

# EPCOT CENTER

· A · P · R · O · F · I · L · E ·







## MEMORANDUM

To WALT DISNEY WORLD MANAGEMENT

Date September 6, 1982

From Dick Nunis Ext.

Subject "EPCOT Center, A Profile"

I'm happy to present you with your personal copy of "EPCOT Center, A Profile." This book contains complete historical and factual information about the project which I'm sure you'll want to know. Please read it carefully.

This book was written and produced especially for you with the express intent of informing you so you may inform others. Many of the cast members in your area have questions about EPCOT Center, and the answers can be found in this book.

At this time, I would also like to thank you all for all the dedication and hard work you've displayed. I'm confident you will continue to do the same in the busy weeks ahead. October 1, 1982, will be a landmark in the history of Walt Disney Productions, and I am proud to have each and every one of you be a part of this history.

A handwritten signature in cursive script, appearing to read "Dick".

"When we consider a new project, we really study it—not just the surface idea, but everything about it. And when we go into that new project, we believe in it all the way. We have confidence in our ability to do it right. And we work hard to do the best possible job."

Walt Disney





# WALT DISNEY WORLD

## EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW

Walt Disney was a dreamer. His limitless imagination created endless joy for people from every walk of life.

And, Walt was a doer. His dreams became tangible realities which offered hope and inspiration for the world.

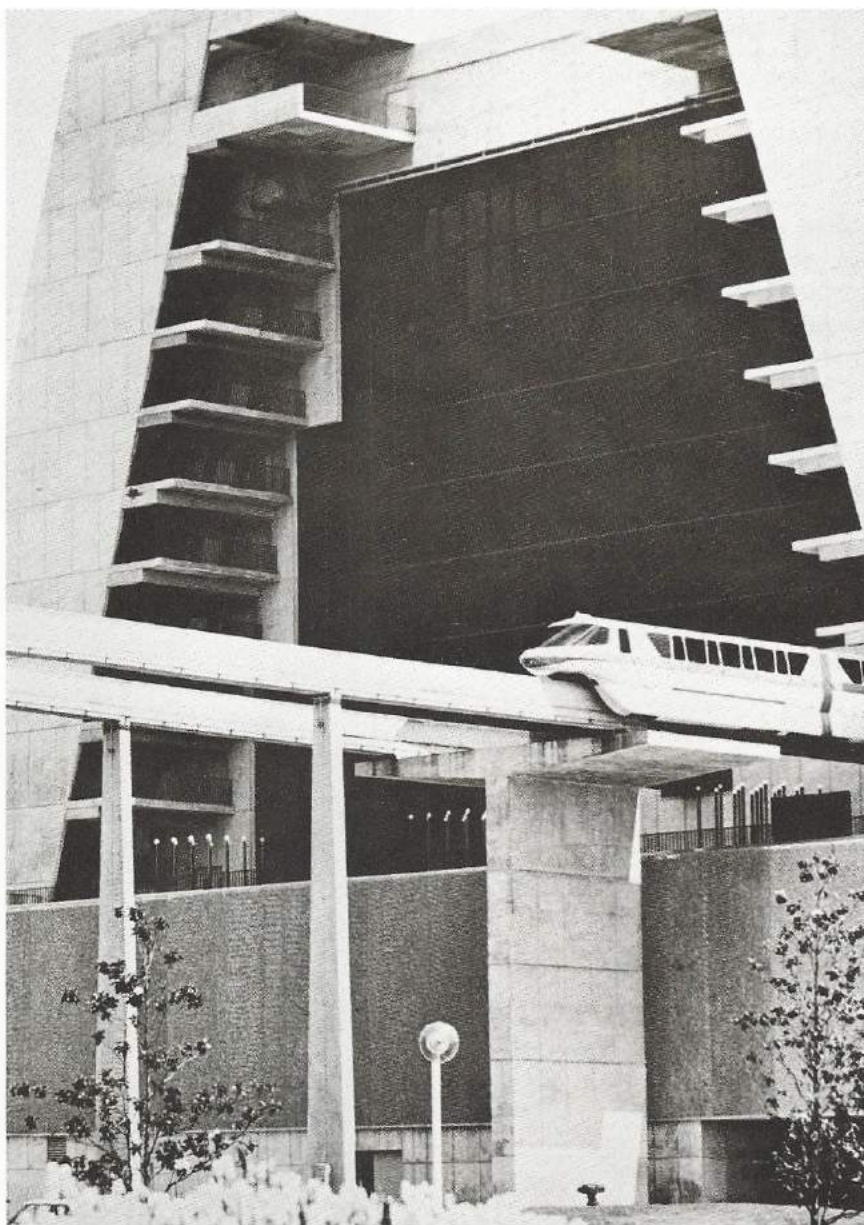
But Walt's ideas extended far beyond the realm of entertainment. He was also an educator, an inventor, a philosopher, even a scientist of sorts. Walt cared about his world, and thought constantly about possible solutions to its problems. He sought to give people an escape from the burdens and pressures of daily life.

First, there was Disneyland: a place where parents and children could experience together a fantasy world of nostalgia, of invention, of dreams.

At Walt Disney World, Walt's fantasy creation expanded into an entire vacation kingdom, stretching the "theme show" concept still further.

But, the most challenging goal of Walt Disney World was yet to come. In a film produced in 1966, Walt announced to the world his plans for a community of tomorrow.

"The most exciting, by far, the most important part of our Florida project, in fact the heart of everything we'll be doing in Disney World will be our Experimental Prototype City of Tomorrow. We call it Epcot, spelled E P C O T... Experimental Prototype Community of Tomorrow.



"Epcot will take its cue from the new ideas and new technologies that are now emerging from the creative centers of American industry. It will be a community of tomorrow that will never be completed but

will always be introducing and testing and demonstrating new materials and new systems and Epcot will always be a showcase to the world of ingenuity and imagination of American free enterprise."



And here, at Walt Disney World, the spirit of Epcot became real, long before Epcot Center.

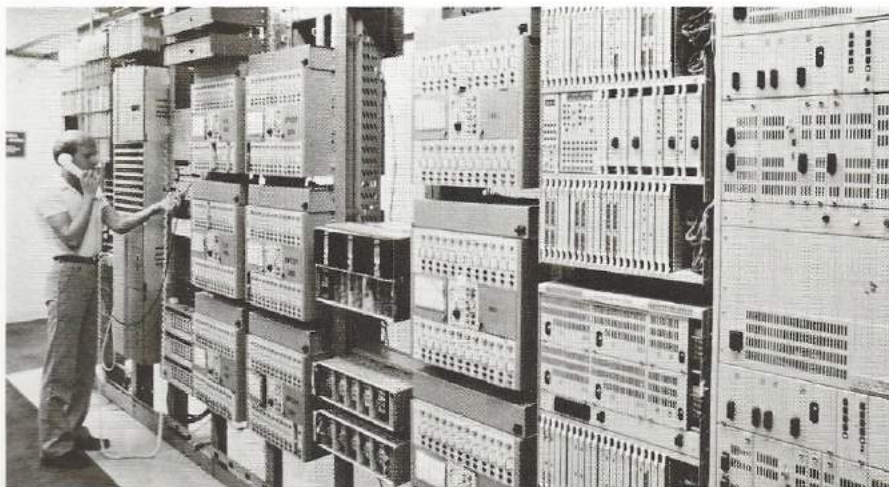
Chairman of the Board Donn Tatum touched upon the Epcot spirit in a speech given in 1976:

"... In a real sense, the concept for Epcot has been unfolding from the very beginning. From the outset of planning, and through design, construction and installation, the ultimate goal for Walt Disney World has been Epcot. It has been our conscious policy to search out, introduce and to use new systems, new devices, and new materials in every project which we have undertaken here at Walt Disney World."

Epcot "thinking" was put into practice at the opening of Walt Disney World in 1971. These new innovations for everyday living became routine operation throughout the Walt Disney World property:

## COMMUNICATIONS

Walt Disney World boasts its own 100% electronic telephone company, Vista United Telecommunications. The first of its kind, "Vista" involves such advanced technologies as the phone system itself, the SL-1 computerized phone system, and the fiber-optics cable (enabling a greater capacity of calls).



## ENVIRONMENTAL PROTECTION

The Walt Disney World environment is periodically reviewed by the Conservation Advisory Committee. And, the Walt Disney World Environmental Protection Department monitors water and land use, as well as agricultural and forestry programs. In fact, in the area of land use planning, Walt Disney World has been given more than 50 awards.



## WATER MANAGEMENT

One shining example of land use design is the canal system which laces the property with more than 40 miles of canals. The canal gates are satellite controlled to monitor the water level on property.

And water hyacinths, usually

pesky plants, have been put to work in the area of water treatment. Because hyacinth roots are natural water filters, they have been applied as an essential aspect of the water treatment program.

## SEWAGE TREATMENT

The Walt Disney World staff experiments continually to expedite the process of sewage treatment. An advanced, 3-stage water treatment system has been in operation on the property since opening day, 1971.

## BUILDING MATERIALS

Throughout the property, various substitutes for conventional metal and concrete have been applied to the building structures. The steel-framed modular structure of the Contemporary Hotel, for example, was an entirely new building concept introduced at Walt Disney World. The steel framework was erected on site, but the rooms themselves were built seven miles away. Eventually, the completed rooms (including carpet and fixtures) were transported by truck and hoisted into the steel frame.

## TRANSPORTATION SYSTEMS

Two practical answers to the world-wide mass transit problem have functioned effectively for over two decades in the Disney Theme Parks: the Monorail and the PeopleMover. And, at the Houston Intercontinental Airport, the Disney PeopleMover has carried this theme park innovation to the "real" world. But the Disney World transportation system extends beyond these modern wonders. Forty-three





square miles of the property are connected by an extensive and carefully-planned network of buses, monorails and water craft. Theoretically, a guest can stay on the property for two weeks and never need to get into a car.

## SOLID WASTE DISPOSAL

AVAC, a contemporary answer to the age-old garbage disposal problem, makes garbage elimination almost effortless. Through 15 centrally located receptacles, trash is carried in underground pneumatic tubes to a central collection station. There it is compacted and incinerated.

And, the Solid Waste Energy Conversion plant (SWEC) incinerates 100 tons of solid waste per day, the first facility of its kind. The heat from the incinerator boils water which is used for heating and air conditioning.

