



WALT DISNEY  
ANIMATION STUDIOS

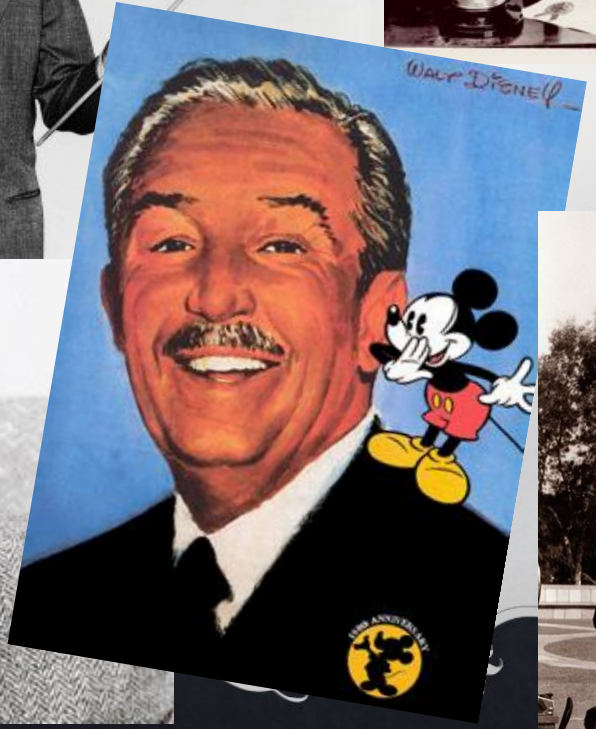


## THE WALT DISNEY STUDIOS HISTORY

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❖ The Walt Disney Company started in 1923 in the rear of a small office occupied by Holly-Vermont Realty in Los Angeles. It was there that Walt Disney, and his brother Roy, produced a series of short live-action/animated films collectively called the ALICE COMEDIES. The rent was a mere \$10 a month. Within four months, the ever-growing staff moved next door to larger facilities, where the sign on the window read "Disney Bros. Studio."

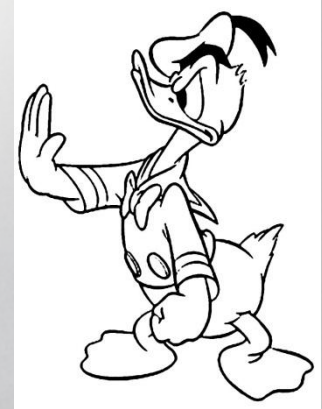






# CHARACTERS

- ❖ During the next 14 years, many changes took place at the Disney studio: Mickey Mouse was "born" in 1928, followed by Pluto, Goofy, Donald Duck, and the rest of the Disney gang.



