurines. Like Pringle, their history goes back to 1815.

Royal Doulton is comprised of three separate looks. The Adam's Room is very elegant with a hand-painted ceiling and a custom carpet to match. A Waterford Crystal chandelier provides lighting enhancing the dinnerware, figurines, mugs and flowers.

Queen Anne's Room is decorated in very soft, feminine hues and colors to accent the lady figurines.

Dark wood and a vaulted ceiling provide the setting for mugs in the Tudor Room.

To satisfy that hunger for biscuits and jellies, the Biscuit Barrel is located right next door. And right beside that is Anne

Hathaway's Cottage, which features a variety of teas from one of the oldest participants in World Showcase, Twining Teas (1706). Anne Hathaway was married to William Shakespeare and her house was located in Stratford-Upon-Avon in England.

FRANCE

The romantic elegance of France is brought to life on the shores of World Showcase Lagoon. Sloping rooftops, green wrought iron, and the Eiffel Tower accent the French architecture of 1890 to 1920.

The merchandise encounter begins at the art & bookstore, *Plume et Palette* (Pen and Palette). Here the atmosphere is reminiscent of Renaissance France with reproductions of some of France's greatest artists: Renoir, Degas, and Monet. Original oils and watercolors are also available, along with prints and postcards of scenes and monuments of France, and French Renaissance. This shop also offers notecards and stationery. The store is two levels with the first floor accommodating the prints, postcards and books, and the second floor housing the artworks.

The books highlight famous artists, explore French cooking, discover the various regions, and define the French language.

To obtain these books, we had to look outside of France for French books written in English. Most all our publications relate directly to some aspect of French culture or history. In addition, many of the authors are French and have published their books in the United States. For our French visitors or other interested guests, we offer a small selection of books in the French language.

As guests exit the "Impression

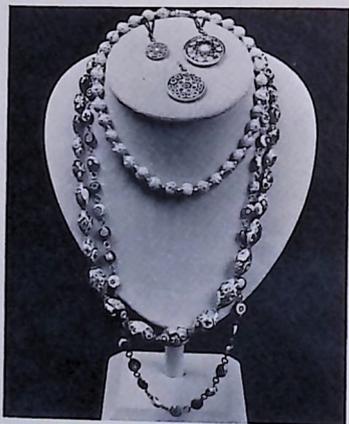
de France" show, they enter Les Halles, which is named after an old marketplace in France. Here they can re-stock film and flash-cubes. Sundries are available under the counter. Also found here are French polyethylene flowers, pottery, baskets and other crafts.

Just around the corner is the gourmet shop, Tout Pour Le Gourmet.

Traditional gourmet cookware such as porcelain, copper-cookware, earthenware, wooden utensils and French tinware provides the French country look and atmosphere. Rounding out the store are cookbooks from various authors, including the "Three French Chefs."

Across the walk is B&G Wines, providing 60 of their fine labels of whites, reds and rosés with the fine estate wines selling for \$300.00 a case. Six B&G wines are carried on the restaurant's menu in exchange for six of the French Chef's wines sold in the wine shop.

The interior resembles an old, red brick wine cellar, with all the wines stored in racks. But the shop is uniquely set up as though one is looking at a map. The room travels from one side of France and continues through each wine region in the coun-



try...each section representing a different wine region. There is a map to assist guests in finding that particular French wine which they may have sipped during dinner, or during one of the wine tastings. But that's not all, because we also provide glassware, corkscrews and decanters.

When it comes to French accessory items it's just one door down to La Signature. Guy Laroche provides his line of belts, handbags, scarves and umbrellas for men and women.

JAPAN

The largest department store in Japan operates the largest merchandise location in World Showcase—Mitsukoshi, the same company with stores in New York, Honolulu, and around the world.

Typically, a Mitsukoshi store in Japan features a wide variety of products from groceries to clothing. Various counters in the store are rented or leased out to outside vendors to sell their wares, but it's still all part of Mitsukoshi.

At Epcot Center, only traditional Japanese merchandise is available: clothing, crafts, and silks. And for the Japanese guest, the merchandise is wrapped in a traditional fine, expensive silk paper, which was designed 300 years ago and is what the Japanese have come to expect.

Design concepts for the shop are characterized by traditional Japanese art and architecture.

Like China, Mitsukoshi is an Operational Participant, meaning they staff and buy for their shop.

ITALY

The romance and classic grace of Italy are reflected in its merchandise selection and setting.