## ENERGY

At the Central Energy Plant, all

hot and chilled water for air conditioning are produced and distributed. The plant generates 50% of peak power requirements for the entire property.

The Solar Energy facility has a parabolic reflector roof that provides all of the heat, hot water, and much of the air conditioning for an adjacent office building.

## COMPUTER TECHNOLOGY

Everything from hotel reservations and accounting... fire, safety and maintenance monitoring... to synchronizing Audio-Animatronics figures with music and lights... is accomplished through the most advanced computer systems available.

It becomes obvious that Walt's dream of Epcot has in essence, existed at Walt Disney World for over a decade. And now that Epcot Center is reality, what are *its* goals... *its* reason for being?

In a speech before the American Marketing Association in 1974, Card Walker, Chief Operating Officer of Walt Disney Productions, defined the plan:

"At this moment, we have identified seven specific objectives which will serve as a launching point for further discussion and advancement of the Epcot concept:

1. To encourage industry and the professions to introduce, test and demonstrate new ideas, materials and systems.
2. To showcase and prove the usefulness of promising concepts, technology, and specific prototype products.
3. To provide an ongoing 'meeting place' where creative people of science, industry and the arts, from around the world, may gather for days or weeks or months to discuss and develop specific solutions to the specific needs of mankind.
4. To advance the excellence of environmental planning.
5. To bring together, in a living, working creative environment, people of varied interests, talents and



backgrounds who will live together for days or weeks or months in a community climate where experimentation is accepted and fundamental.

6. To create an artful and efficient environment—a community fashioned in human terms and human scale that begins with the belief that the people who live and work and play in it are the heart of the city.
7. To provide, for the first time a reality, and to help us prove

anywhere, a practical basis for investigating and proving not only the 'popularity'—but also the economic feasibility of new ideas, materials and systems introduced and tested here."

And, Card went on to summarize the very essence of Epcot Center...

"Epcot is obviously something no company could ever do alone. It will require all of American industry to make it

that we need not look to government for the solution to all our nation's problems.

"Millions of dollars annually are already spent to develop new technologies. But most of these ideas and concepts are never put to work—never tested in human terms. Epcot Center proposes to bring together the best thinking and best ideas in a brand new way...in a living community that will always be in a state of becoming."

This is the spirit of Epcot Center.





# WHAT IS EPCOT CENTER?



Experimental Prototype Community of Tomorrow—Epcot offers a world of learning and experiencing.

"Epcot," as stated in its 1969 building code, "is designed to provide an environment that will stimulate the best thinking of industry and the professions in the creative development of new technologies to meet the needs of people, expressed by the experience of those who live and visit here..."

"Epcot Center is designed to respond to the needs of people by providing an international forum where creative men and women of industry, government, and the arts can develop, demonstrate and communicate prototype concepts and new systems and technologies, and

their application in creating better ways of living."

For well over a decade, this philosophy of Epcot has lived and flourished within Walt Disney World. And now, it has culminated in the form of a great multi-dimensional showplace: Epcot Center.

The Epcot Center adventure comes alive within two distinct "worlds":

## Future World

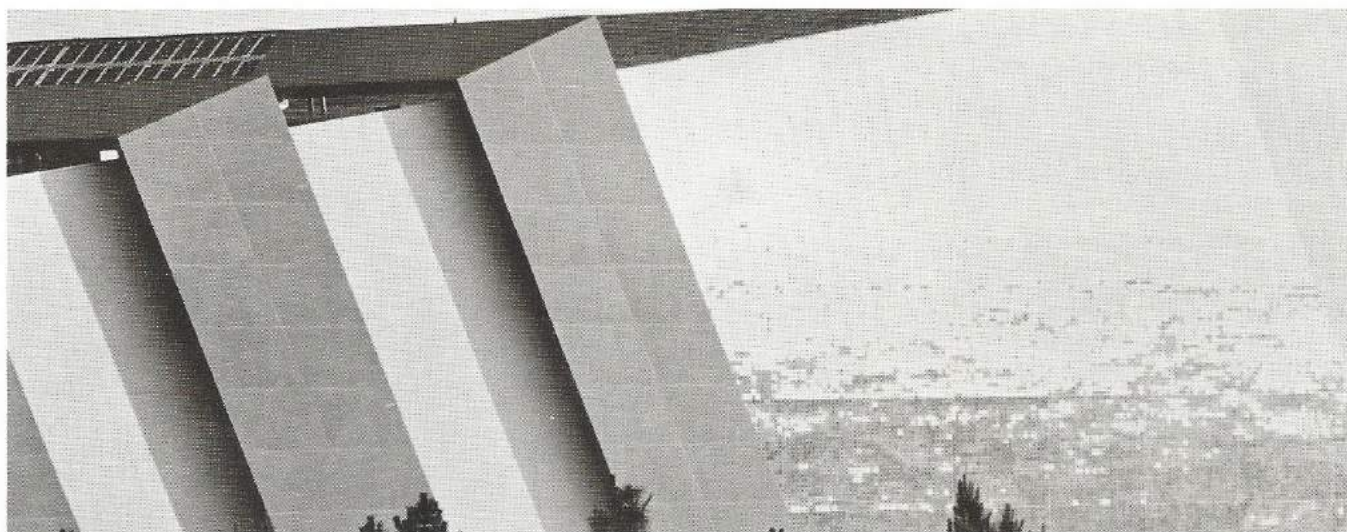
Here the newest ideas in technology and science are exhibited, not only as informative entertainment productions, but as viable solutions to the concerns of contemporary life:

**Communicore**, the entrance complex to Future World, is a hub

of information, entertainment and science. Within its crescent shaped glass walls are: the *Energy Exchange*, presented by Exxon, where displays involve the guests in energy-related concepts: biomass, synthetic fuels, solar, and nuclear energy; the *Electronic Forum*, a modern "newsroom" broadcasting news and sports from around the world; *Futurecom*, presented by Bell System, features techniques in information, via signs and satellites, newspapers and traffic lights, ticker tape and telephones; and *Travelport*, presented by American Express, the place for armchair and active travelers, where touch-sensitive video screens suggest vacation destinations from around the world. The *Centorium* offers visitors a selection of contemporary merchandise, while the *Stargate* and *Sunrise Terrace* Restaurants provide an array of all-American dishes.

**Spaceship Earth**—presented by Bell System—is the centerpiece of Future World. Travelling in "time machine" vehicles, guests trace the evolution of human communications—from Cro-Magnon hunters through the development of written language to today's information revolution. Within *Earth Station* (at the conclusion of the trip), is the principal source for Epcot Center information. Here, information is offered in a method keeping with Epcot Center technology. Restaurant reservations, lost children information, entertain-





ment show schedules, and more, can be obtained just with the touch of a video screen.

**Universe of Energy**—presented by Exxon—is housed within a structure supporting a one-acre roof of 80,000 photovoltaic cells. This, the world's largest private solar installation, will produce 70,000 watts to partially power the six 100-passenger vehicles inside. Here, guests experience the forces of energy and learn about the power it plays in our everyday lives.

**The World of Motion**—presented by General Motors—illustrates how man's progress through the ages has been directly related to his freedom of mobility. Amid the early innovators in transportation, guests encounter the "father" of the wheel, a sea-born Christopher Columbus and a sky-bound Leonardo da Vinci. After a nostalgic look at past means of transportation, the guests are treated to simulated trips aboard a variety of today's vehicles, and finally, into the future for a glimpse of tomorrow's vehicles.

**Journey into Imagination**—presented by Kodak—introduces two new Disney Characters,

Figment and Dreamfinder, the show's hosts. These two guide guests on a journey through the world of creation; one of dancing laser beams, darting rainbows and colorful lightning. In the *Image Works*, visitors try their hand at electronic painting or composing. And the *Magic Eye Theatre* presents one of the most realistic 3-dimensional films ever produced.

**The Land**—presented by Kraft—is the largest and most complex of the Future World

pavilions. Its 6 acres offers guests a variety of experiences: the featured boat cruise which highlights the dependent association between man and nature; the *Harvest Theatre* offering a film about nature's artistry; the *Kitchen Kabaret*, a humorous Audio-Animatronics production about nutrition; the *Good Turn Restaurant*, a revolving dining experience of "natural" menu; and the *Farmers Market*, which provides an interesting selection of food which is "good" for you.





## World Showcase

Nestled around a magnificent lagoon, World Showcase features an international exchange of customs, cultures and ideas from a palette of countries:

In **Canada**, the Canadian culture from a Northwest Indian village to a 19th-century French chateau is captured. A breathtaking Circlevision 360 show, *O Canada*, is the focal point of the Canadian experience. Also in Canada:

### **Le Cellier**

A wine cellar atmosphere featuring Canadian dining specialties like: cheddar cheese, Canadian bacon, baked salmon and maple syrup pie. Labatt's beer is the participant.

### **Indian Trading Post**

Offers "pioneering" items: soapstone sculptures, moccasins, leather goods, wood carvings and flannel lumber-jack shirts.

At the **United Kingdom**, gabled rooftops and cobblestone streets set the mood for this typically British experience. Other features of the United Kingdom include:

### **The Rose & Crown Pub & Dining Room**

British favorites including fish and chips, hot roast beef, grilled sausages and fried onions, Welsh rarebit, and steak and kidney pie.

### **The Toy Soldier**

Rocking horses, toys, baby carriages, and dolls are just some of the imports from U.K.

### **His Lordship**

Brass blazer buttons, compasses, oil lamps, and a variety of other men's accessories.

### **Pringle of Scotland**

Offers a huge selection of styles and colors in men's and women's sweaters by Scotland's most famous "knitters."

### **The Queens Table**

Specializes in Royal Doulton's fine collectors' plates, figurines and limited edition offerings.



### **The Biscuit Barrel**

A reproduction of Anne Hathaway's Cottage, this shop offers English cookies and other pastries.

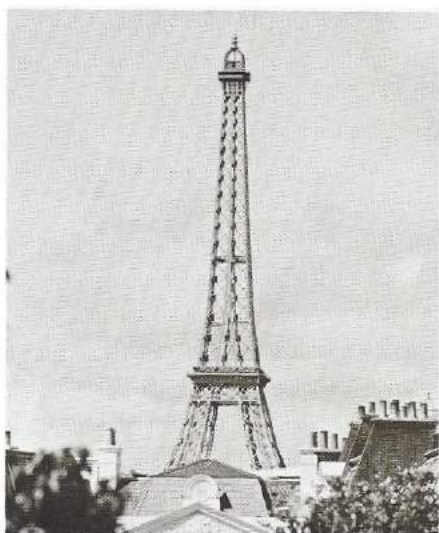
### **The Tea Caddy**

Also sharing Anne's cottage,

this shop stocks English teas plus tea cups and other very British accessories.

