



# Project Two: Imagineer for a Day

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# Current State



# History and Narrative of Toy Story Land

- ★ Toy Story Land was announced to be made in 2015 at D23 expo by former Disney CEO Bob Chapek, and it was told to guests that it would be a 11-acre space built in Walt Disney World's Hollywood Studios.
- ★ Guests were promised the opportunity to shrink to the size of a toy, and experience characters and attractions from the *Toy Story* movies, all in Andy's backyard.
- ★ Toy Story Land opened on June 30, 2018





# Attractions



# Slinky Dog Dash

- ★ A family friendly thrilling roller coaster in which guests ride on the back of Slinky Dog from the Toy Story movies.



# Midway Mania!

- ★ Set in Andy's Bedroom, a 4D shooting game where guests are taken through multiple mini-games, in hopes to earn the best score in their ride vehicle.



# *Alien Swirling Saucers*

★ A family friendly ride in which guests get to swing around with green aliens from the film on their very own flying saucers set to fun upbeat music from the movies



# Woody's Lunch Box

- ★ An outdoor restaurant themed around the idea that guests are eating food out of Andy's Woody themed lunch box. They serve a nice variety of sandwiches as well as a few other items guests wouldn't traditionally find in a school lunch.



Woody's Lunch Box Image. All Ears, <https://allears.net/disney-hollywood-studios/toy-story-land-disneys-hollywood-studios/>. Accessed 26 Jan. 2024.



# Newest Addition: Woody's Roundup BBQ

★ Guests are immersed further into the story of Woody's Roundup, as well as enjoy bits of fun while they are eating, like servers freezing as they shout Andy's coming. The food at this restaurant is served family style, and as one may assume by the name they offer a wide variety of different traditional American BBQ options that are perfect for the family.

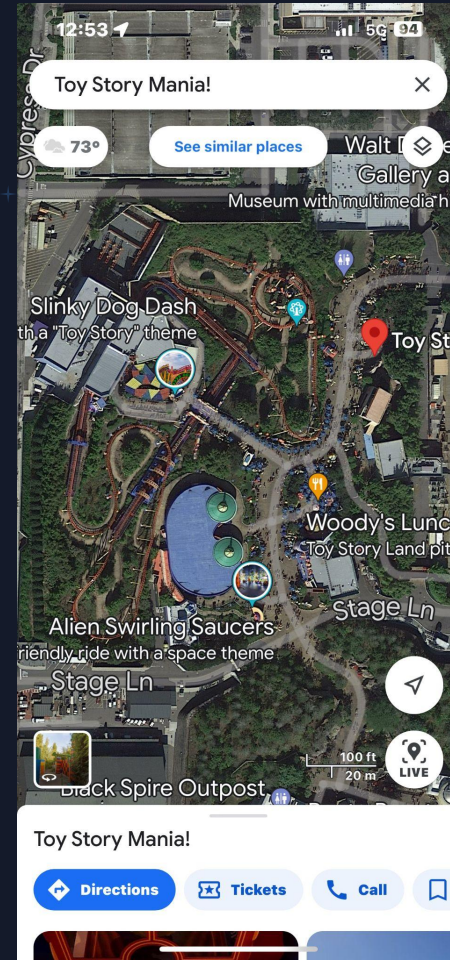


# Retail Options

- ★ Retail options in Toy Story Land include multiple themed retail carts by *Slinky Dog Dash*, as well as a retail store in the exit for *Midway Mania!*, which is full of memorabilia with different references to the *Toy Story* movies.



# Land Layout and Maps





# Future Challenge

# Our Design Challenge

In order to improve and grow Toy Story Land, our team was given the challenge of creating a play area that is a quiet break from the rest of the land. The play area is to be catered to toddler aged children, as well as early elementary-aged children, and should be a perfect place for kids and families to blow off steam. There is also a lack of retail spaces in the land so it is also asked of us to include a retail space into the play area in some shape or form.

# Similar Attractions



# Journey of Water, Inspired by Moana

- ★ This attraction has a heavy focus on interactivity and guest choice. There are multiple areas where guests can interact with water in ways that replicate the film. Guests can also come in and out as they please and move at their own pace. Options for guests to choose wet and dry paths are also available for those who do not want to risk getting wet.



# Journey of Water cont.

★ This video showcases one of the interactive segments, where guests lift their hands to change the height of a water stream.





# Mission: SPACE “Space Base” play area

★ This attraction, which is part of the main exit area for the Mission: SPACE attraction, also in EPCOT, gave us some ideas for how to utilize space theming well for a playground setting, and gave us an idea for the ground outside.