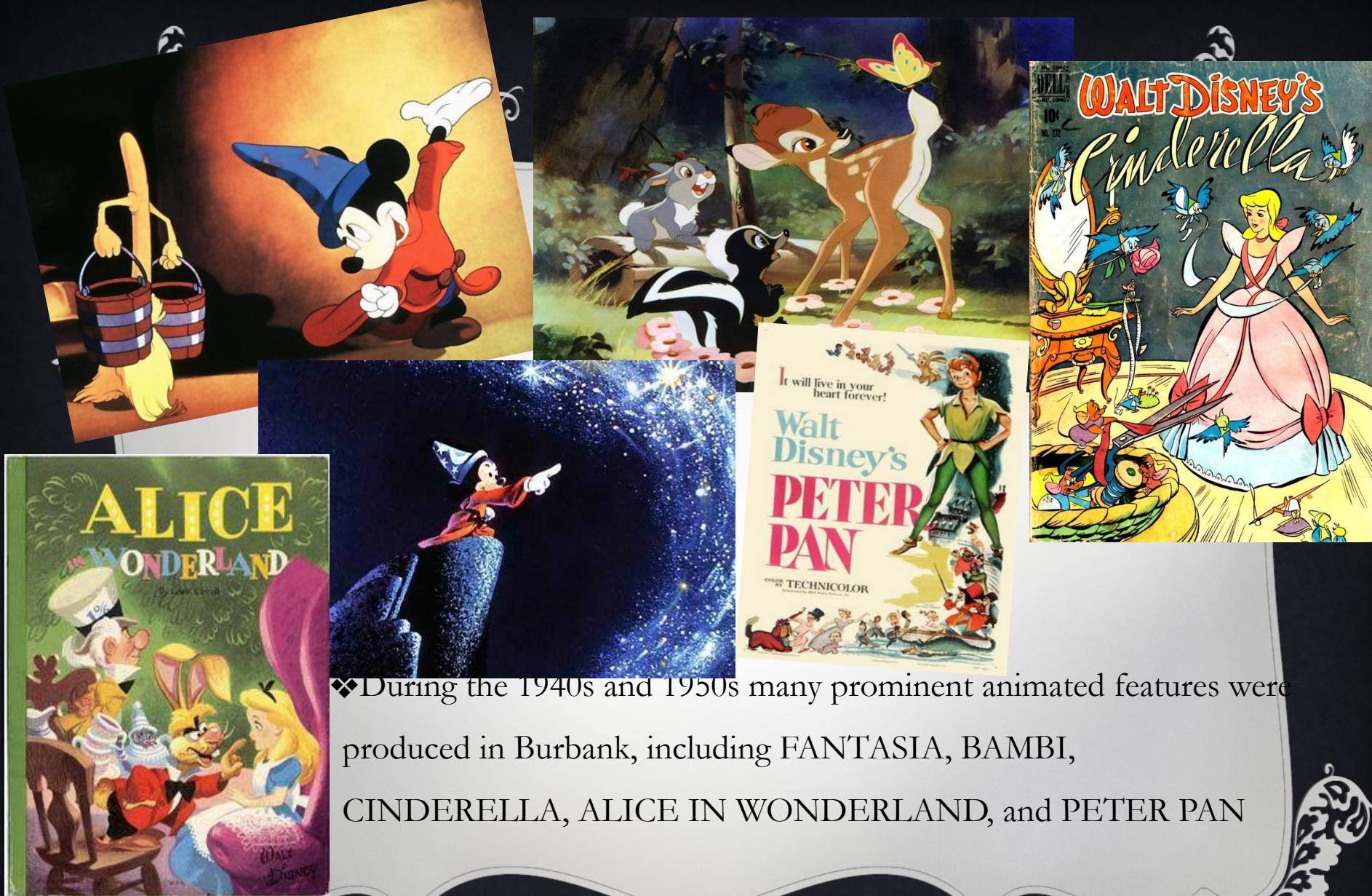


# MOVE TO BURBANK

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❖ In 1937, Disney's innovative first full length animated feature, SNOW WHITE AND THE SEVEN DWARFS, was released to critical acclaim and worldwide success. In order to expand and meet the expectations of his audience, Walt saw a need to increase the size of his studio. With profits from SNOW WHITE, he made a deposit on 51 acres of land in Burbank and began designing a modern studio specifically for the purpose of making animated films.





❖ During the 1940s and 1950s many prominent animated features were produced in Burbank, including FANTASIA, BAMBI, CINDERELLA, ALICE IN WONDERLAND, and PETER PAN