(United Kingdom participants include Bass Carrington, Guinness, Royal Doulton, London Tea Company and Pringle of Scotland.)





In **France** the flavor and romance of Paris at the turn of the century come to life. Beneath the monumental Eiffel Tower, guests can dine at the *Les Chefs de France* restaurant where the culinary expertise of renowned chefs Paul Bocuse, Roger Verge and Gaston Lenotre is featured. Other attractions include:

**Au Petit Cafe**

Provincial French cuisine

**"Impressions de la France"**

Within the Palais de Cinema, the audience enjoys an 18-minute tour of the French countryside accompanied by rich French classical music.

**Le Palais du Vin**

Features French wines.

**Boulangerie Patisserie**

Everything from creamy pastry puffs to crusty loaves of bread is offered.

**Plume et Palette**

Devoted to art and books.

**La Signature**

Leather accessories; belts, purses, jewelry, handbags and Guy Laroche perfumes are featured.

**La Casserole**

Cookware, pots and pans, packaged food delicacies and Lanson champagnes.

(French participants include: the "Three Chefs," and Barton & Guestier.)

The harmonious beauty of Japanese architecture and landscape is featured within the tranquil atmosphere of **Japan**. Fascinating aspects of Japanese

art and culture are showcased within such productions as:

**Meet the World**

(opening at a later date)

A revolving carrousel presenting the story of Japan, viewed through the eyes of two small children.

**The Yakitori House**

A tiny restaurant offering traditional Japanese yakitori, bits of beef, skewered, basted and simmered.

**The Teppanyaki Dining Rooms**

Tableside preparation featuring steak, seafood, chicken and vegetables.

**Tempura Kiku**

Tempura seafood and vegetables.

**Matsunoma Lounge**

Shrimp in cocktail sauce, crab meat in vinegar sauce, Japanese pickles, and tempura.

**The Mitsukoshi Shop**

Present-day traditional crafts—lacquer screens, carvings, inlaid pieces, paper items, kimonos, fans, ceramics, dolls, toys and more.

(Operating Participant for Japan is Mitsukoshi).







A composite of many Italian cities, the **Italy** pavilion offers landmarks from Venice to Rome. *L'Originale Alfredo Roma Ristorante* is a popular dining spot; the original Alfredo's of Rome being one of Walt Disney's favorites. Also in Italy:

**Il Bel Cristallo**

Hand carved wooden items, ornate gilt trays and jewelry boxes, lovely venetian glass in traditional shapes, mosaic-edged picture frames, and more.

**La Gemma Elegante**

Jewelry, jewelry boxes and silk scarves.

**Arcata D'Artigiani**

Pottery, glass, leather goods, baskets and other handcrafted items.

(Italy's participant is Alfredo's of Rome)

Within a colorful Oktoberfest setting, guests in the **Germany** pavilion can enjoy food, drink and festivity of the German culture. The *German Rivers* attraction (opening in Phase II), offers a rare and exciting experience in German history and customs. Also offered are:

**The Biergarten**

German favorites such as smoked pork loin, half-roasted chickens, sauerkraut, Bratwurst, pumpernickel bread, white wines and full liter steins of beer are served. Also, guests may enjoy a festive entertainment production of German dance and music.

**Glas and Porzellan**

Glass and porcelain items, Hummel figures.

**Porzellanhaus**

Elaborately sculpted birds,

horses, fish, dinnerware and others.

**Sussigkeiten**

Confectionaries of the German bakery, Bahlsen.

**Weinkeller**

German wines and wine accessories.

**Der Teddybär**

Plush stuffed animals, wooden toys, dolls and miniature trains.

**Volkkunst Clocks & Crafts**

Cuckoos and others.

**Der Bücherwurm**

Featuring prints and books about Germany.

(Participants include: Becks, Bahlsen, H. Schmitt Söhne, Gobel/Hummel, and Hutschrenreuther.)

In **China**, visitors experience the ancient story of this colorful





(Participant is the San Angel Inn).

And, finally the **American Adventure**, host to the World Showcase, presents a dramatic Audio-Animatronics "play," 29-minutes long, about the struggles, growth and history of America. The American Adventure combines large-screen projection as a backdrop, with inspiring music, special effects and performances by the most lifelike Audio-Animatronics figures ever developed. Benjamin Franklin and Mark Twain, two of America's most eloquent spokesmen, lead

a cast of more than 35 full size historic performers "brought to life" through Disney's three-dimensional animation. The American Adventure's participant companies are American Express and Coca-Cola.

It was Walt Disney's hope that through the existence of Walt Disney World, his Epcot, could be found an understanding of the past, a promise for the future, and an appreciation of all nations and cultures. Epcot Center extends his vision.

country. The centerpiece is the CircleVision presentation, *Wonders of China: Land of Beauty, Land of Time*, presenting rare footage of the Chinese lifestyle and landscape. Also offered is the *Chinese Emporium*, featuring an unusual selection of Eastern merchandise.

The *El Rio Del Tiempo* is an exciting boat excursion which carries guests through a colorful combination of film and Audio-Animatronics figures who tell the story of **Mexico**. Other enjoyable facilities include:

**Cantina de San Angel**

Quick snacks which include: Tacos de Carne, Churros, and others; plus Dos Equis and Superior beer.

**Artesanias Mexicanas**

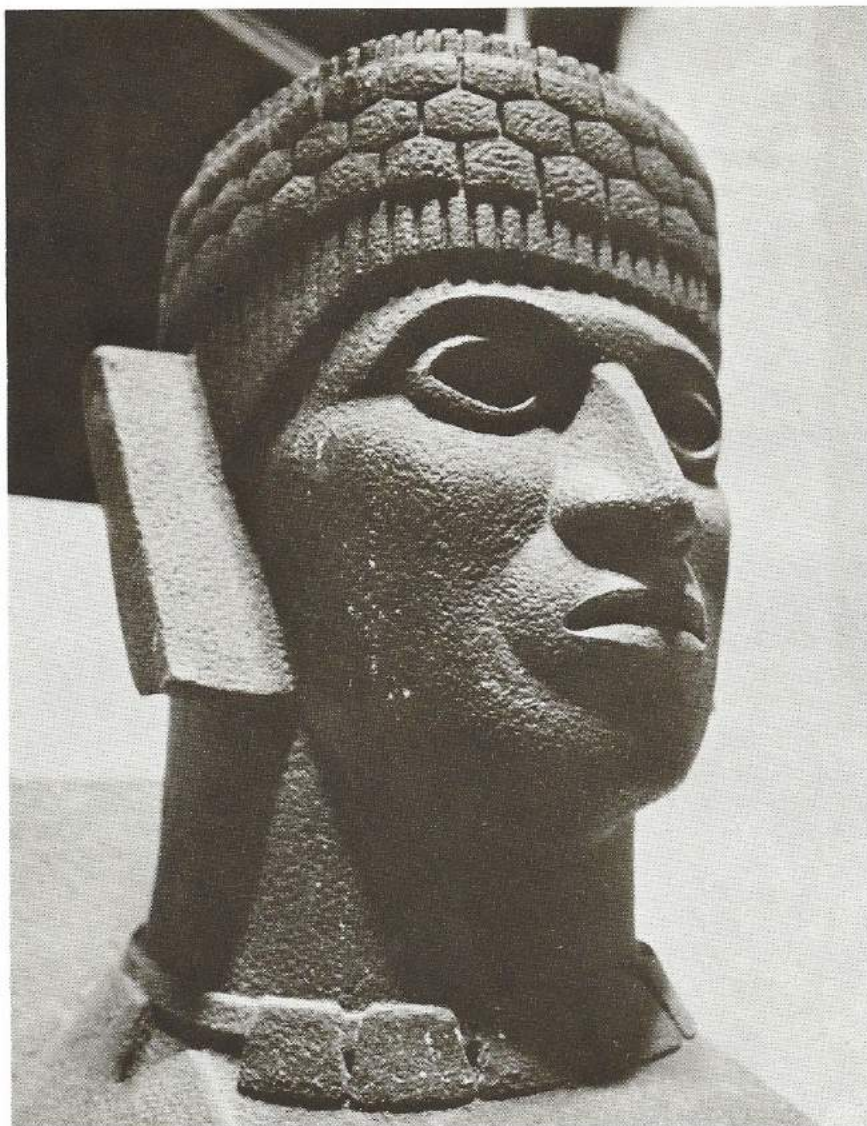
Featuring silver and turquoise jewelry.