# Solution

# Narrative

Our solution needed to narratively fit an area that both young toddlers and elementary school kids would both enjoy. So, the solution of the Pizza Planet recreation setting was chosen.

Pizza Planet, a popular location in the Toy Story franchise would be brought to life with both an arcade for elementary school kids and play place for younger children which would take the depiction of being a mockup version of the popular chain that Andy created with what he had lying around from previous visits to the chain.

The characters and faces seen in this attraction will maintain the cannon and designs of the first two Toy Story movies, which are the focus.

# Narrative Cont.

Other notable locations in the pizza Planet complex include:

The walkway leading up to the location will feature a makeshift pizza planet parking lot with matchbox car benches and a large bottle rocket ship weenie.

The area behind the curtain entrance will feature the arcade, bathrooms, and retail locations all themed after pizza planet.

Behind the pizza planet building will be a geyser themed splash pad along with seating for families.

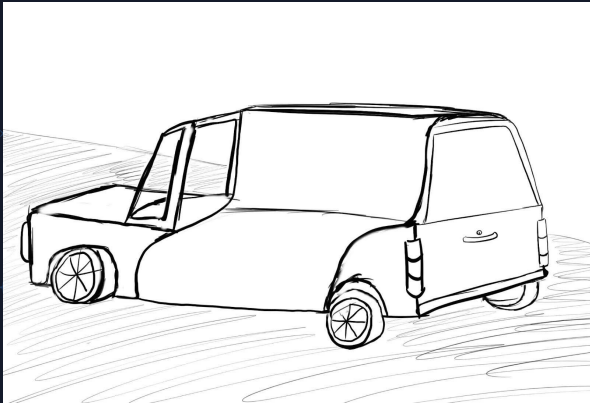
On the right side of the building there will be an interactive claw minigame along with a green alien meet and greet.

To the left of the entrance of Pizza Planet is a large rocket that leads into a spaceship themed slide, and rocket teeter totter area.



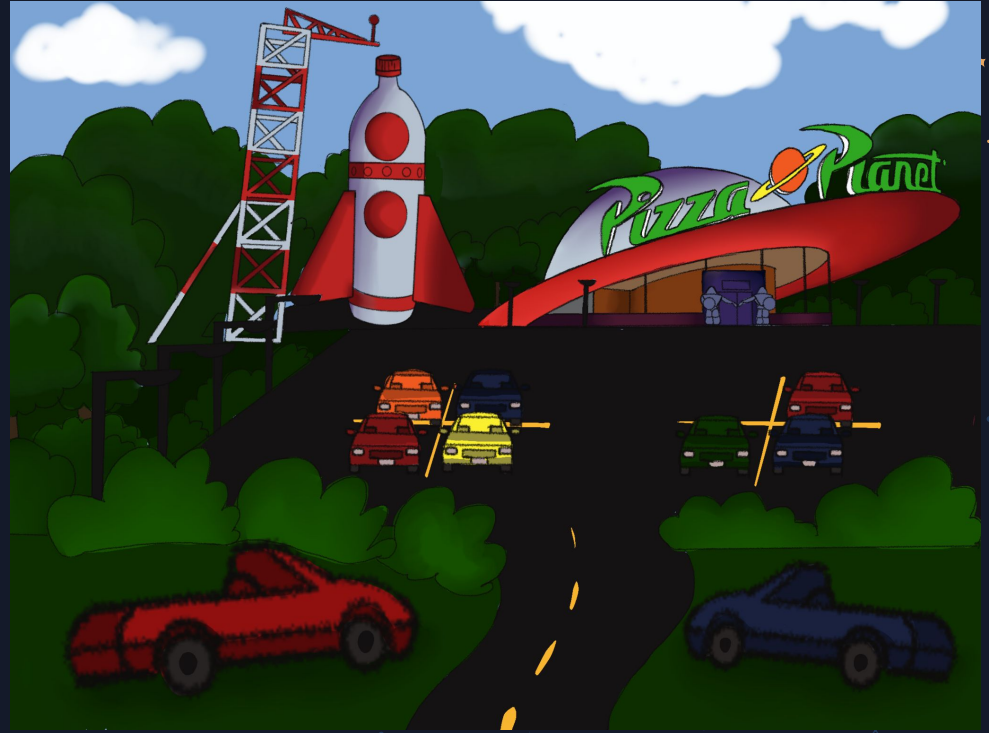
# Andy's Pizza Planet Playground Entrance

- ★ When guests enter into the play area, they are greeted with Andy's stylized Pizza Planet Playground sign. The ground is stylized to look like a road, filled with Matchbox cars, that also serve as benches lining the road.