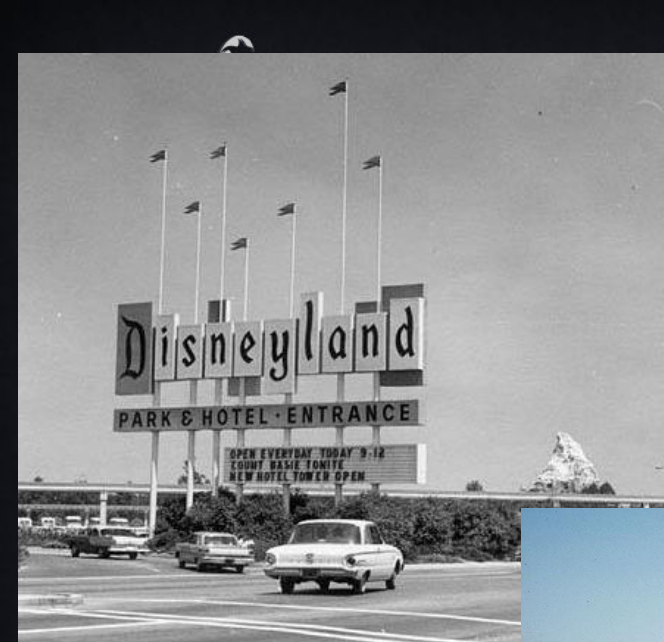


❖ The back-lot shops were built to provide the many crafts and services required by live action productions. The Machine Shop, which is no longer in use, housed machines and equipment that produced innovative camera and projection objects for the film industry. During the construction of Disneyland in the mid-fifties, this shop's engineers designed and hand-built many of the automobiles, train parts, boats, trams and carts that were required by the new park. Hollywood Records now occupies the building.

❖ Close by you'll find the Electric / Plumbing building containing machines and equipment for repairing and maintaining the many systems within the Studio complex.

❖ Nearby was the Staff Shop where they made molds, plaster casts, and fiberglass figures, many of which are in use at Disneyland and Walt Disney World