**San Angel Inn**

Fish, poultry and meat dishes

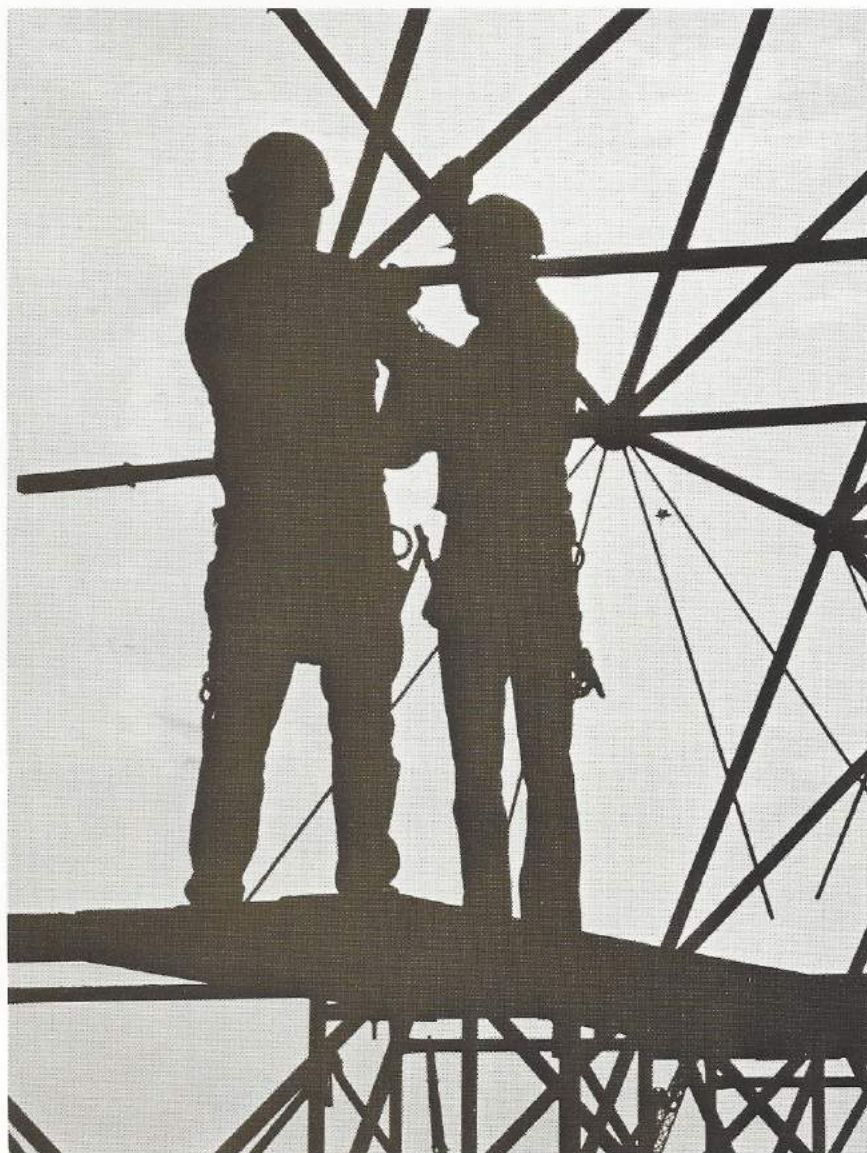
**Mercado**

A Mexican market place offering paper flowers and colorful paper mache clowns and birds, pinatas, peasant blouses and other authentic trinkets which are authentically Mexican.





# THE STORY OF EPCOT CENTER



John Hench, Senior Designer for WED Enterprises, reminisced recently about his first introduction to the Epcot concept. Walt Disney stopped by his office one day in the early 1960s, poked his head in the door, and said, "Johnny, how would you

like to work on a city of the future?" Walt didn't even wait for a response. He was sauntering down the hall in moments, spreading more ideas.

In early 1964, Walt called a meeting of his creative advisors to discuss the early concepts for

Walt Disney World, his Epcot. Now the brainstorming, drawing and designing officially began.

During those early developmental stages, various members of the press visited WED, including newscaster Walter Cronkite. One writer, Ed Prizer, publisher of Orlando magazine, described the enthusiasm he felt among the WED staff:

"Ideas and plans and designs and techniques and scripts conceived, reviewed, studied, endlessly tossed back and forth by teams of Imagineers, discarded, started again, refined, elaborated, developed into models and blueprints. A long, involved, never-ending process where nothing is ever final until the last possible moment—a process that only the men inside WED really understand... I was to discover their unique way of working, individually and together. I was to get some insight into what kind of men they were—visionaries, perfectionists, workaholics. A breed apart, inheritors of the dream Walt Disney left behind at his death in 1966."

In 1975, various Advisory Boards were formed, committees of experts from all over the country. These scientists, business leaders, educators and government officials met to critique and to offer their knowledge in the areas of energy, transportation, the land, the sea and others.

Carl Hodges, Dan Aldrich, Chuck Lewis, Ralph Cummings, Tom Paine, Alex Haley, Girard O'Neal, Ray Bradbury and many



more contributed their time and creativity to a project they believed in. Many worked for no fee, because they too hoped to find solutions to the problems, and offer practical answers.

One advisor whose renowned imagination has contributed a great deal to the basic premise of Epcot Center is author Ray Bradbury:

"It's been an amazing experience working on this project," Ray noted in a recent interview at WED. "You leave here at night with some ideas scribbled down on paper and the next morning there are three watercolors waiting for you.

"...What we have here is a positive statement about the future, something we surely need these days.

"If we build it beautifully, if we set an example for the world, we can change the whole damn country. That's how important you are. That's how important I feel, working with you. People will come from all over the world; they're already doing it at Disneyland and Disney World...so, what we're going to do in the next year and the next five years is change our own country, only for the better. And after that—the world.

"It's a big project. But of all the groups in the world, while everyone else is busy talking, you're doing the stuff that's really going to count."

Just how is a project as vast in scope as Epcot Center developed and created?

Each pavilion and support area has its own story to tell, but there are some basic ingredients which apply to all of Epcot Center:

## RESEARCH

Every Disney undertaking, whether in film or multi-dimensions, is structured with great concern for detail and authenticity. To develop the myriad



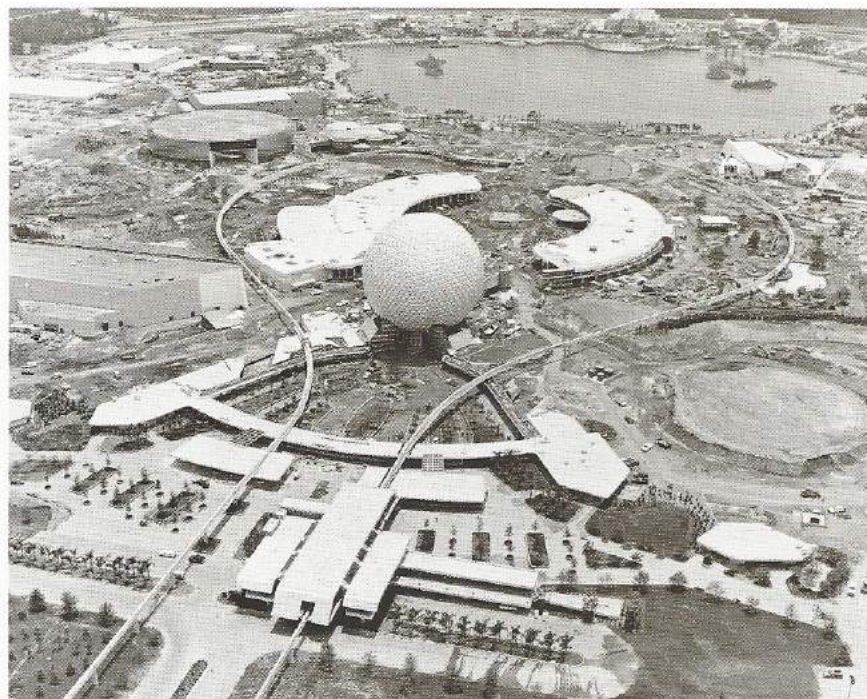
concepts for Epcot Center, years of research, involving numerous consultants and hundreds of books were conducted to ensure this accuracy.

From the construction of the Geosphere to the drama of the American Adventure story, WED show designers worked closely with hundreds of researchers to check the countless details. Specialists were brought in when necessary, and in some cases, the sponsoring participant shared

their expertise.

If you were to walk through WED during the research stages, you'd probably see rooms filled to overflowing with 3 x 5 cards, manuscripts, and books of every description. This preliminary research was a tedious, painstaking process, but set the stage to ensure a smoothly flowing progression for the duration of Epcot's development.

As a result of this lengthy process, each Epcot Center visitor





can be assured that not a detail, from the hieroglyphics of Spaceship Earth to the costumes of France, has been overlooked. Epcot Center is truly a thriving, accurate center of information.

## ON-GOING EXPERIMENTATION

One of Walt's goals for Epcot Center stated that it would "always be introducing and testing and demonstrating new materials and new systems..." There is no question that Epcot Center continues to carry out this goal.

The Land, for instance, presents a "live" demonstration of modern agricultural technology; no ordinary methods are used here. Guests can see lettuce growing on polystyrene boards floating in a foot of water, while fish swim below and feed on the lettuce roots.

A Disney designer recently remarked that Epcot Center "practices what it preaches." It is so much more than pure entertainment; it is designed to offer everyone a first hand encounter with the future.

## HUMOR

Walt Disney once remarked, "I'd rather entertain and hope that people learn, than teach and hope they're entertained." Epcot Center is educational, but equally important—entertaining.

In the Land's "Kitchen Kabaret," the audience encounters some pretty amazing household characters. Bonnie Appetit, a nice, wholesome housewife, is the star of the show. Her supporting cast includes a stalk of broccoli, a carton of milk, a loaf of whole wheat bread, and a can of grated parmesan. Miss Cheese, Miss Yogurt and Miss Ice Cream contribute their rendition of "I've got a double scoop for you!" And who wouldn't fall in love with the Cereal Sisters—Rennie Rice, Connie Corn and who else, Mairzy Oats.

Another pavilion which takes a lighter approach is the World of Motion, a collage of humorous sketches on the history of mobility. Within this show, 139 Audio-Animatronics characters, plus a cast of animals and vehicles, entertain guests with an array of rather far-fetched situations.

Even the attraction theme song, "It's Fun to Be Free" reflects the frivolity of the show. Where else could you expect to find a "used chariot" lot complete with a second-hand Trojan Horse, or a Mona Lisa who feels upstaged by Da Vinci's other inventions?

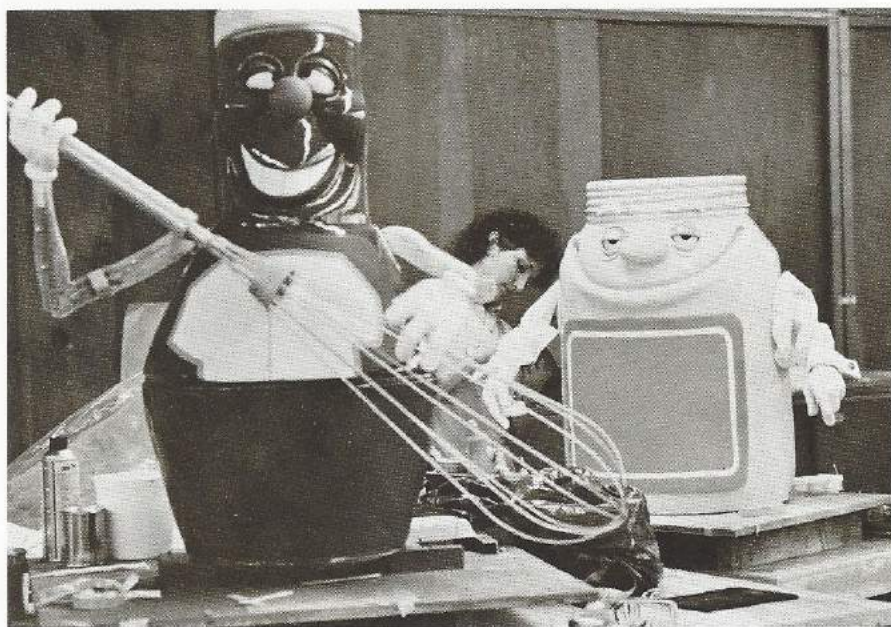
The Epcot sense of humor has extended even beyond the shows' scripts. The Spaceship Earth construction story illustrates that not everything at Epcot Center is "serious" business. Because the unusual structure was essentially built from the top down, a new problem was faced by the construction crew. In most traditional construction projects, the building is given a "topping off" ceremony upon its completion and an American flag is set atop as proof the job is done. But the Geosphere crew had to compensate for this and held a "bottoming out" party... and put the flag at the *bottom* of the sphere to mark its completion.