Upon entering Il Bel Cristallo (The Beautiful Crystal) we are

surrounded by a richly designed shop of oak, intricate stone carvings, and a natural marble floor, featuring a variety of inlaid wood music boxes, carvings, figurines, and glass products. Capidimonte, figurines made from a special clay, are a featured item. The history of this craft goes back to 1743 when Charles III wanted something unique for this palace which no one had. He established a school at the top of a mountain and called it Capidimonte which, incidentally, means "top of the mountain." There existed a special clay which artisans molded exclusively for his palace. Even to this day, Capidimonte is only made by people who have graduated from this school, and all their work is stamped.

Another item carried in this store is Venetian glass, which translates into figurines, goblets and showpieces. Venice has long been known for its glassware since the 13th century. In 1291 the glass furnaces were moved from the city to a group of nearby islands, Murano, to remove the risk of fire to the city. So since 1292, Murano has been the center of Venetian glass-making. Through the years, the glassblowers have introduced enameled glass and clear, colorless glass. The art was so rare that the glassblowers were forbidden to leave Venice or teach their secrets to outsiders.

Today, there are many products similar to Venetian glass. It is basically characterized as a delicate, light glass with elaborate forms, and/or delicate, lacy designs. There are also Venetian beads in the jewelry shop. This is a form of Venetian glass in which each glass piece is individually set in place in the bead, then melted together as one smooth surface.

Other items include brightly

colored glass clowns, crystal, various works of ground and carved alabaster; inlaid wood boxes, clocks and telephones; and Anri figurines from southern Tyrolia which are very similar to German Hummels in popularity. Associated with Italy since World War II, these people still consider themselves and their works Tyrolian.

From the Il Bel Cristallo we enter the jewelry shop, La Gemma Elegante, which means the Elegant Gem. Chains, cameos, and Venetian beads are available.

Across Saint Mark's Square are the craft shop and the arcade. The craft shop highlights the leather goods of "i Santi," Italy's sole merchandise participant. Handbags, tote bags, attaché cases and other fine leather goods comprise the inventory.

Right outside the door is D'Artigiani, the artisan's arcade. The selection here includes baskets and terra-cotta. Translated, terra-cotta means "baked earth." It is a hard, brown-red clay used for pottery and sculptures. In most cases it is unglazed. There is also another form of pottery which utilizes bright colors and involves twisting the clay into odd shapes, faces, designs and fruits and vegetables.

Italy has two merchandise storage areas. One supplies the Il Bel Cristallo and the other supplies the craft shop and the arcade.

GERMANY

Seven specialty shops comprise Germany, the land of castles and rivers. As we enter this enchanting world we discover quality German craftsmanship like hand-carved music boxes and cuckoo clocks, and porcelain figurines and beer steins.

On the left is Glas Und Porzellan, a ceramic shop featuring



the distinguished products of Goebel. Founded in 1871, and world renowned for their Hummel figurines, Goebel also features glass, stoneware and ceramic giftware, some of which is featured here. To add to the atmosphere, a special artisan area was designed to accommodate a Goebel craftsman. About five to six times a year, our guests can catch a glimpse of Goebel craftsmanship at its best. The most expensive item in World Showcase is a Hummel figurine retailing for \$14,000.

The next shop is Porzellanhaus which translates into Porcelain Shop. This shop is sponsored by Hutschenreuther, a very high quality porcelain producer in Germany, with a history of producing fine dinnerware, figurines, plates, giftware and crystal since 1814. This line features retail items with prices ranging from no lower than \$15.00 to most over \$50.00.

Guests with a weakness for sweets will enjoy the cookie shop, Sussigkeiten, which provides a wide assortment of cookies, snacks, crackers and German chocolates from Bahlsen.

What better way to accompany German snacks than with a fine German wine? Right next door at the Weinkeller, Schmitt Söhne features 120 labels of their wines,

primarily white. The setting is an old wine cellar where guests can browse amid some everyday and special occasion wines as well as old vintage varieties which retail in the thousands of dollars. These exclusive estate wines are primarily displayed as showpieces, but are also available for purchase. We offer wine tasting periodically throughout the year. In addition, various wines are also featured from the Biergarten restaurant.

Across the Platz, or town square, is Der Teddybär, the toy shop. It features an array of traditional wooden toys and German dolls dressed in costumes native to the regions of Germany. The display area for this shop was specially designed to accommodate the animated scene, inviting us into the shop. Such is the philosophy of display. All the figures for the display, except for the nutcrackers, are authentic merchandise items which have been animated. Similar unanimated items are available in the shop for purchase.

The Clock and Craft Shop, otherwise known as Volkskunst, features intricate and root wood carvings, pewterware and hand carved candles. Clocks range from the traditional cuckoo clock to anniversary, mantle and wall clocks. Pewterware, a traditional German craft, features goblets and steins ranging in price from \$40 to \$100.

The last of the shops in Germany is the art/bookstore, Der Bücherwurm. Here, oil paintings, reproductions and original art work is found.