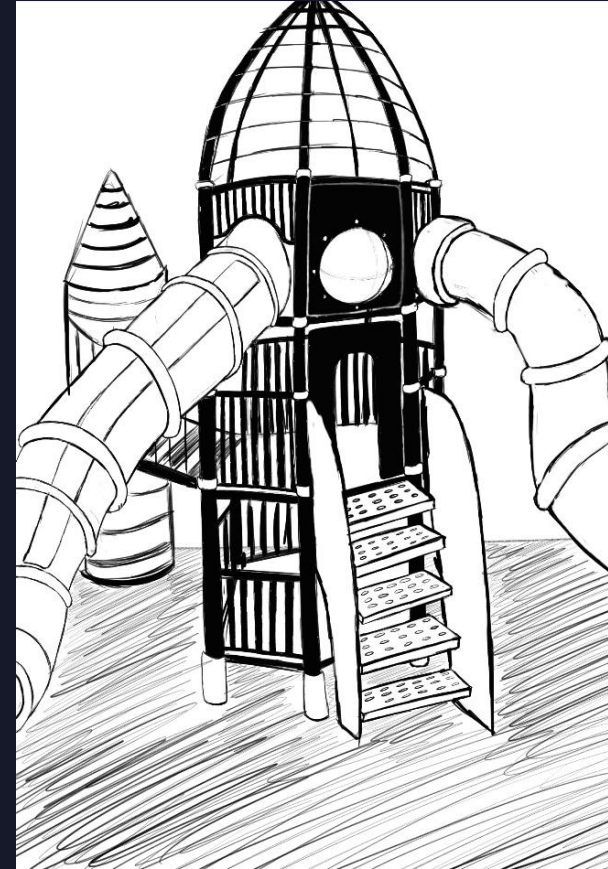
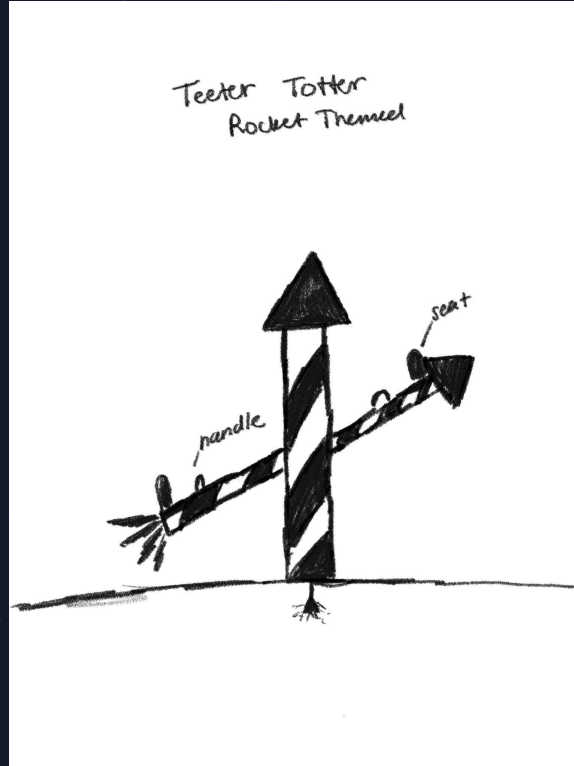
# Andy's Pizza Planet Playground Entrance cont.

- ★ As guests continue down the road, they wrap around a corner and are met with the sight of the main play area. A mock parking lot is filled with more Matchbox cars that function as benches.