## PERSEVERANCE

The true spirit of Epcot Center surfaced as the impossible was accomplished again and again. Designers and artisans were given insurmountable obstacles; most of Epcot Center's technology had never been accomplished before.

The American Adventure's massive 350,000-pound lift is an engineering feat almost beyond comprehension. The young engineer assigned to this task was not a seasoned veteran, in fact, he had just graduated from college before his assignment as the mechanical engineer.

But his enthusiasm and his belief that it could be done has resulted in an engineering masterpiece—the ability to move a 175,000 ton mass...16 feet... and stop in on a dime.





But this is only one small example. Epcot Center is founded on the premise that people can do the impossible.

By opening day, nearly 3,000 designers, 1,000 consultants and 4,000 construction workers had participated in the creation of Epcot Center.

In constructing the nearly 2 million square feet of show space, 54 million cubic feet of earth have been moved and 20,000 tons of steel have been erected.

Over a half a million board feet of lumber has become 2,000 show props and sets.

The Walt Disney World Monorail network was extended 7.5 miles to connect to Epcot Center. A special casting process was developed for the 60-ton prestressed, steel-reinforced beams. All totaled, our construction crews have cast and erected 3,325 piers and 405 beams.

A truly overwhelming accomplishment.



## THE COMMUNITIES OF EPCOT CENTER

Once the show has been written, the building designed and the technology assured, many more facets of operation must come into play. And, these varied "communities" within Epcot Center are as instrumental to its success as are the designs of the structures.

Our company has often been referred to as "synergistic," pulling together divergent functions to create a greater whole.

Nowhere is this meaning better demonstrated than within the spectrum of Epcot Center.

### FOOD

For nearly thirty years, the Disney theme shows have been offering guests a variety in menu and service while always ensuring a reasonable price. The theme park restaurants have offered what is known as

"modified authenticity"—a median selection designed to please every taste bud.

But at Epcot Center, *total* authenticity is the rule. This philosophy is being reflected in all the Epcot dining facilities.

Future World dining, although basic in menu, mirrors the technological accomplishments of Epcot Center. Communicore's Stargate restaurant, for example, offers a full breakfast selection



to early morning visitors. But how do you *make* 1400 omelettes an hour while guaranteeing quality and piping hot breakfasts? And, at the Sunrise Terrace (also Communicore), where breaded/fried seafood is the featured entree, how can quality be maintained at such a high capacity?

The Epcot food specialists searched around the world for the most effective means of serving our guests. When no adequate equipment surfaced, the most logical move was made—we invented the equipment to do the job.

As often is the case, our new innovations in food preparation and service have been imitated and adapted by others. Because of our needs at Epcot Center, we have now invented an omelette maker; seafood batterer/frier and even hamburger broilers.

The approach to the dining experience in World Showcase takes a slightly different flavor. Here the international pavilions offer culinary delights of their cultures, while carrying through their ethnic authenticity in every detail.

You won't find pizza in Italy, because it's really an American dish. And tacos in the Mexico pavilion will be the *real* thing, not our American version. In fact, a tortilla machine was purchased to enable us to make our own, and not have to depend on the frozen variety.

Years of research and experimentation have contributed to the successful World Showcase food service. The finishing touch can be found in the themed dining areas themselves. From the quaint, smokey surroundings of the English Pub to the Eastern cuisine of teppenyaki, our guests couldn't expect more from the *real* thing.

## MERCHANDISE

Epcot Center projects a multi-dimensional experience to everyone who enters its gates. A pleasant pastime that nearly all enjoy is browsing through the colorful shops, and inspecting items from around the world. The Epcot Center merchandise team has worked persistently to assure a memorable shopping experience for all.

A fascinating aspect of the merchandise story comes under the banner of World Showcase. Here, ethnic treasures appeal to collectors and souvenir hunters alike.

Guaranteeing the cultural authenticity of these items required years of research, thousands of miles in travel, and stubborn perseverance by the merchandise staff. Designers created new concepts in display and design while buyers searched far and wide for unusual and authentic merchandise. We would not be satisfied with typical souvenir items. No, these hunters stalked deep into the interior regions to search out things which could truly become "treasures" for our guests.

One challenge met by the merchandise group was insuring that an item did actually come from the country it represents. Names like Pierre Cardin and Dunhill, for example, have some products made in China or elsewhere. This, of course, complicated the process of finding truly authentic wares.

Future World merchandise, required attention to a different kind of product, necessitating a nation-wide search for unusual futuristic designs. All of the merchandise within the primary Future World shop, the Centorium, reflects the personalities of the surrounding pavilions:

energy, imagination, land, transportation and communications. These items too, required concentrated effort in the research and buying process.

Many of our guests visiting Epcot Center might never visit the *real* Eiffel Tower or Sistine Chapel, but they will return home with a memento of Epcot Center and a memory of a country from far across the sea.

## HORTICULTURE

As the geometrical building shapes began to emerge from the Epcot horizon, so did the softening effects of lush shrubbery and graceful trees. This is yet another beautiful and essential dimension of the Epcot experience.

To create a German Black Forest, a Canadian pine grove, chestnut-shaded lanes of the Tuileries, and pyramid-shaped trees of the Imagination, the horticulture group devoted extensive time and effort to researching and preparing these horticultural wonders.

A logical question surfaced early on: Would all of these foreign "citizens" survive the humid Central Florida climate? In many cases, the answer was no. And so, reasonable facsimiles had to be created.

To keep within the authenticity guidelines of World Showcase, either authentic or adapted varieties of trees were used. In Canada, for example, hemlock is a common tree and was selected as one which must be featured in the pavilion. But *real* hemlocks don't like humidity, and could never survive the Floridian environment. So, Cedrus Deodora, a cedar which *looks* like hemlock, was planted at the Canada pavilion.

Moving the trees from their place of birth to their new home





at Epcot Center was another interesting accomplishment. For the China pavilion, a 15-foot, 100-year-old weeping mulberry was imported from New Jersey. The tree was prepared for the trip, secured on its side to a flat-bed truck and moved to Florida.

Some of the largest trees at Epcot Center—30- to 35-foot oaks—had to be transported vertically from Lake Buena Vista (where they had grown from saplings). But the Monorail beams are 16 to 18 feet high... and so, a new road was built expressly for moving the trees to their new location.

It's probable that most of the guests are unaware of this devotion to minuscule detail, but it's certain that they are, in a subconscious way, appreciative of the results.

## COSTUMING

Since the creation of Disneyland in 1955, Disney costumers have been confronted by the challenge of designing everything from Polynesian sarongs to spacesuits for trips to Mars.

But Epcot Center presented a new set of challenges. The guidelines for authenticity had to be blended into costumes that were also practical for wearing and cleaning. And so, our designers began the long process of research and testing.

Period styles of each costume were carefully studied. The colors of the costumes were methodically coordinated with the pavilion's color scheme. And even the participant companies were invited to comment on the costumes of their specific facility.

Fabric was always a primary consideration. Because the Epcot Center costumes must withstand the harshness of industrial





cleaning and laundering, they are composed of fabrics which fare well under the pressure. Consequently, fabric selection involved careful scrutiny by the design group.

Some fabrics were custom made for use in Epcot Center. The Canadian loggers' shirts, for example, would be much too hot if made from a realistic flannel. But to simulate an authentic look, a mock flannel was devised. In other areas, fabric was sometimes used for purposes other than its original intent. The American Adventure costumes, for instance, are actually made from decorating fabric, because a colonial-style material can't be bought in the contemporary clothing market.

The costumes of Epcot Center are a subtle complement to the entire Epcot adventure. Emerald and gold brocade jackets in China; crisp black and white French "maid" outfits of France;

leather knee pants and colorful dirndles of Germany; lacy peasant blouses of Mexico; the sleek, contemporary lines of Future World; and dozens more highlight the striking composition of each pavilion.

## ENTERTAINMENT

Imagine yourself, on a warm summer evening, sitting down to enjoy magnificent haute cuisine at Les Chefs de France. The waiter, in his crisp white jacket pours the wine, and the twinkling lights of the Eiffel Tower loom above. But something is definitely missing. All the pieces fit together, and yet something else is needed to complete the experience. At last, the missing ingredient appears; dressed in tux and tails, a trio of strolling musicians stops by your table to serenade you with classical French melodies.

The entertainment aspect of Epcot Center is another integral

piece of the puzzle, without which the entire experience would greatly suffer. For months before the grand opening, show development people brainstormed, researchers studied, and talent recruiters scoured the country for "themed" performers to contribute to the great Epcot Center show.

The staff had to find every kind of talent from a strolling William Shakespeare (who recites his own prose), to a Japanese candy man (who sculpts sugary creatures). Just how is such talent uncovered?

Essentially, through the talent booking office. Agents were contracted, auditions were held, and colleges and universities were informed of the need for unusual entertainers.

A nation-wide search for pantomimists was conducted, and now Epcot Center boasts its own resident mime staff. Guest artists are also brought in on occasion to offer mime classes to all of our Disney entertainment personnel.