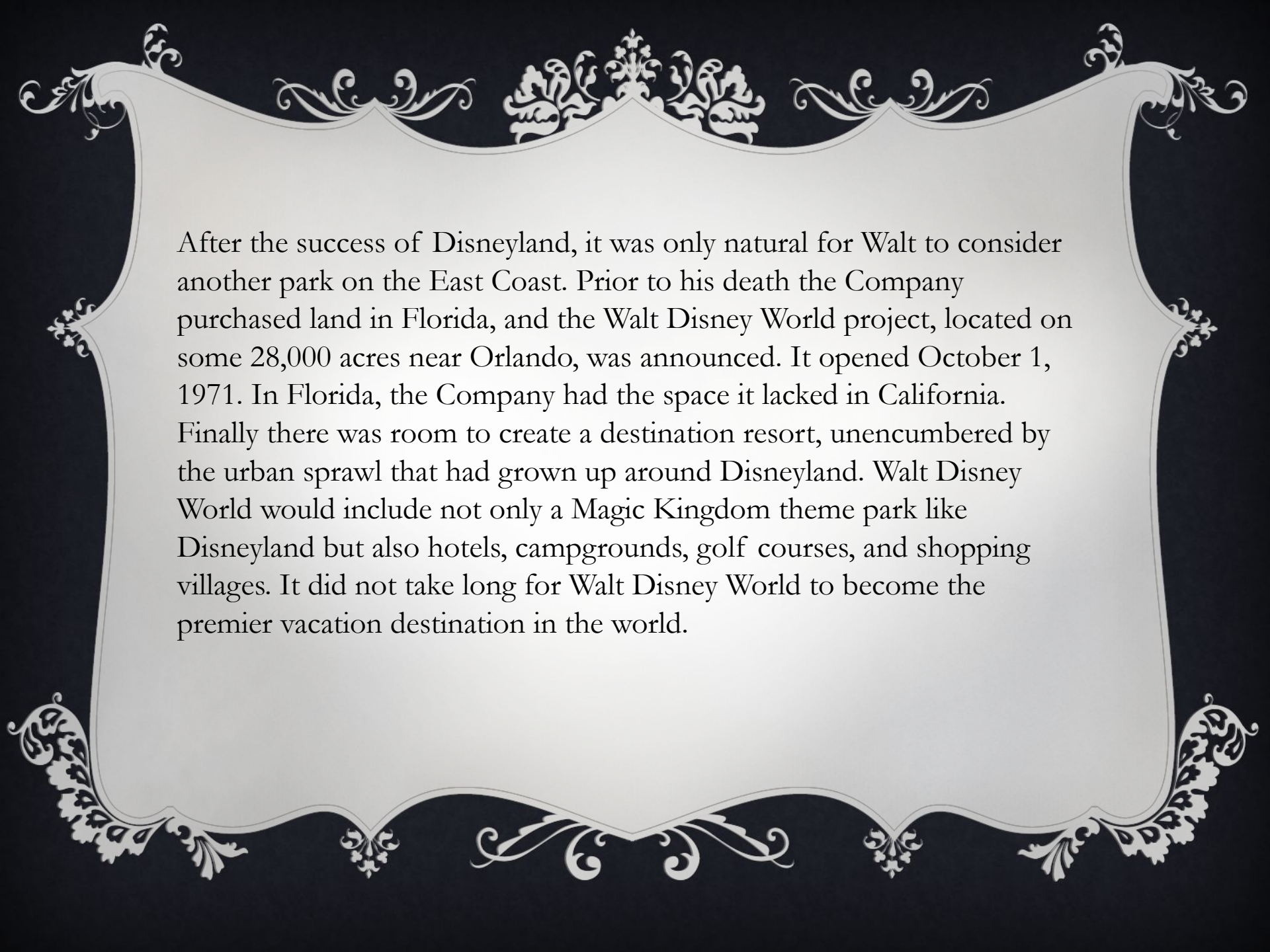




Disneyland then...