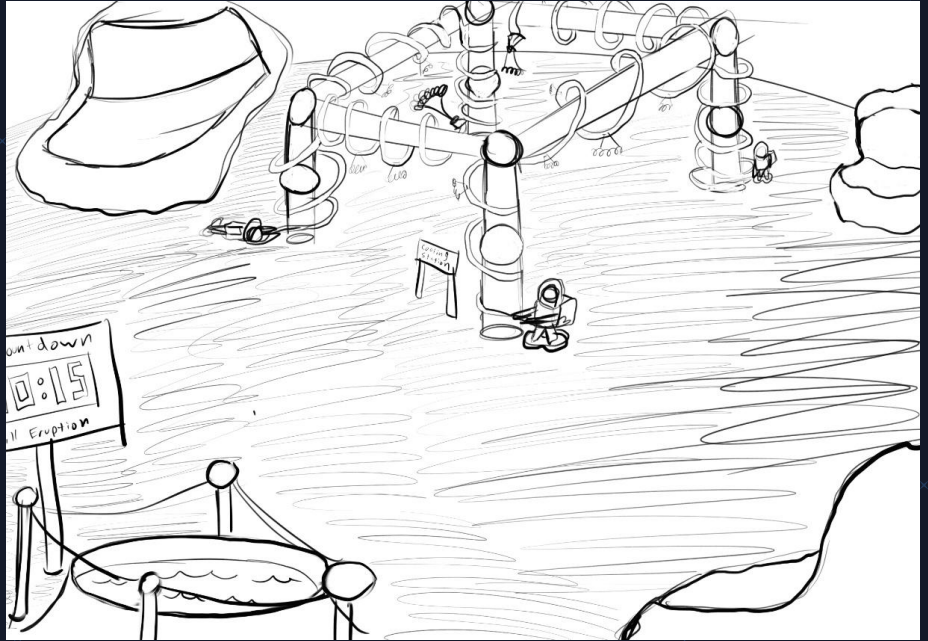
# Spaceship Play Area

★ As guests continue to move towards the left side of the play area, they are met with a Spaceship Play Area. This features a traditional slide play structure as pictured, and an additional spaceship teeter totter. This space is fantastic for hyperactive children to get their energy out while their parents rest on the outside benches nearby.



# Asteroid Splash Pad

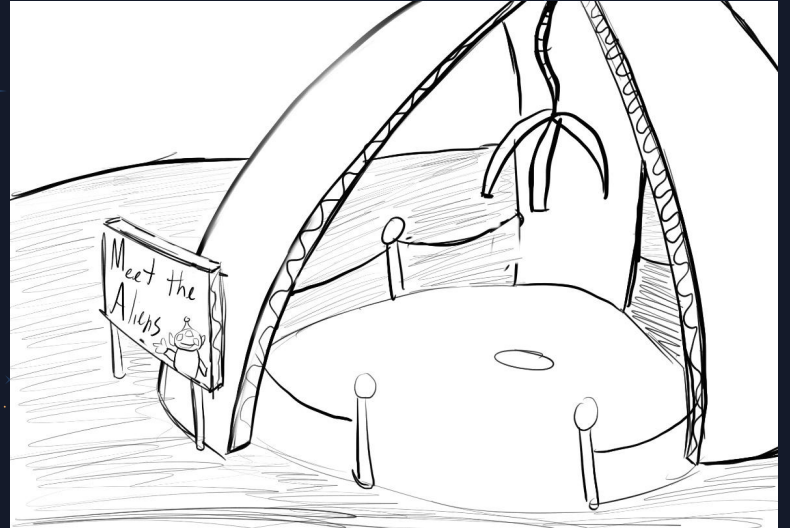
- ★ At the rear end on the area, there is a Splash Pad with themed Toy Soldiers misting guests and helping them cool off. A geyser also “erupts” water every 15 minutes, with a timer and audio cue from the Toy Soldiers. Themed benches are available throughout for parents to monitor their children while enjoying the splash pad.





# The Claw and Alien meet and greet

- ★ At the right side of the Play Area, a giant claw from the film will be “interactable” for guests. There will be buttons to control it but in reality, it will move on its own. This will also feature an area to do a meet and greet with the iconic Aliens, the mascots of the play area.





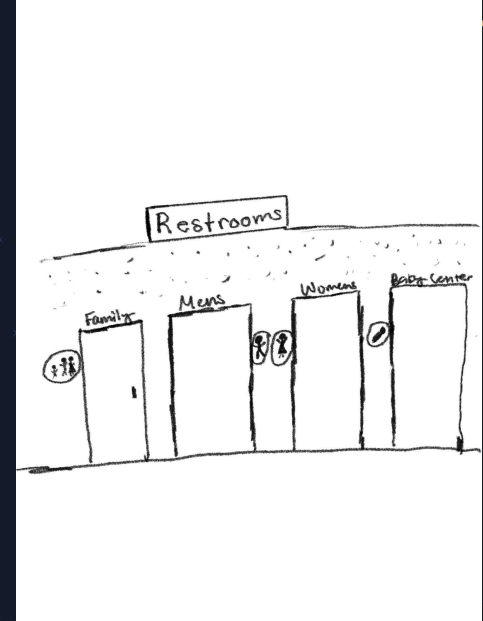
# The Pizza Planet building

- ★ The outside Pizza Planet building itself will be visually very similar to its look in the films, but with a scale model look to it. On the inside, it will feature some arcade games and plenty of seating for guests to enjoy. The arcade machines are stylized to appear as cardboard boxes or milk cartons with Game Boy consoles inserted inside.
- ★ The ceiling will feature galaxy projections featuring Toy Story characters, and the TVs will play clips from the first two movies and select Mickey Mouse short films.