CHINA

As the second largest merchandise location in World Showcase, Yong Feng Shang Dian (Bountiful Harvest) offers an extensive assortment of

traditional products from Mainland China.

The Exhibition Corporation is the operating participant, buying for and staffing the shop according to Disney standards. Dr. Ying, organizer of Exhibition Corporation is responsible for coordinating the China exhibit due to his extensive connections with the people and government of China.

Entering the shop, we find a jewelry area which features gold and silver. To the center is a raised area offering cloisonné, a type of enameling technique of Byzantine origin, used with vases and other glass products.

Other hand-made products include cinnabar (carved enamel), intricately carved cork, a variety of basketry and calligraphy.

MEXICO

Entering a majestic pyramid, the gateway to Mexico, guests discover a festive marketplace, Plaza De Los Amigos. To preserve the look and flavor of the marketplace, our retail locations have a very temporary look to them, accented by four kiosks and two wagons. This area features baskets, pottery, leather, and ready-to-wear items. In addition,

traditional papier maché vegetables and paper flowers are found here.

To the left is the gift shop, Artesanias Mexicanas. Higher quality merchandise, such as ceramic and metal sculptures, glass, papier maché, pottery, wood and leather goods, are found here.

Mexico does very little exporting, and doesn't have the large industries and manufacturers as some of the other countries. As a result, our buyers traveled through the hills and back roads to find the crafts and artwork unique to Mexico. In their travels they came across a small town in the state of Guerrero with a population of about 1,500. Because it is such a small town, tourist traffic is a rare sight, along with hotels, motels, telephones or televisions. One of our buyers found accommodations in a home, while the other spent the night in a convent. That night the town laid out the carpet for them, as they feasted on pumpkin mush and cow's milk.

Previously known for its Mexican bandits, the entire population is now involved in supporting handcrafted items

and painted trays.

Painting each tray begins with a powdered paint which is ground out of vegetable dyes, mixed with a linseed type oil, and hand rubbed on the wood. The body heat melts the paint together and forms the base coat (usually black). Other design colors are then added by hand, utilizing brushes made from cats' hair. Another style of this art form is done with two coats of finish. Then a sharp point is attached to a turkey quill and the craftsman scribes down through the upper color, brushes out the chips, and allows the second color to show through, creating a two-toned effect.

Each household provides their own specialty, and many times the artist can be distinguished by the brush quality.

On Sunday, the townspeople travel to the marketplace to sell their wares, go to church and buy any goods they need. They then return to the mountains until the next week.

This is the first time this rare and unusual craft is featured in the United States.

THE EPCOT CENTER ADVENTURE

As a Host or Hostess at Epcot Center, you are an ambassador of the Spirit of Epcot Center. Your role as part of the Merchandise Cast also makes you an ambassador of happiness, hope, optimism and goodwill.

By now, you're familiar with the role of merchandise at Epcot

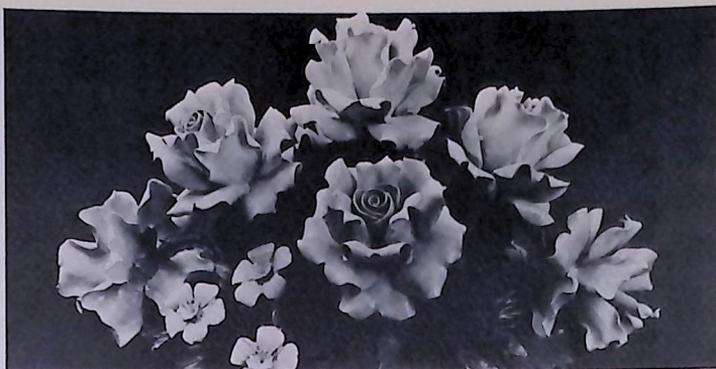
Center; the show aspects, the "story behind the story" and the facilities. You've probably realized the philosophy of Epcot Center merchandise—providing our guests with the best selection and highest quality of merchandise within a themed setting, creating a total atmosphere. The

opportunity to carry out this experience for our guests will be nearly endless.

Our guests will probably have a lot of questions concerning the various products offered. Their curiosity will range from the facility's atmosphere and theming to the most minute

details. Our roles require us to be as knowledgeable and prepared as possible for these questions. And, above and beyond knowing our subject, we need to reflect the positive feelings our guests will feel when they leave the shop.

Our goal for our audience is to feel good about the merchandise experience, themselves and the future. As the ambassador of Merchandise at Epcot Center, you can help our guests meet this goal.



APPENDIX

GLOSSARY

Capidimonte (Italy)—Dates back to 1743. Figurines molded from a special clay and made only by craftsmen from the school of Capidimonte.