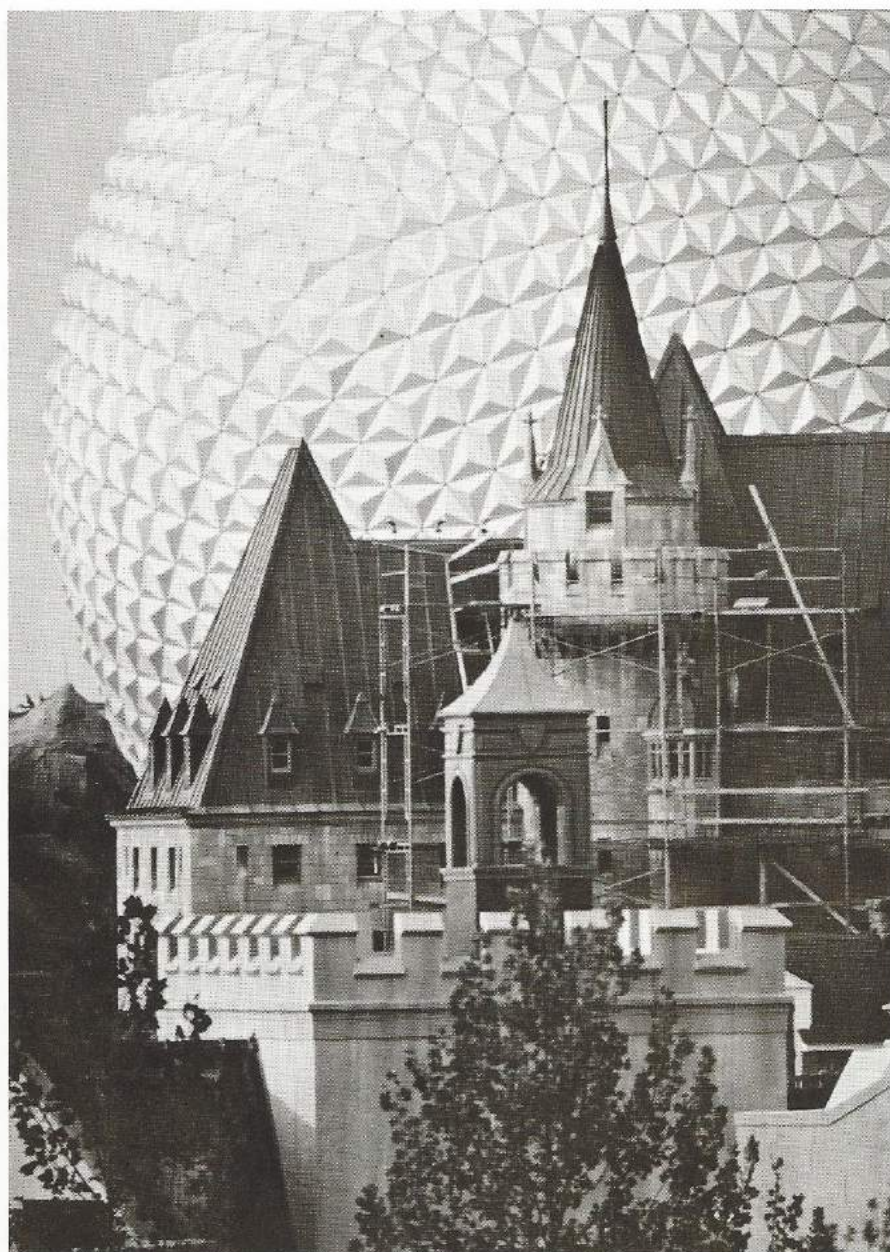
Each day, a spectacular "Parade of Nations," composed of all the World Showcase entertainers as well as a sprinkling of food, merchandise and operations staff, lures guests from Future World to World Showcase. These pied-pipers fill the air with the "sounds of the world": chimes, horns, cannons and other various instruments.

There's no doubt that wherever you are in Epcot Center, you'll be touched by an unusual performer: the totem pole carver in Canada; the German oom-pah band; the Chinese calligrapher; the street "theatre" of Italy, the British Pearly Band; the contemporary sound of the Space Band; and countless others.

All will contribute to the memorable experience of Epcot Center.



# THE EPCOT CENTER ADVENTURE



At last, it is real—perhaps the greatest structural accomplishment of all time—Epcot Center. It is a phenomenon unlike anything ever seen before. People from every corner of the globe will travel millions of miles to spend a day, even just an hour, at this remarkable place.

What will the average visitor experience? As in our other Disney productions, each person will leave with his own memories and impressions; no two will share the same. But if a collective feeling for Epcot Center can be defined, perhaps it is found in Walt's basic premise. Perhaps everyone will leave Epcot Center with new found hope, new information, and a new smile.



# APPENDIX

## SPACESHIP EARTH SPONSOR: AT&T

### CONSULTANTS & ADVISORS:

**Ray Bradbury:** Science Fiction Writer

**Fred Williams:** Professor, Communications  
The Annenberg School of Communications,  
USC

**Carey Bliss:** Curator, Rare Books, Huntington  
Library, LA

**Howard M. Brown:** Professor, University of  
Chicago

**Leonard DeGrassi:** Professor, Art History

**John Hoffman:** Curator, Warshaw Collection of  
Business Americana, The Smithsonian

**Robert Jensen:** Retired Engineer, NBC

**Charles Kramalkov:** Professor, Ancient & Biblical  
Languages, University of Michigan

**Mary Robertson:** Curator, Rare Manuscripts  
Huntington Library

**Gilbert Wyland:** Special Assistant, CBS

**Show Title:** Spaceship Earth (Main Show)

**Show Description:** The show presents the

evaluation of man's continual quest for an  
ever-expanding and more efficient system of  
communication.

Capacity: 2,895/Hour

Show Time: 11:46 Minutes

Cycle Time: 12:51 Minutes

**Type of Ride System:** Omnimover with Wedway  
Traction Drive

Maximum Number of Vehicles: 154

Spare Vehicles: 4

Seats per Vehicle: 4

Number of Trains (2 veh/train): 77

Ride Length: 1,552 feet

Ride Speed (average): 1.8 FPS

Dispatch Interval (per train): 11:25 seconds

Type Load/Unload: turntable

Queue Capacity: 750

### General Facts:

The sphere is 165 feet in diameter and is 180 feet  
to the top. The exterior panels are made of  
alucoboard and there are 954 triangular panels.

## COMMUNICORE SPONSOR: SPERRY

**Show Title:** Epcot Central

**Show Description:** Epcot Central is a showcase  
of today's and tomorrow's computer technology.

Highlighting this area is a DACS (Digital Anima-  
tion Control System) demonstration.

Capacity: 600/Hour



Show Time: 16:0 Minutes

Cycle Time: 20:0 Minutes

**Attraction Type:** Theater

Theater capacity (standing): 200

Queue Capacity:

**Square Footage:**

Main Show: 29,600

Pre-Show: 5,800

Post-Show: N/A

**Show Title:** Future Choice Theater (Electronic Forum)

**Show Description:** Future Choice Theater demonstrates the individual's part in determining the future. The theater is equipped with electronic consoles allowing for audience interaction concerning a vast range of contemporary issues.

Capacity: 435/Hour

Show Time: 20:0 Minutes

Cycle Time: 24:0 Minutes

**Attraction Type:** Theatre

Theater capacity: 174

Queue capacity:

**Square Footage:**

Main Show: 2,200

Pre-Show: 1,900

Post-Show: 485

## CONSULTANTS & ADVISORS:

**Curt Brubaker:** Designer—Los Angeles, CA (Electronic Forum)

**Carlos Ramirez and Albert Woods:** Ramirez & Woods Design Co., New York City (Energy Exchange)

**Herb Rosenthal:** Herb Rosenthal & Assoc. Los Angeles, CA (Epcot Computer Central Exhibits) (FutureCom)

**Paul Seiz:** Designer—Tenafly, New Jersey (Electronic Forum)

## RESTAURANTS

### East Restaurant—Stargate

Menu: Breakfast—cheese omelette, ham and eggs, muffins, pastries, orange juice; Lunch/Dinner—pizza, hamburgers, salad

Service Type: Fast Foods (6 Windows)

Price Range: \$2.00-\$2.75

Capacity: 1,400/Hour

Seats: 600

### West Restaurant—Sunrise Terrace

Menu: Fried fish, Cod, Chicken, chef's salad

Service Type: Fast Foods (6 Windows)

Price Range: \$2.50-\$3.95

Capacity: 1,400/Hour

Seats: 500

## MERCHANDISE

Retail Sq. Ft.	Storage Sq. Ft.
Centorium: 10,858	5,816

# UNIVERSE OF ENERGY

## SPONSOR: EXXON

## CONSULTANTS & ADVISORS:

**Richard Balzhiser:** Vice President, Research & Development, Electric Power Research Institute

**Joseph Gavin:** President, Grumman Corporation

**Derek Gregory:** Building Service Research & Information Association, Bracknell, Berkshire, England, (former) Vice President, Engineering Research, Institute of Gas Technology

**Wesley A. Kuhrt:** Senior Vice President, Technology, United Technologies Corporation

**Roland W. Schmitt:** Vice President, Corporate



Research & Development, General Electric  
**Theodore Delevoryas:** Chairman, Department of Botany, University of Texas

**Bruce Welton:** Curator, Paleontology, Los Angeles County Museum of Natural History

**Show Title:** Universe of Energy (Main Show)

**Show Description:** Ride vehicles capable of transporting up to 98 guests at any given time travel through a mirror theater show, an adventurous primeval diorama, and the Epcot Center Energy Information Center where the energy picture of today and tomorrow is presented.

Capacity: 2,138

Show Time: 24:0 Minutes

Cycle Time: 32:0 Minutes

**Attraction Type:** Theatre/ride-through

Maximum Number of Vehicles: 12

Spare Vehicles: 1

Seats per Vehicle: 98

Vehicles per Park: 6

Ride Length: 662 ft. max./614 ft. min.

Ride Speed: 2.0 to 3.0 FPS

Dispatch Interval: 16:0 Minutes

Type Load/Unload: Theater

Queue Capacity:

## THE LAND SPONSOR: KRAFT

### CONSULTANTS & ADVISORS:

**Carl Hodges:** Director, Environmental Research Laboratory, University of Arizona

**Dan Aldrich:** Chancellor, U.C. Irvine

**Reid Bryson:** Director, Institute of Environmental Studies, University of Wisconsin

**Ralph Cummings, Jr.:** Agricultural Economist, Rockefeller Foundation

**Talcott Edminster** (deceased): Administrator, Agricultural Research Service U.S. Department of Agriculture

**John Gerber:** Professor, Agriculture, University of Florida

**Jack Gibbons:** Congress of the United States Director, Officer of Technology Assessment

**Julius Johnson:** Vice President (retired), Dow Chemical

**James Scala:** Senior Vice President, Science & Technology, Shaklee Corporation

**Frank Wadsworth:** Research Forester, Institute of Tropical Forestry, University of Puerto Rico (Rain Forest Biome)

**Steve Wachter:** Curator, Botanical Program, Minnesota Zoological Garden (Prairie Biome)

**Lloyd Hulbert:** Director, Division of Biology

Kansas State University, Konza Prairie Reserve (Prairie Biome)

**Show Title:** "Listen To The Land" (Main Show)

**Show Description:** Guests travel in specially crafted boats accompanied by a guide on a journey that explores the creative interplay between man and his environment.

