

WED ENTERPRISES

INTER-OFFICE COMMUNICATION

P-1328-R-1

TO Those Concerned DATE July 25, 1978
FROM George Nickel SUBJECT Health and Life Pavilion

The attached Health and Life Pavilion Show Scene Description replaces the earlier 1 level description dated December 27, 1977 which is now obsolete. The following items represent the major change areas within the show concept.

- The elimination of both the Joy of Life Theater and Side Show Cinema.
- The physical separation of the Restaurant from the Pavilion so that the Restaurant could be developed independently.
- The Gambling Hall has been changed to a Penny Arcade and reduced in size by 50%.
- The Theater of the Mouth has been totally changed. The Dentalodeon as it is now called seats 200 guests.
- The Incredible Journey Within Ride now includes both kidney and liver scenes and the final show scene has been changed from ear to eye.
- The ride has been changed to a Space Mountain configuration the exact details of which are unknown at this time.
- The THRC of the entire Pavilion has been reduced from 11,790 to 8,440 and the show and ride areas have been adjusted to the values shown in the square footage summary at the end of the report.

The pavilion can be divided into two segments: "The Incredible Journey Within" which is an exciting ride through a human body that combines both thrill and show elements and the "Great Midway of Life" which is a carnival experience designed to reinforce good health habits. Show scenes are numbered sequentially in the order of their presentation while The Great Midway's attractions may be viewed in any order.

Please direct your comments and questions to me at WED on extension 219.

GN:lm

attachment

George

*Goal: Fitness for
travel to the moon!*

Part of man's
Survival!

EPCOT

LIFE/HEALTH PAVILION

HOW MAN CAME TO KNOW ABOUT
HIMSELF - HIS MOTIVATION: THE NEED TO
SURVIVE

THE BRAIN
THE FIRST
STEP BEGINS..

Copernicus - Czech!
Galileo - Italy!
Watts - England!
Robert Hooke - France!
Aristotle - American
etc..

HARVEY - blood.
circulation of
The Italian (?)
anatomy

The excitement of man's
earliest acquisitions of
knowledge about his body
and himself - and the incredible mass
of information acquired in the
past 25 years, more
than in the millions
preceeding!

WED Enterprises, Inc.
March 3, 1978
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EPCOT
LIFE/HEALTH PAVILION

EPCOT's Life/Health Pavilion is designed to increase guests' self-awareness and inspire them to take better care of themselves. The overall theme is "Feel Good About Yourself and About Living."

A
Resort
Slogans

Guests approach the Pavilion through a lush garden that extends into the Entrance Plaza. (An outdoor restaurant may also be built in the garden area.)

At the center of the Pavilion is the "Care O' Self Carousel." This Carousel is not for riding, but for viewing. Its many mirrors will reflect the lights, colors and excitement of the Pavilion's attractions, arranged in a semi-circle around the Carousel, fanning out like the spokes in a hub. Like Disneyland's "It's A Small World" clock, different sections of the Carousel's eight sides open up every quarter hour to reveal mechanical dolls, reminiscent of Victorian iron toys, some measuring up to eight feet in height. These dolls perform vignettes promoting eight basic health habits... rest, exercise, proper diet, moderation in drinking, no smoking, medical and dental care and weight control.

"The Joy of Life Film Show" presents a portrait of the human life cycle from fetus to old age. The multiple-screen motion picture seeks to endow guests with a renewed zest for life... life that is most beautiful at its healthiest.

For "The Incredible Journey Within," guests board "probe vehicles" to become "microscopic" travelers inside a human body. Organic-like walls, intense mood lighting and dramatic music enhance the illusion of sinking through a pore in the skin's surface. Here, guests see hair follicles, sebaceous glands and pain/pressure receptors.

The probe vehicles then link up with a train of red corpuscles and enter the orange-red rush of the circulatory system. Red and white corpuscles pass by from all directions and an ominous pumping sound grows in intensity each moment. The sound and dramatic background music crescendo when the corpuscle train is sucked into the right side of the heart.

A TV Special

Barons of
compassion
much as
"like Pinocchio"
"as in
Pinocchio!"

Half needed to
prepare
as human
for FIRST
STEP

The heart's interior is cave-like, dramatically lit with purples and blues. A valve opens up and the corpuscle train travels into the left atrium, passing through the mitral valve and into the magenta-orange "caves" of the left ventricle. Huge capillary muscles project into the chamber, where oxygenated red blood cells stand ready to deliver their cargo throughout the body. As the heart pumps it outward, the corpuscle train builds speed. The pumping sounds continue until the train moves from the heart into the yellow-ochre atmosphere of the lungs' interior.

Here, passengers see the multitudenous alveoli clinging together like soap bubbles. A rush of wind is felt as the lungs expand and contract. Scavenger cells and microphages ingest the debris of everyday breathing.