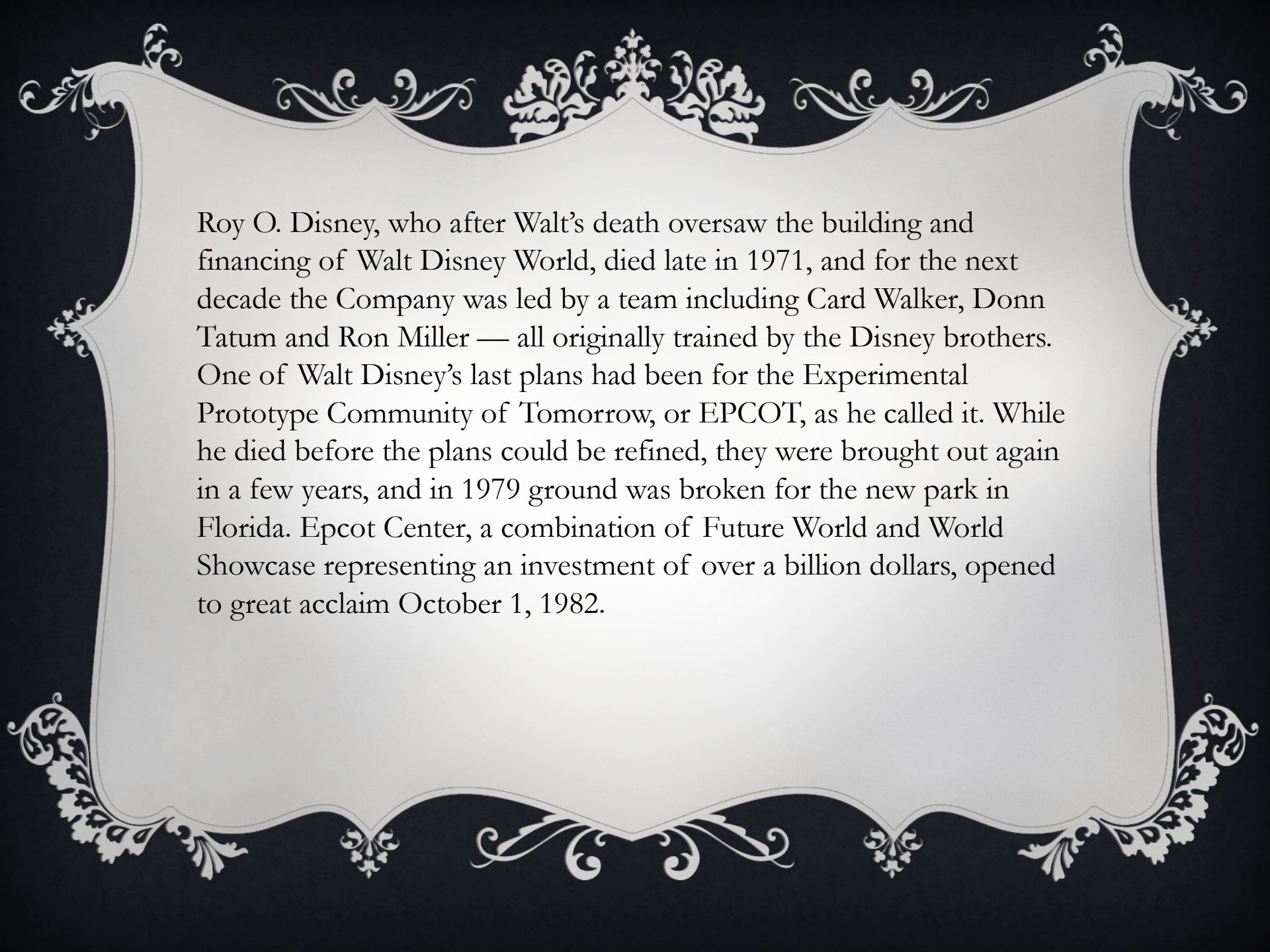
After the success of Disneyland, it was only natural for Walt to consider another park on the East Coast. Prior to his death the Company purchased land in Florida, and the Walt Disney World project, located on some 28,000 acres near Orlando, was announced. It opened October 1, 1971. In Florida, the Company had the space it lacked in California. Finally there was room to create a destination resort, unencumbered by the urban sprawl that had grown up around Disneyland. Walt Disney World would include not only a Magic Kingdom theme park like Disneyland but also hotels, campgrounds, golf courses, and shopping villages. It did not take long for Walt Disney World to become the premier vacation destination in the world.



# Disnayland now







Roy O. Disney, who after Walt's death oversaw the building and financing of Walt Disney World, died late in 1971, and for the next decade the Company was led by a team including Card Walker, Donn Tatum and Ron Miller — all originally trained by the Disney brothers. One of Walt Disney's last plans had been for the Experimental Prototype Community of Tomorrow, or EPCOT, as he called it. While he died before the plans could be refined, they were brought out again in a few years, and in 1979 ground was broken for the new park in Florida. Epcot Center, a combination of Future World and World Showcase representing an investment of over a billion dollars, opened to great acclaim October 1, 1982.



