



EPCOT to Epcot: An Examination of Character Inclusion in Future World Attractions

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This presentation:

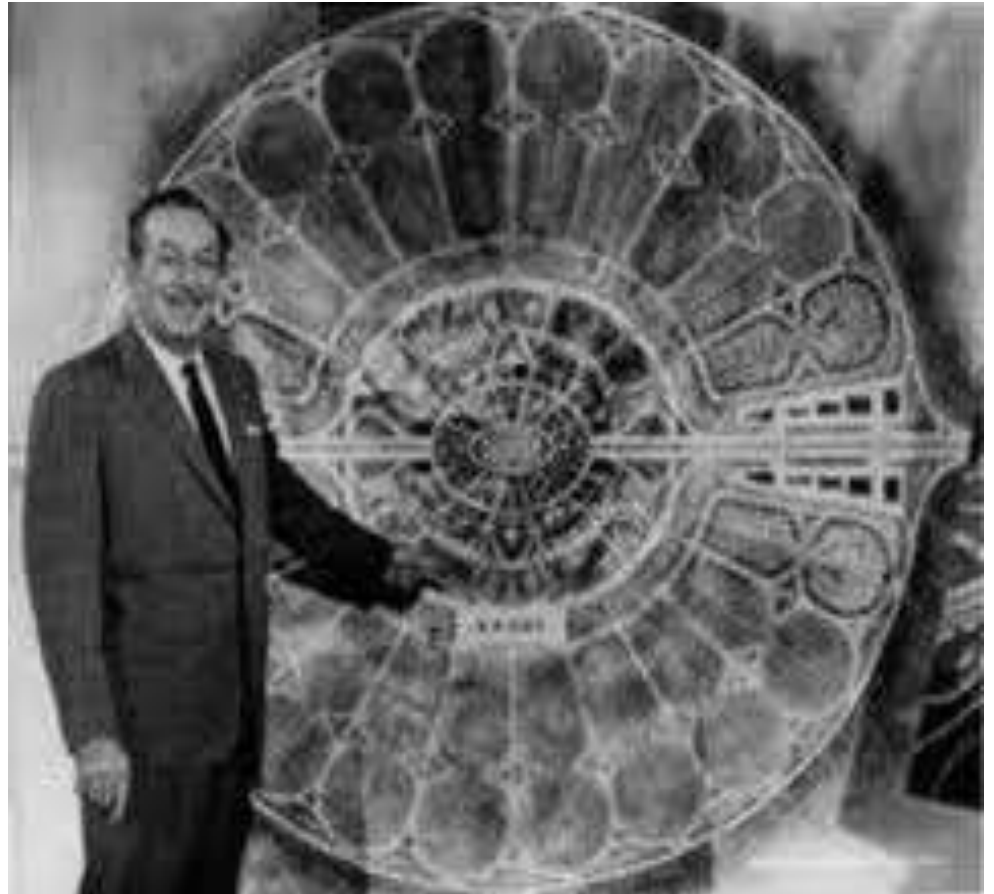
- ◆ brief history of the EPCOT concept
- ◆ brief introduction to EPCOT Center
- ◆ examination of animated characters added to Future World attraction revisions

My contention:

On the whole, character inclusion in Future World attractions dilutes the educational dialogue of the park, shifting guests' focus from education and technology to entertainment.

Walt's EPCOT

- Planned city linked to industrial park
- City divided into a downtown area, greenbelt, and single home residential areas
- Industrial park as showcase for American companies



Walt, with plans for EPCOT, in 1966

Walt's EPCOT



Concept art for EPCOT

EPCOT Center

- Educational theme park
- Future World
- World Showcase



Promotional material emphasized
Future World

Future World, 1982

- Lacked characters
- Corporate sponsored pavilions dedicated to educating guests