Cloisonné (China)—A type of enameling technique of Byzantine origin, used with vases and other glass products. It reached its height during the 10th and 11th centuries. The surface design is constructed out of wire, about $\frac{1}{16}$ th to $\frac{1}{8}$ th of an inch thick, that is soldered into hollows in a plate backing, thus forming the design. These hollows (cloisons) are now filled with colored glassy-like paste which turns into a colored glass when fired.

Display—Communicates to guests the essence of a shop. Designed to invite guests into the store. May be animated or still. Also includes props used for display purposes.

General Merchandise—Non-character and/or decorative items, including film and sundries.

Interior Design (WED)—Responsible for the selection of store

colors, materials, finishes, furniture, and floor and carpet design.

Store Planning & Production Design (WED)—Responsible for the shop layout, function, and overall design and theming.

Terra-cotta (Italy)—Translates into "baked earth." Pottery and sculpture utilizing this special brown-red clay is distinguished as terra-cotta.

Venetian Glass (Italy)—Dates back to the 13th century. Characterized by its delicate, lacy design. Venetian glassmakers were the first to introduce enameled glass, and clear, colorless glass.

MERCHANDISE LOCATIONS (by pavilion)

FUTURE WORLD

Communicore

The Centorium—electronic toys, books, unique decorative gifts, jewelry and memorabilia.

West Gate

Lost & Found—where guests can inquire about anything they lost during the day.

Package Pick-Up—where guests can pick up items they have purchased during the day.

Gift Shop—offers guest convenience items and Epcot Center merchandise.

East Support Facility (Spaceship Earth)

Stroller & Wheelchair Rentals—daily rentals, baby care products, guest services, and memorabilia.

Gateway Shop—memorabilia, general gifts, and guest services.

West Support Facility (Spaceship Earth)

Camera Center—film, camera and rentals, camera accessories, and a camera service counter.

Journey Into Imagination

Cameras & Film—Kodak film, camera sales and rentals, and a camera service counter.

WORLD SHOWCASE

Canada

Trading Post (Northwest Mercantile)—trapper trading, Indian carvings, jewelry, and Eskimo merchandise.

China

China Emporium (Bountiful Harvest)—ready to wear, cloisonné, basketry, paper products, toys and ceramics.

France

Art/Book Store (Plume Et Palette)—art reproductions, posters, books, memorabilia of France.

Signature Shop (La Signature), featuring Guy Laroche—designer accessories for men and women.

Wine Shop (Aux Vins De France), featuring B&G Wines—wine, wine accessories, regional wine books and barware.

Gourmet Cookware (Tout Pour Le Gourmet)—cooking utensils and accessories, packaged gourmet food from the Bistro participants.

Germany

Art/Book Store (Der Bücherwurm)—art reproductions, books, paintings, and memorabilia.

Clock/Craft Shop (Volkskunst)—cuckoo clocks, wall clocks, music boxes, wood crafts, pewterware.

Toy Shop (Der Teddybär)—dolls, stuffed animals, trains, wooden toys and games.

Wine Shop (Weinkeller), featuring Schmitt Söhne—over 100 German wine labels with periodic tastings.

Cookie Shop (Sussigkeiten), featuring Bahlsen—assorted cookies, snacks and confections.

Ceramic Shop (Glas und Porzellan), featuring Goebel—Hummel figurines, glass products and a complete Goebel line.

Porcelain Shop (Porzellanhaus), featuring Hutschenreuther—Figurines, porcelain products.

Italy

Craft Shop (D'Artigiani), featuring "i Santi"—handbags, tote bags, attaché cases, and other leather goods.

Arcade—leathers, baskets, terra-cotta.

Better Gifts (Il Bel Cristallo)—capidimonte, figurines, glass products, decorative gifts.

Jewelry Shop (La Gemma Elegante)—jewelry, accessories, small leather goods, silk scarves.

Japan

Department Store, featuring Mitsukoshi—traditional Japanese products.

Mexico

Mercado (Plaza De Los Amigos)—paper products, small leather goods, ready to wear, basketry.

Gift Shop (Artesanias Mexicanas)—glass, papier maché, wood, metal and pottery products.

United Kingdom

Toy Shop (The Toy Soldier)—toys, dolls, cars, wooden toys and figures.

Men's Gift Shop (His Lordship)—tobacco items, men's gifts and accessories.

Tea Shop (The Tea Caddy), featuring Twinning Teas—teas and service accessories.

Biscuit Shop (The Biscuit Barrel)—biscuits, tins, cookies and jellies.

Apparel Shop (Pringle's of Scotland), featuring Pringle—full line of men's and ladies' wearables and accessories.

China Shop (The Queen's Table), featuring Royal Doulton—figurines, flatware and mugs.