Capacity: 2,367/Hour

Show Time: 12:26

Cycle Time: 14:21

**Attraction Type:** Boat Ride

Maximum Number of Vehicles: 15

Spare Vehicles: 3

Seats per Vehicle: 38

Ride Length: 1,625 Feet

Ride Speed: 2 FPS

Dispatch Interval: 57.4 Seconds (Varies with number of operating boats)

Type Load/Unload: Chute Load Boat

Queue Capacity: 1,040

**Show Title:** Harvest Theater

**Show Description:** The film "Symbiosis" focuses on humankind's partnership with the land. Guests learn the many requirements for a successful "creative partnership" between man and the land.

Capacity: 1,242/Hour



Show Time: 17:15 Minutes

Cycle Time: 21:25 Minutes

**Attraction Type:** Theater

Theater Capacity: 414

Queue Capacity:

**Square Footage:**

Main Show: 4,125

Pre-Show: 1,425

Post-Show: N/A

**Show Title:** Kitchen Kabaret

**Show Description:** The Kabaret features Bonnie Appetit, an Audio-Animatronics performer who, along with a cast of kitchen characters, sings and dances into the guest's hearts, and hopefully, their diet as well.

Capacity: 972/Hour

Show Time: 13:0 Minutes

Cycle Time: 14:39 Minutes

**Attraction Type:** Theater

Theater Capacity: 254

Wheelchairs: 12

Queue Capacity:

**Square Footage:**

Main Show: 1,950

Pre-Show: 1,130

Post-Show: N/A

## RESTAURANTS

**Good Turn Restaurant**

Menu: Cold Vegetable Fondue, Curry Dip, Vegetable Crunch, BBQ Rib Platter, Alpine Casserole, Baked Salmon, Steak Tampico, Fudge Cake, Fresh Fruits.

Service Type: Table

Price Range: Breakfast: \$2.95-\$6.95; Lunch: \$1.25-\$7.25; Dinner: \$8.75-\$11.75

Capacity: 208/Hour

Seats: 208 Seats

**Farmer's Market** (8 Stands)

Menu: Soups, Salads, Ribs, Sandwiches, Specialties, Cheeses, Futuristic Ice Cream, and Beverages.

Service Type: Fast Foods

Price Range: \$1.00-\$5.25

Capacity: 1,000/Hour

Seats: 350 Seats

# JOURNEY INTO IMAGINATION

## SPONSOR: KODAK

**Show Title:** Journey Into Imagination  
(Main Show)

**Show Description:** The Journey Into Imagination is a colorful, fun-filled, and highly entertaining adventure into the world of imagination. Through the use of dimensional sets, Audio-Animatronics, props, and special effects, the wonderful realm of the imagination is presented as an experience of joy and enlightenment.

Capacity: 2,576/Hour

Show Time: 13:00 Minutes

Cycle Time: 15:00 Minutes

**Type of Ride System:** Wedway/Omnimover

Maximum Number of Vehicles: 92

Spare Vehicles: 8

Seats per Vehicle: 7

Vehicles per Train: 4

Ride Length: 1,460 feet

Ride Speed: .88 FPS/5.00 FPS

Type Load/Unload: Static platform moving belt

Queue Capacity:

Total Pavilion Square Footage: 128,173

**Show Title:** Magic Eye Theater

**Show Description:** A 3-D film on Imagination which will delight the senses.

Capacity: 1,714/Hour

Show Time: 14:00 Minutes

Cycle Time: 17:00 Minutes

**Attraction Type:** Theater

Theater Capacity: 600

Queue Capacity:



**Square Footage:**

Queuing Area: 2,080  
Main Show: 9,020  
Pre-Show: 2,952  
Post-Show: 720  
Total: 15,775

**Show Title:** Image Works

**Show Description:** A hands-on exhibit area designed as a fun house of the future. It is a playground of creativity where guests can use

their imagination on a variety of futuristic art media.

Capacity: 2,800/Hour

Show Time: 14:00 Minutes

Cycle Time: 14:05-17 Minutes

**Attraction Type:** Free flow exhibits

Area Capacity: 600-800

Queue Capacity:

**Square Footage:**

Exhibit Area: 19,194

## WORLD OF MOTION

### SPONSOR: GENERAL MOTORS

**Show Title:** World of Motion (Main Show)

**Show Description:** The unending quest of man to push back time and space by expanding his horizons and mobility is presented through the fascinating vehicle, World of Motion. In the multi-media presentation, which includes Audio-Animatronics figures, simulators and a variety of Disney special effects, guests observe the historical and sociological development of transportation throughout the ages.

Capacity: 3,240

Show Time: 14:20 Minutes

Cycle Time: 15:44 Minutes

**Attraction Type:** Ride-through

**Maximum Number of Vehicles:** 141

Spare Vehicles: 4

Seats per Vehicle: 6

Ride Length: 1,749 FT.

Ride Speed: 1.83 FPS

Dispatch Interval: 5 Seconds

Type Load/Unload: Moving belt

Queue Capacity:

## HORIZONS

### SPONSOR: GENERAL ELECTRIC

**Show Title:** Horizons (Main Show)

**Show Description:** Horizons will be an exploration of the wonders and marvels of the 21st century and beyond.

Capacity: 2,784/Hour

Show Time: 14:45 Minutes

Cycle Time: 15:00 Minutes

**Attraction Type:**

Maximum Number of Vehicles: 174

Spare Vehicles: 10

Seats per Vehicle: 4

Ride Length: 1,346 feet

Ride Speed: 1.5 FPS

Dispatch Interval: 4.8 Seconds

Type Load/Unload: Moving belt

Queue Capacity: 696



## CONSULTANTS & ADVISORS:

- Gary Comp:** Senior Research Biologist, Mote Marine Laboratories
- Joseph Hanson:** Director, Applications Analysis Group, Calif. Institute of Technology—J.P.L.
- Donald Keach:** International Maritime, Inc.
- Ann Long:** Scientist, Kerckhoff Marine Laboratory, Calif. Institute of Technology
- Kenneth Norris:** Director, Environmental Field Program, University of CA., Santa Cruz
- Wheeler North:** Director, Kerckhoff Marine Laboratory, Calif. Institute of Technology
- John Powell:** Principal Engineer, Scripps Institution of Oceanography
- John Ryther:** Professor, University of FL., (Formerly) Senior Scientist, Woods Hole Oceanographic Institution
- Donald Walsh:** President, International Maritime, Inc.
- Show Title:** Seas (Main Show)

**Show Description:** The Seas Pavilion will be a unique presentation that dramatically portrays the incredible variety of environments that lie beneath the surface of the sea. The main show will consist of a ride on Omnimover vehicles through a variety of stylized ocean environments. The majesty, complexity and potential of Subsea Biomes will be portrayed through dimensional set pieces, special effects, animation and narration.

Capacity: 1,926/Hour

Show Time: 7:03 Minutes

Cycle Time: 8:01 Minutes

### Attraction Type:

Maximum Number of Vehicles: 130

Spare Vehicles: 3

Seats per Vehicle: 2

Ride Length: 975 feet

Ride Speed: 2 FPS

Type Load/Unload: Conveyor belt/turndtable

Queue Capacity:

# LIFE AND HEALTH

## SHOW TITLE: THE INCREDIBLE JOURNEY WITHIN

## CONSULTANTS & ADVISORS:

- Charles Lewis, M.D.:** Professor of Medicine, Center for Health Sciences, UCLA
- William O. Beers:** Director, (Formerly Chairman of the Board) Kraft, Inc.
- Charles Edwards, M.D.:** President, Scripps Clinic & Research Foundation
- Donald Fredrickson, M.D.:** Scholar-in-Residence, National Academy of Sciences
- John W. Kirklin, M.D.:** Chairman, Department

of Surgery, University of Alabama, Birmingham School of Medicine & Medical Center

**Ann Landers** (Mrs. Eppie Lederer): Syndicated Columnist, Chicago Sun-Times

**Philip Lee, M.D.:** Director, Health Policy Center, Department of Social Medicine, University of CA. Medical Center, San Francisco

**J. Alexander McMahon:** President, American Hospital Association

**Mitchell Spellman, M.D.:** Dean for Medical Services, Harvard University Medical School



# AMERICAN ADVENTURE

## SPONSOR: COCA COLA & AMERICAN EXPRESS

### CONSULTANTS & ADVISORS:

**Alan Yarnell:** Professor, History, UCLA

**Stephan Fox:** (Voice consultant for John Muir)

**John Gable:** Teddy Roosevelt Association, NY  
(Provided information on TR's voice for Yosemite scene)

**Janice Gwudz:** Mystic Seaport Museum, Conn.  
(Photo research for "Immigration" sequence)

**Paul Machlis and Bob Hirst:** Editors/Bancroft Library, Mark Twain Papers Collection, University of CA, Berkeley (Hirst provided consultation for Twain's voice)

**Barbara Norfleet:** Carpenter Center for Visual Arts, Harvard, (Investigated immigrant photos for immigrant sequence)

**Paul Sifton:** Library of Congress (Investigated rough draft of Declaration of Independence)

**Richard T. Speer:** Ships Histories Branch, Dept. of the Navy (Provided submarine research for WW II scene)

**Jack Stephens:** Alexander Graham Bell Museum, Nova Scotia (Voice consultant, Bell)

**Richard Tyler:** Philadelphia Historical Commiss.  
(Investigated Philadelphia taverns for Revolutionary War paintings)

**Bill Wagner:** Teledyn-Ryan, Public Relations Consultant (Provided information on Lindberg for Lindberg scene)

**P. B. Weiner:** State Historical Society of

Missouri (Provided Missouri railroad research for Civil War scene)

**Show Title:** American Adventure (Main Show)

**Show Description:** The American saga, from its humble beginnings through its fiery growth, to its promise of tomorrow's potential, is explored through the Disney magic of film, Audio-Animatronics and special effects. The hosts of the show are Benjamin Franklin and Mark Twain—two men who were living reflections of their American heritage.

