Disney

Beyond

(proposed

Lands)

2016

Disney Beyond

 *Disney Beyond* is an entirely new park rooted in the traditions created by Walt Disney over sixty years ago. These ideals first came to fruition on July 17, 1955 with the opening of Disneyland. At Disneyland’s opening Walt Disney stated that “Disneyland is your land” with the hopes that it will be a “source of joy and inspiration to all the world”. Since then Disneyland has become known the world over as a source of joy for millions, providing groundbreaking and innovative experiences, while remaining true to Walt’s ideals and tradition.

 February 2001 was a momentous occasion with the opening of Disney California Adventure, the largest expansion to the Disneyland Park in recent memory. June 2012 saw yet another landmark as Disney California Adventure grew with the addition of multiple attractions, lands and experiences.

 And that’s where things have stood since 2012. Tweaks and minor changes have been made, but no major overhauls to lands and certainly nothing on the scale of a new park. Until now, we stand at a crossroads looking in awe at all that has been created since 1955, millions of guests have visited, countless magical moments have been created, and an untold number of dreams have been dreamed. There is something magical about Disneyland that cannot and should not be changed, updated, or modernized. Disney California Adventure is likewise an experience that should not be altered.

 But as we celebrate history we acknowledge that it doesn’t stand still, and neither should the resort. At sixty years we’re only just beginning and it’s time to explore new lands and open new doors. *Disney Beyond* is this new land, rooted not only in the rich traditions of Disney but also of newer additions to the Disney family such as Marvel, Lucas Films, and Pixar. We’re doing *Disney Beyond* because “we’re curious and curiosity keeps leading us down new paths” (Walt Disney).

 \*The included plans were developed by me in 2016 which has made it all the more fun to see them come into being over the years,

The Canvas

* **Story**

The Canvas is the essence of Blue Sky thinking brought to life. This is a blank space upon which to try out new ideas and concepts. The concept hinges on the ability to rapidly turn the space from one concept to another.

* **Influences**

An answer to the problem of design for popular movies and concept taking so long to reach fruition.

 Capitalizes on popular movies by providing an immediate space.

 The Canvas is also a testing ground for concepts to see how popular they will be with guests.

* **Guiding Foundations**

Always doing something new.

* **Main Design Concepts**

It can be difficult to plan ahead for traditional lands because pouring large amounts of money into a project based upon a movie before the box office success is seen is risky.

 The Canvas is capitalizes on the ability of designers and builders to quickly turn a small space.

 The immediacy drives guests to visit because the space will only be a particular way for a limited time.

 New ideas can be tested out before either being put back in storage or moved to a larger showcase.

* **Attractions & Activities**

Mainly virtual reality rides that can be reconfigured and reprogrammed faster than changing the track of a traditional rollercoaster.

* **Food**

Mainly quick service restaurants that can easily be converted and adapted to new concepts.

* **Stores & Merchandise**

Stores will utilize the concepts of pop up stores and kiosks to sell themed merchandise. By providing feedback on the highest selling products if the theme is moved to a permanent location stock levels can be adjusted to meet demands.

Realm of Heroes

* **Story**

The worlds of the hit movie franchise The Avengers comes to life. Wander the streets of Asgard as well as exploring the city streets where you might even spot a real life Avenger.

* **Influences**

Based upon the hit Marvel movie franchise as well as drawing upon the rich tradition and history created by decades of the Marvel comics.

* **Guiding Foundations**

Don’t just watch the movies, be a part of them.

* **Main Design Concepts**

The idea is to merge to distinct universes, Asgard and the modern city where the Avengers are based.

* **Attractions & Activities**

Avengers Flyaway is a unique lay flat rollercoaster where the guest is flown through an Avengers adventure alongside their favorite Avengers personalities.

 Captain America’s Shield is the ideal attraction for the entire family, providing a fun-filled whirl through the universe.

 Asgard virtual reality ride is a thrilling ride through the realms of Asgard while being chased by Loki.

* **Food**

Shawarma stand where the last scene of the first Avengers takes place, providing the perfect place to grab a quick bite and the chance to sit where your favorite Avengers sat.

 Avengers Tower & Fine/Dining Lounge, experience Tony Stark’s world as you look out from the tower onto the city center below. Fine dining and a formal lounge providing a relaxing break from saving the universe.

* **Stores & Merchandise**

Build Your Own Superhero allows you to fine and express your inner superhero. Join the Avengers and pledge to help defend the universe.

 Asgard Bazaar & Bypass provides casual shopping experience as well as a transition from the adjoining Star Wars land though Asgard and into the city center. Stroll through and enjoy the wares and products of the universe.

Star Wars

* **Story**

Experience the Star Wars universe like never before. Step into your role, discover your side and immerse yourself in the beloved and legendary world of Star Wars.

* **Influences**

Based upon the iconic movie series of Star Wars as well as drawing influences from the vast franchise of books, comics and other media.

* **Guiding Foundations**

Pick your side and enter the realm. Find your inner Jedi of enter the dark side.

* **Main Design Concepts**

The main concept it to appeal to guest’s from all backgrounds. Die-hard fans will be able to explore the universe they’ve only dreamed about. Guests without prior knowledge of the Star Wars universe will get to explore it in all its richness and discover this cultural touchstone.

* **Attractions & Activities**

Cargo Ship Adventure is a virtual reality attraction allowing guests to hang on as they ride through the universe on a desperate mission to deliver good for the Federation.

 Choose your own adventure virtual reality will be similar to the existing Star Tours attraction providing guests with all new experiences.

 Jedi Training Academy where guests can train to be Jedi fighters and uphold the creed of the Jedi knight.

* **Food**

The Cantina where you can interact with the locals over an exotic cocktail while listening to local music.

 Padme’s Palace Restaurant is where you can enjoy the finest dining that the Padme’s palace kitchens can serve up. Dine like royalty!

 Light saber popsicle stand serving up traditional flavors as well as exotic offerings, the tastiest treats for every Jedi!

* **Stores & Merchandise**

Market in the Desert provides everything for your casual adventures as well as exploration of the galaxy.

 Padme’s Palace provides high quality fine art and gifts from all over the realm. A must see for any serious collector of gifts of the Star Wars universe.

Big Hero 6

* **Story**

The world of Big Hero 6 comes to life as guests explore the future world of San Fransokyo using technology and their wits to save the world.

* **Influences**

Based upon Big Hero 6 the movie that showed what the power of committed kids could do.

* **Guiding Foundations**

Everyone has the ability to be a hero all you have to do is believe.

* **Main Design Concepts**

To bring the vibrant and always changing world of San Fransokyo to life allowing guests to enter the movie and be a part of it.

* **Attractions & Activities**

Race Around the Bay a traditional rollercoaster that races over the Golden Gate Bridge and through the streets of San Fransokyo before entering the darkness of San Fransokyo lit only be the neon lights.

 Lombard Street virtual reality experience. The world famous street is the starting point for this race to save the city with multiple paths the adventure is always changing.

* **Food**

Formal dining with fresh seafood and a San Fransokyo flair overlooks Big Hero Bay

 Bakery based on the one Hiro lives about

* **Stores & Merchandise**

University Lab where guests can create their own avatars and explore the unique and dynamic intersection of art, science, technology and adventure.

 Hiro’s House where younger guests and younger guests at heart can find toys to delight and entertain.