Spaceship Earth, EPCOT Center icon
and AT&T pavilion on communication

Characters Make an Appearance

- 1982—EPCOT Center opens
- 1989—Goofy at “Goofy about Health”
- 1995—Simba, Timon, Pumbaa at “Circle of Life: An Environmental Fable”
- 1997—Epcot becomes official park name
- 2004—Crush at “Turtle Talk with Crush”
- 2005—Tinkerbelle at “Soarin’”
- 2006—*The Seas with Nemo and Friends* re-theme completed

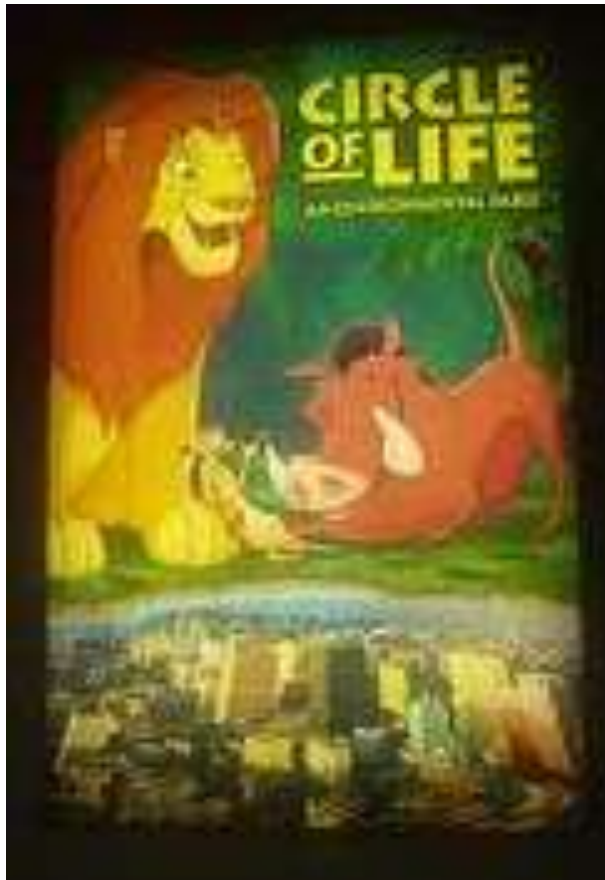


Characters as Passive Advertisers



Signs Advertising “Circle of Life: An Environmental Fable”

Characters as Selling Points of Attractions



Characters as Active Advertisers

- <http://www.youtube.com/watch?v=81EFa0sdgPo>
- <http://www.youtube.com/watch?v=xMPNaoMTEaE>

Characters as Selling Points of Attractions



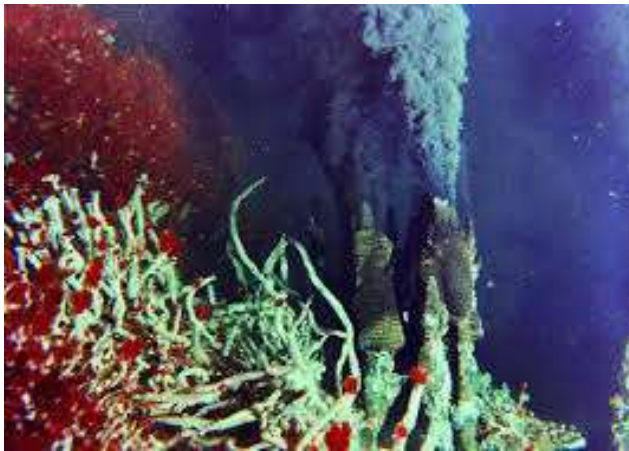
“Board a ‘clamobile’ and join your undersea pals on a quest to find Nemo.”—2006 park guide book

“The Living Seas takes you on a tour of the last great frontier on Earth...”—1987 park guide book



Characters Weaken Educational Dialogue

The Living Seas



Pre-show video

The Seas with Nemo and Friends



“Turtle Talk with Crush”

Characters Weaken Educational Dialogue

The Living Seas



- Attraction themed as a trip to a research base

The Seas with Nemo and Friends



- Attraction themed as a rerun of the *Finding Nemo* film

Final Thoughts