Shangri-la?
Brussels?

"The Incredible Journey Within" terminates in the inner ear. From here, guests can explore the "Hair Forest," which leads to exhibits depicting other aspects of the human body. These exhibits will be more sharply defined as WED Imagineers work with the pavilion's sponsors.

The major theme and "message" area of the pavilion is "The Great Midway of Life." This Victorian-style exposition offers a variety of casino-arcade shows and attractions themed to health-science topics.

?? Survival!!

Disneyland!

"The Medicine Show" is a whimsical review of medical history set in a Chautauqua tent of the 1800s. On one stage, an Audio-Animatronics figure of Donald Duck hawks his "Magic Elixir" from a wagon plastered with "quackery" posters and patent medicine ads. On an opposing stage, Professor Ludwig Von Drake, also in Audio-Animatronics form, stands in a gazebo decorated with placards depicting great moments in medical history. Ludwig narrates film sequences highlighting major events in the long evolution of science.

After several impassioned volleys of dialogue between the show's two stars, Donald realizes that his potion is probably worthless...responsibility for one's health usually lies with the individual.

Comedy?
or dramatic!
cinematic impact!

→ no! The geniuses!
The crises!

In "The Mechanical People Show," an Audio-Animatronics mechanical man, woman and dog demonstrate the importance of proper care and maintenance of their machinery, which is similar to human "machinery." Guests see how their own "power supplies" can be drained if they don't take in the necessary "fuel," or balance of nutrients. From high atop an hydraulic grease rack on a second stage, another mechanical man explains that a doctor is just one of many "tools" in health care, and that the best medicine for humans, just as with machines, is "preventative maintenance." On a third stage, robots illustrate the need for a balance between rest and exercise. When the show concludes, all eight of the basic health habits have been reviewed.

Boy Scouts!

"The Head Trip" is a two-show attraction contained within a huge simulated head. In the "Eye and Ear Empathy Show," the audience "sees" the world through eye-shaped projection surfaces and "hears" through ear-shaped speakers. From a control room that represents the brain, Audio-Animatronics "pilots" introduce guests to sights and sounds from the daily lives of people with varying perceptual conditions, including children, the aged, and the handicapped -- all coping and overcoming their various problems.

through the ages!! Man vs His Killers!

"The Tooth Follies" show, the second half of "The Head Trip," is set in a simulated mouth, replete with seats resembling teeth. Film and Audio-Animatronics figures address oral hygiene topics, with emphasis on brushing, flossing and good eating habits. An Audio-Animatronics "Tooth Fairy" interjects comments as different teeth "discuss" their proper care.

Guests are introduced to the problems of coping with anxiety and stress in "The Fun House." As visitors struggle to find the way out, a disembodied voice inquires about their daily lives-- "Is it all a muddle? Don't know which way to turn? Everything all out of shape?" Just when guests are perhaps getting anxious about their immediate situation, a cacophony of whistles and blinking lights goes off and the voice offers a salute-- "Stand up and cheer! You're OK! Don't give up the ship, you're gonna make it!" This kind of aural pat on the back is repeated several more times before guests exit the attraction.

The "You Bet Your Life Gambling Hall" sports oversized arcade-like machines, presenting the health-risk theme in a new way. For example, a machine labeled "Give Decay the Brush-off" provides guests with a chance to swat at "sweets" pinballs with mechanical "toothbrushes."

Sugar the killer drug!

As man started to cook his food, he no longer needed the teeth of a wild animal!
(his jaw changes shape..)

Development of tooth from the animal to man!

Naive children discussing 7 Friends!!

If the guest misses and a ball crosses a mouth-like section, a tooth blackens.

On "The Life Wheel of Change," a gigantic wheel of fortune, habits that either add or subtract years from our lives are inscribed. In part of the "Calorie Shooting Gallery" guests shoot at pictures of foods below animated, three-dimensional figures of people exercising--a bicyclist, tennis player, jogger, golfer, etc. If the guest strikes a piece of pie, for example, a sign lights up indicating the number of calories in the slice, and another sign indicates the number of miles or minutes the exerciser would have to perform to burn them off. In a third game, the "Immunization" pinball machine shows a girl afflicted with green spots. "Vaccine" pinballs immunize the people around her.

At the "Side-show Cinema," guests can relax and laugh at the antics of Goofy in brief, animated "how to cope" films. Mental and physical health, "how to" be a good patient, and other problems of coping with life's stresses are covered.

Guests will exit the Life/Health Pavilion through the Hall of Mirrors, which allows them to see once more who is most responsible for their well being...themselves.

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From earliest
with doctors to Harvey - Disney used
to bloodletting - to Heart Transplant!