Capacity: 2,048/Hour

Show Time: 26:00 Minutes

Cycle Time: 30:00 Minutes

**Attraction Type:** Theater

Theater Capacity: 1,024

Queue Capacity:

**Square Footage:**

Main Show: 17,210

Pre-Show: 1,830

Post-Show: 1,090

### RESTAURANT

**Liberty Inn**

Menu: Hamburgers and hot dogs, popcorn wagons

Type of Service: fast foods

Price Range: \$1.80-\$2.15

Capacity: 1,150/Hour

Seats: 560 seats

## CANADA

**Show Title:** O Canada

**Show Description:** CircleVision 360 presentation of Canadian cities and landmarks.

Capacity: 1,770/Hour

Show Time: 17:00 Minutes

Cycle Time: 20:00 Minutes



**Attraction Type:** Theater

Theater Capacity: 590

**Square Footage:**

Main Show: 4,100

Pre-Show: 1,800

Price Range: \$3.25-\$7.25

Capacity: 280 per hour

Seats: 175

Participant: La Batt's Beer

## RESTAURANT

### Le Cellier

Menu: Canadian specialties including tourtiere,  
Canadian bacon, salmon steak, maple sugar pie

Service Type: Buffeteria

## MERCHANDISE

	<u>Retail Sq. Ft.</u>	<u>Storage Sq. Ft.</u>
Indian Trading Post:	1,200	375
Hotel Gift Shop (Phase II):	1,000	500
Total:	2,200	875

# GERMANY

## RESTAURANT

### German Biergarten:

Menu: Sauerbraten, roast pork, sausages and full  
litre (300Z) steins of beer

Service Type: table service

Price Range: Lunch \$4.00-\$7.00

Dinner \$6.00-\$19.95

Capacity: 350 per hour

Seats: 350 seats

Participant: Beck's Beer

## MERCHANDISE

	<u>Sponsor</u>	<u>Retail sq. ft.</u>	<u>Storage sq. ft.</u>
<b>Sussigkeiten</b> (Confectionary shop)	Bahlsen	750	255

<b>Weinkeller</b> (Wine shop)	H. Schmitt Söhne	800	300
<b>Glas und Porzellan</b> (Ceramic shop)	Goebel/ Hummel	880	550
<b>Porzellanhaus</b> (Porcelain shop)	Hutschenreuther	848	500
<b>Der Teddybär</b> (Toy shop)	None	1,446	706
<b>Volkskunst</b> (Clocks & crafts)	None	1,000	600
<b>Der Bücherwurm</b> (Art/ book store)	None	760	409
Total		6,484	3,320

# JAPAN

**Show Title:** Meet the World (Main Show-Phase II)

**Show Description:** The carousel theater presents in four acts the story of Japan. From its mythical origins to its marvels of today, Japan is viewed through the eyes of two Japanese children.

Capacity: 2,020/Hour

Show Time: 19:25 Minutes

Cycle Time: 24:00 Minutes

**Attraction Type:** Revolving theater

Theater Capacity: 202 per theater



Number of Theaters: 4

Queue Capacity:

**Square Footage**

Main Show: 1,768

Pre-Show: N/A

Post-Show: 12,227

**RESTAURANTS**

**SPONSOR:  
MITSUKOSHI**

**Teppan Room**

Menu: Japanese dishes featuring steak, seafood, chicken and vegetables.

Service Type: Table service with themed food preparation station.

Price Range:

Capacity: 160/Hour

Seats: 160 seats

**Yakatori**

Menu: Marinated, skewered items, tea, beer \*

Service Type: Fast food

Price Range:

Capacity: 280/Hour

Seats: 50 inside, 50 outside

**Matsu No Ma Lounge**

Menu: Japanese drinks/sake, appetizers

Service Type: Lounge

Price Range:

Capacity: 260/Hour

Seats: 65 seats

**Tempura Kiku**

Menu: Tempura seafood and vegetables

Service Type: table service

Price Range:

Capacity: 25/Hour

Seats: 25 seats

**MERCHANDISE**

<b>Retail</b>	<b>Storage</b>
<b>sq. ft.</b>	<b>sq. ft.</b>

Mitsukoshi: 7,646 1,633

**FRANCE**

**Show Title:** "Impressions de La France"

**Show Description:** A film tour of France shown on a 200 degree movie screen.

Capacity: 1,235/Hour

Show Time: 15:00 Minutes

Cycle Time: 17:00 Minutes

**Attraction Type:** Theater

Theater Capacity: 350

Queue Capacity:

**Square Footage:**

Main Show: 3,200

Pre-Show: 2,290

Post-Show: 3,780

**RESTAURANTS**

**SPONSOR: THE  
THREE CHEFS**

**Les Chefs de France**

Menu: Regional or provincial French dishes

Service Type: table service

Price Range: Dinner \$10-\$14

Capacity: 160/Hour

Seats: 160 seats

**Au Petit Cafe**

Menu: Asidewalk cafe—provincial French cuisine

Service Type: Table service

Price Range:

Capacity: 60 per hour

Seats: 45 seats

**Patisserie Boulangerie**

Menu: Bakery/pastry

Service Type: Walk-up counter

Price Range:

Capacity: 125/Hour

Seats: 25 outside

(Operated by three renowned French chefs—Paul Bocuse, Roger Vergé, Gaston Lenôtre)



## MERCHANDISE

<u>Sponsor</u>	<u>Retail sq. ft.</u>	<u>Storage sq. ft.</u>
<b>La Casserole</b> (Gourmet shop)	823	509
<b>Gift Shop</b> (Phase I)	800	492

<b>Plume et Palette</b> (Art-book store)	1,275	500
<b>Le Palais du Vin</b> (Wine Shop)	600	300
<b>La Signature</b> (Signature shop)	625	200
<b>Total</b>	<b>4,123</b>	<b>2,001</b>

# UNITED KINGDOM

## RESTAURANT

### The Rose & Crown Pub & Dining Room

Menu: British favorites—meat pies, bangers and mash, fish 'n chips, ale

Service Type: Table service

Price Range: Lunch \$3.25-\$4.95

Dinner \$5.50-\$11.75

Capacity: 100/Hour

Seats: 100 seats

Participants: Bass Carrington and Guinness

## MERCHANDISE

<u>Sponsor</u>	<u>Retail sq. ft.</u>	<u>Storage sq. ft.</u>
<b>His Lordship</b> (Men's gift store)	500	25

### The Biscuit Barrel

(Biscuit shop)	484	238
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### The Queens Table

(China shop)	Royal Doulton	1,242	314
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### The Tea Caddy

(Tea shop)	London Tea Company	315	Shared
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### Pringle of Scotland

(Apparel shop)	Pringle of Scotland	1,570	680
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### The Toy Soldier

(Toy shop)	2,401	720
<b>Total</b>	<b>6,512</b>	<b>1,977</b>

# ITALY

## RESTAURANT

### L'Originale Alfredo di Roma Ristorante

Menu: Pasta and veal specialties, Italian salads

Service Type: Table service

Price Range: Lunch \$4.00-\$9.00

Dinner \$6.00-\$12.00

Capacity: 230/Hour

Seats: 230 seats

Participant: Alfredo's of Rome



## MERCHANDISE

	<u>Retail sq. ft.</u>	<u>Storage sq. ft.</u>
<b>Il Bel Cristallo</b> (Glass and Crystal shop)	1,057	500
<b>La Gemma Elegante</b> (Jewelry shop)	333	Shared

<b>Arcata D'Artigiani</b> (Craft shop)	510	280
<b>Gourmet Shop</b> (Phase II)	910	390
<b>Art-Book Store</b> (Phase III)	600	252
<b>Total</b>	<u>3,410</u>	<u>1,422</u>

# MEXICO

**Show Title:** The Three Cultures of Mexico

**Show Description:** A boat excursion, inspired by the three distinct cultural periods of Mexico, traverses the Pre-Columbian era to the modern Mexico of today.

Capacity: 1,920/Hour

Show Time: 8:29 Minutes

Cycle Time: 9:27 Minutes

**Attraction Type:** Boat ride

Maximum Number of Vehicles: 18

Spare Vehicles: 2

Seats per Vehicle: 16 + 8 wheelchairs

Ride Length: 1,084 feet

Ride Speed: 1.5 FPS

Flume Pumps: 26

Dispatch Interval: 29.3 Seconds

Type Load/Unload: Static

Queue Capacity: 360

**Square Footage:**

Total Facility (approx.) 85,000

Seats: 165 seats

Participant: San Angel Inn of Mexico

**Cantina de San Angel**

Menu: Tacos, burritos, beer

Service Type: Fast food

Price Range:

Capacity: 200/Hour

Seats: 50 seats

Participant: San Angel, Dos Equis beer and Cuervo tequila

**Mexico! Lounge**

Menu: Mexican drinks, cerveza

Service Type: Lounge

Price Range:

Capacity: 260/Hour

Seats: 65 seats

Participant: San Angel

## MERCHANDISE

	<u>Retail sq. ft.</u>	<u>Storage sq. ft.</u>	<u>Total sq. ft.</u>
<b>Mercado</b> (Clothing & crafts)	700	520	1,220
Gift shop	1,350	900	2,250
<b>Artesanias Mexicanas</b> (Jewelry shop)	575	32	607
<b>Total</b>	<u>2,625</u>	<u>1,452</u>	<u>4,077</u>

## RESTAURANTS

**San Angel Inn**

Menu: Mexican specialties including enchiladas, burritos, cactus strips, tacos, beer

Service Type: Table service

Price Range:

Capacity: 165/Hour



# CHINA

## SPONSOR: CHINA PAVILION EXHIBITION CORPORATION

**Show Title:** *Circlevision 360 Theatre* (Main Show)

**Show Description:** Encircling the guests in a total film presentation is a unique travelogue highlighting the people, places and customs of the People's Republic of China.

Capacity: 2,700/Hour

Show Time: 18:45 Minutes

Cycle Time: 21:45 Minutes

**Attraction Type:** Circlevision

Theater Capacity: 1,000

Queue Capacity:

**Square Footage:**

Main Show: 4,069

Pre-Show: 5,209

Post Show: 3,690

### MERCHANDISE

	<u>Retail sq. ft.</u>	<u>Storage sq. ft.</u>	<u>Total sq. ft.</u>
Chinese Emporium:	7,875	2,670	10,545