I ONLY HOPE THAT WE DON'T LOSE  
SIGHT OF ONE THING - THAT IT  
WAS ALL STARTED BY A MOUSE



*-Walt Disney-*



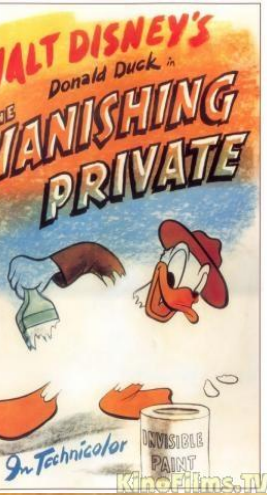
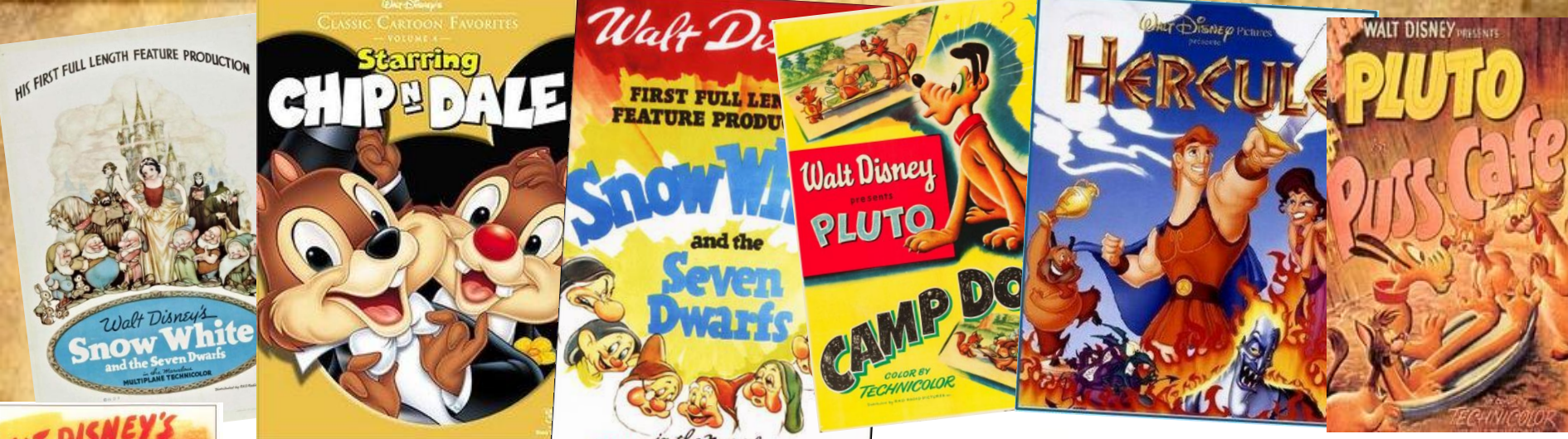


# -ROY E. DISNEY-

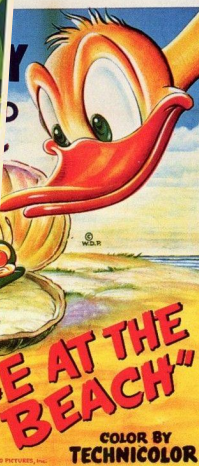
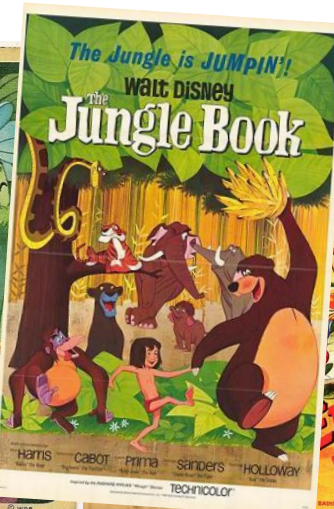
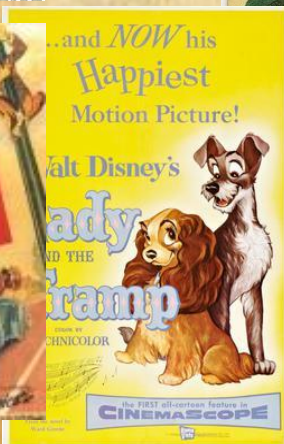
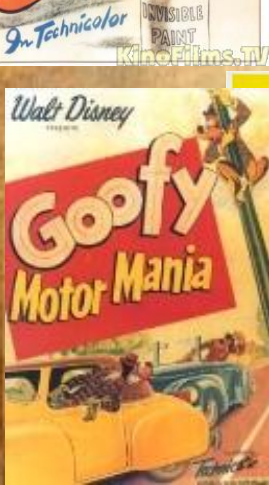
When your values are clear to you, making decisions becomes easier







# WALT DISNEY



Thank you for attention!