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CONTACT: ROBERT JACKSON
FRANK ALLNUTT

from



imagineering

Enterprises, Inc. • 1401 Flower Street • Glendale, Calif. 91201
Phone: Area Code 213 • 245-8951

P R O F I L E

NEW ORLEANS SQUARE

DISNEYLAND, 1966

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New Orleans, the 1850's:

She was the nation's most colorful and exciting city . . . a proud cosmopolitan center that had already established a lasting cultural heritage . . . America's capital of aristocracy . . . seat of commerce and industry . . . a bristling port exporting more commodities than New York. Cotton was king, and the Good Life was his decree.

She was a city of contrasts.

Magnificently gowned ladies, genteel and gracious, strolled past benign Indian squaws selling sassafras root . . .

Impeccably groomed gentlemen in bright brocade waistcoats had their quiet conversations interrupted by the cries of hawkers echoing through the narrow streets . . .

Iron-lace balconies seemed even more delicate against stretches of ashened walls . . .

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Intimate courtyards were lazy counterpoints to crowded street markets . . .

Some of the world's finest restaurants offered gourmet menus while vendors sold jambalaya and shrimp from carts . . .

Theatres provided the most sophisticated entertainment as domestics danced the ritualistic bamboula and colinda at stage doors . . .

The Mississippi, noisy with riverboats, opposed the serenity of colonnaded plantation houses and maisons de ville near the crescent-shaped harbor . . .

This was New Orleans in the mid-Nineteenth Century.

Its unique atmosphere, drama and gaiety lives again in New Orleans Square at Disneyland.

NEW ORLEANS SQUARE:

THE "MAGIC KINGDOM'S" NEWEST LAND

New Orleans Square, a whole new "land" in Walt Disney's famous "Magic Kingdom", brings to Disneyland guests an unparalleled adventure -- an experience rich in color, excitement and atmosphere.

Its inviting shops, aromatic restaurants, winding streets, intimate courtyards, romantic balconies, iron-lace embellishments, and picturesque magnolia trees erase decades and distance to take guests back to the New Orleans of the 1850's . . . back to the Queen of the Delta when she was the Paris of the Western Frontier.

Walt Disney and his staff of "Imagineers" at WED Enterprises, Inc., have made New Orleans Square as exciting as a pirate treasure hunt . . . as colorful as a Mardi Gras ball . . . as memorable as a visit to the French Quarter.

To the banks of the Rivers of America, Disney artists and decorators have brought merchandise and furnishings from all over the world to make every shop a show and every restaurant an adventure in dining.

ADVENTURES IN SHOPPING

Walt Disney, the perennial innovator, has accomplished another "first" with the charming shops in Disneyland's New Orleans Square. He has made the "Magic Kingdom", world famous for its family entertainment attractions, the destination for collectors of the finest creations by craftsmen and artists from many eras and nearly every area of the world.

Merchandise to suit every taste and budget has made New Orleans Square truly an adventure in shopping.

From mosaic thresholds to chandeliered ceilings, from nostalgic stain glass panels to delicate wrought-iron lace, from fine old furniture to delicate bric-a-brac, these shops offer visitors settings of unequalled luxury and atmosphere.

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THE ONE-OF-A-KIND SHOP

ROYALE STREET

As its name indicates, this Shop features unique items to delight the most discriminating eye -- decorative and hard-to-find antiques, choice reproductions and other ones-of-a-kind that would have been found on the shelves of shops in New Orleans decades ago . . . and are irresistable to today's collector.

Guests may choose from a ceiling full of magnificent chandeliers of every description or a parade of select desks, cabinets and other products of the wood-craftsman's art.

They will also find exquisite ship models, iron lanterns, old world globes, maps and charts, swords and antique framed

paintings. Other items are candelabra, fireplace fixtures and door knockers, as well as barometers, wood carvings, china, silverware, crystal pieces and other one-of-a-kind items.

A blue and dark rose terrazzo floor complimented by luxurious wood-paneled walls provide the perfect setting for this Shop's collection.

LE GOURMET

ORLEANS STREET

Here is a paradise for culinary artists. Even the most discriminating chefs and connoisseurs find their every wish granted in this colorful New Orleans Square Shop.

Select kitchen accessories, equipment and utensils, along with exotic herbs and unmatched spices from Spice Islands, are displayed on choice old spice chests, breakfronts, cupboards and tables -- also available for purchase.

Among the hundreds of items displayed against a setting of brick walls, beamed ceiling and the handmade terra cotta floor, are duck presses, tea pots, measuring cups, saltcellars and pepper mills, espresso pots, demitasse cups and spoons. There are also chocolate cups, souffles, casseroles, shirring dishes, wine hebers, pastry wheels, samovars, warming stands, tureens and all types of pots, pans and cooking utensils.

LAFFITE'S SILVER SHOP

ORLEANS STREET

Informality teams up with artistry to keynote this Shop where a metal craftsman creates works of art amid a masculine decor of brick and plaster walls, heavy timber ceiling

and brick floor. Surrounded by a workbench, forge, pouring pot, mold, polishing wheels and other tools of his trade, he makes silver charms and other jewelry on order from customers. He also makes minor jewelry repairs.

Showcases display thousands of charms, rings and jewelry settings.

For the Shop decor (and for purchase), the Disney staff has collected unique tools of the metal-working trade and old art objects made of metal.

CRISTAL D'ORLEANS

ORLEANS AT ROYALE STS.

In contrast to Laffite's Silver Shop, the Glass Shop is the utmost in elegance. Mirrored walls, a parquet floor and silk-covered panels compliment the fine crystal and glass-ware available to New Orleans Square guests.

Providing a continuous show in this Shop is a glass blower specializing in creating bottles of all sizes and shapes. At the request of guests, he will place items of personal value in bottles, such as wedding rings, class pins and rare coins.

Bottles containing pirate ships, pennies, replicas of Disneyland's sailing ship Columbia and the Mark Twain stern-wheeler also are available, as are miniature wine and cocktail sets, period lamps, glass flowers, apothecary jars, punch bowl sets and other glass objects.

Mlle. ANTOINETTE'S PARFUMERIE

ORLEANS STREET

Delicate to the last detail, Mlle. Antoinette's

Parfumerie offers the ladies an array of scented items for the boudoir and bath. A perfumer will blend special fragrances to compliment a guest's personality, complexion and type.

Reflected in the mirrored areas are a Louis XV style crystal and gold bronze chandelier, cool green walls overlaid with silverleaf, and rich parquet flooring. Furnishings include shelves and French-style showcases containing an array of items for the boudoir and bath in distinctive decanters, atomizers, crystal bottles, apothecary jars and other items for personal use.

LE FORGERON

ORLEANS STREET

Choice gifts in dramatic stained glass -- some rare antiques, others made to order by the shopkeeper -- are featured in this charming Shop sponsored by Hollander Glass. It also offers other types of gifts suitable for all occasions.

Decorators have combed the world for unusual stained glass objects d'art -- window panels, lamp shades, and bric-a-brac -- to fill the shelves and showcases.

. . . AND FROM NEW ORLEANS

A number of important elements have been borrowed for New Orleans Square from the old New Orleans scene.

Artists in corduroy smocks, sandals and black berets set up their easels in all of the New Orleans Square courtyards, where they paint portraits of guests. Surrounding them are previously painted New Orleans scenes in oil, tempera or casein,

which guests may purchase.

Delicate flower baskets and small floral arrangements can be purchased from gay flower carts. Brightly costumed vendors sell handmade fruits and vegetables.

New Orleans Square would not be complete without candy and nut carts, which are parts of the street scenes. Famous Louisiana pralines, mints, pecans and other delectables are found in these carts.

ADVENTURES IN DINING

Delicacies that made the Queen City of the Delta the world capital of fine cuisine make New Orleans Square restaurants irresistible to all diners -- those in search of a complete gourmet meal or quick but unusual snacks between visits to the many offerings of New Orleans Square.

Realizing that half of a good meal is the atmosphere surrounding it, Walt Disney and the WED Enterprises staff have re-created the splendor and drama symbolic of the South's most historic city.

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THE BLUE BAYOU RESTAURANT

ROYALE STREET

At The Blue Bayou Restaurant, Walt Disney brings to "Magic Kingdom" guests the romantic enchantment of early evening dining on the moonlit terrace of a Southern colonial mansion overlooking the beautiful Blue Bayou Lagoon.

Here at The Blue Bayou Restaurant, time "stands still" as an ever-present full moon spreads its glow over 200 guests enjoying Dixieland entertainment and elegant dining in the Southern tradition.

The menu offers such Delta delicacies as clam chowder, salade chiffonade, baked ham, Southern fried chicken, French sandwiches, crab meat and shrimp. Desserts include French pastries, eclairs, rum baba, pecan layer cake and rum and raisin ice cream.

The famous Dueling Oak, moss-draped trees, a columned arbor walk leading to the boat landing and the veranda of a dignified plantation house are bathed throughout the day in the tranquility of a Delta evening. And along the bayou are also Laffite's Landing, weatherworn swamp shanties perched on stilts, aging fishing boats and decaying brick archways -- all echoing the mysterious sounds of the bayou country.

Beneath the evening sky, where stars have begun to appear and occasional clouds drift by, guests are treated to fast-paced entertainment by a Dixieland band and a bevy of singers and dancers. A pair of singing waiters will also be on hand to serenade diners.

Wrought iron furnishings and candlelight contribute to the Louisiana, 1850, flavor of the Terrace. And in the foyer, paneled walls, a pair of 19th Century Sheffield plate wall sconces and a terrazzo and marble pattern with brass inlay floor enhance the interior of the mansion.

On the silvery waters of The Blue Bayou Lagoon, boat-borne adventurers will glide past the Terrace en-route to a fantastically realistic encounter with the Pirates of the Caribbean later this year.

THE FRENCH MARKET RESTAURANT

ESPLANADE STREET

All of the nostalgia and excitement of New Orleans' old French Market is combined with dining and dancing beneath the multi-color canopy on the terrace of New Orleans Square's largest restaurant, The French Market Restaurant on Esplanade Street.

Seating 250 guests at one time on the terrace, the restaurant serves guests at twin buffets -- a technique which has proved highly successful in the Plaza Inn Restaurant on Disneyland's Main Street Plaza. A dessert buffet is conveniently available to guests inside the building and on the terrace.

During the evening hours on the dining terrace, a gazebo by day becomes a bandstand where an ensemble plays music for dining and dancing.

Inside The French Market Restaurant, accents of ochre and green, a quarry-tile floor and a unique "pressed-tin" ceiling, typical of that period, combine with arched murals to add a special charm to New Orleans Square. A "domed skylight" illuminates the two ceramic tile murals depicting historic scenes of ceremonies at the Louisiana Purchase in 1803.

Guests enter The French Market across a mosaic threshold.

Punctuating the walls surrounding the murals are memorabilia of French kitchens, including polished pots and pans, cleavers, weights, duck presses, grinders and baskets, which were sought by the Disney staff over a period of years especially for New Orleans Square.

THE CREOLE CAFE

ESPLANADE STREET

The flavor of an intimate New Orleans coffee house is captured in this restaurant's beamed ceiling, old stained glass, natural brick walls with panels of mahogany and marble-tile floor.

Centerpiece of the Cafe is a 19th Century espresso

coffee maker, acquired by Walt during a visit to Milan.

Waitresses in The Creole Cafe serve ice cream and coffee to guests seated inside at round, oak-top tables, based on a 19th Century style.

On the terrace, guests at mosaic-topped tables under colorful umbrellas, can enjoy their refreshment while taking in the panorama of Esplanade Street in New Orleans Square and the quiet cruising of the sailing ship Columbia and the Mark Twain stern-wheeler on the calm waters of the Rivers of America.

FACTS & FIGURES

-- SHOPS --

- Mlle. Antoinette's Parfumerie -- perfumes and sachets; a perfume blender to match guests' types and personalities
- Laffite's Silver Shop -- custom jewelry; a metal craftsman to create jewelry and perform minor repairs.
- One-Of-A-Kind Shop -- decorative antiques and reproductions.
- Cristal d'Orleans -- crystal and glassware; a glass blower at work.
- Le Forgeron -- stained glass and antiques; sponsored by the Hollander Glass Company.
- Le Gourmet -- unique kitchen accessories; herbs and spices from Spice Island.

-- RESTAURANTS --

- THE BLUE BAYOU RESTAURANT -- Dixieland entertainment and elegant terrace dining by moonlight for 200 at The Blue Bayou Lagoon.
- THE FRENCH MARKET RESTAURANT -- buffet style, with dining and dancing by the terrace for 250.
- THE CREOLE CAFE -- ice cream and coffee served by waitresses to 130 guests indoors and on the terrace

-- STREETS --

Orleans -- Esplanade -- Front Street -- Royale -- Pirate Alley

-- COSTUMES --

HOSTESSES -- each of the 40 shop and 150 restaurant hostesses are provided with three complete costume changes. The most elaborate in the "Magic Kingdom", hostess costumes are of ten authentic designs of brocades and satins with lace trims. The costumes, designed by WED, are suited to the shop or restaurant atmosphere.

HOSTS -- each of the ten hosts has three identical sets of homespun shirts with full sleeves, wide-whale corduroy trousers and leather aprons.