# The Pizza Planet building cont.

- ★ Since the building has a much larger focus on families, it will include more bathroom options for families and babies. Walking towards the back of the building, a gift shop, themed as the “redemption counter” will be featured.

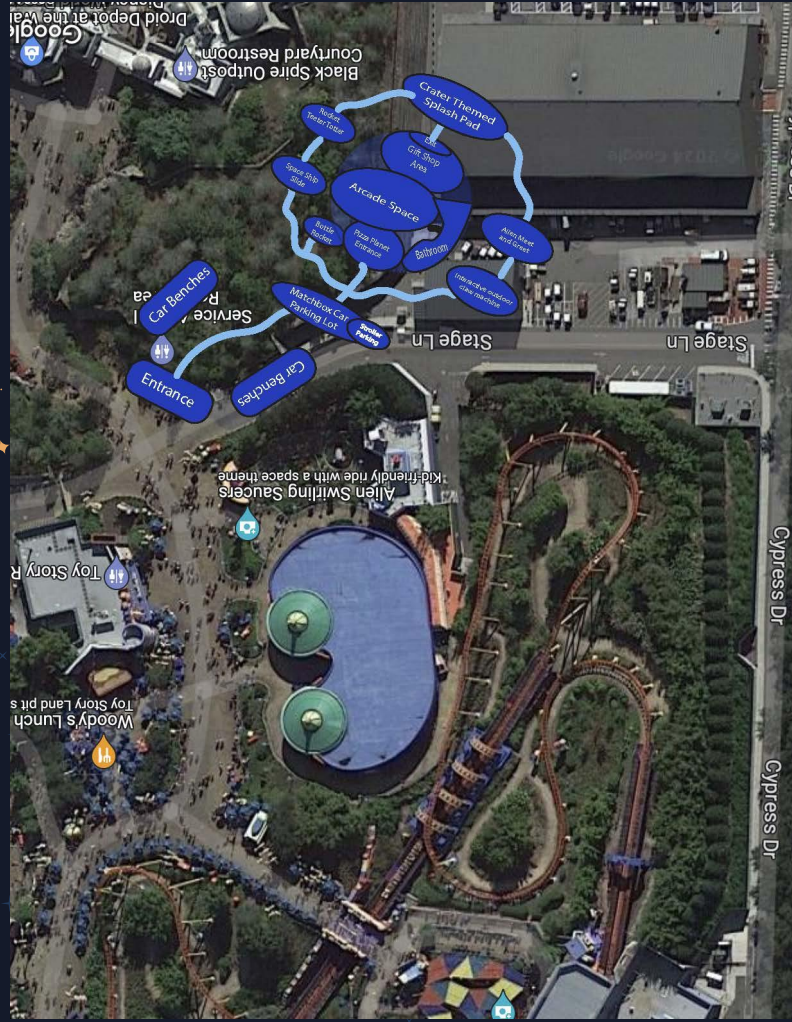




# Full Storyboard

[https://docs.google.com/document/d/10-tnlpHMJz96H8\\_3F5Tk0\\_R9vV\\_9dB6psUo6WqAzTE/edit?usp=sharing](https://docs.google.com/document/d/10-tnlpHMJz96H8_3F5Tk0_R9vV_9dB6psUo6WqAzTE/edit?usp=sharing)

# Bubble Diagram



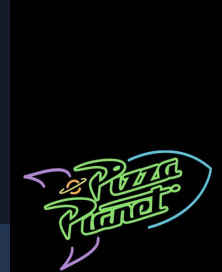
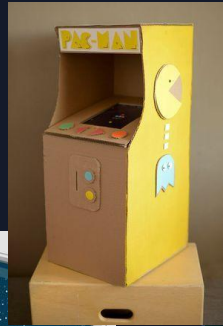


# Mock-up

[https://docs.google.com/document/d/1B6vktPowFiSNBLwrx\\_2EN1gXln4n2r1l3n-K4\\_GqJ1A/edit?usp=sharing](https://docs.google.com/document/d/1B6vktPowFiSNBLwrx_2EN1gXln4n2r1l3n-K4_GqJ1A/edit?usp=sharing)



# Moodboard



ANDY  
free SVG-PNG-DXF-EPS

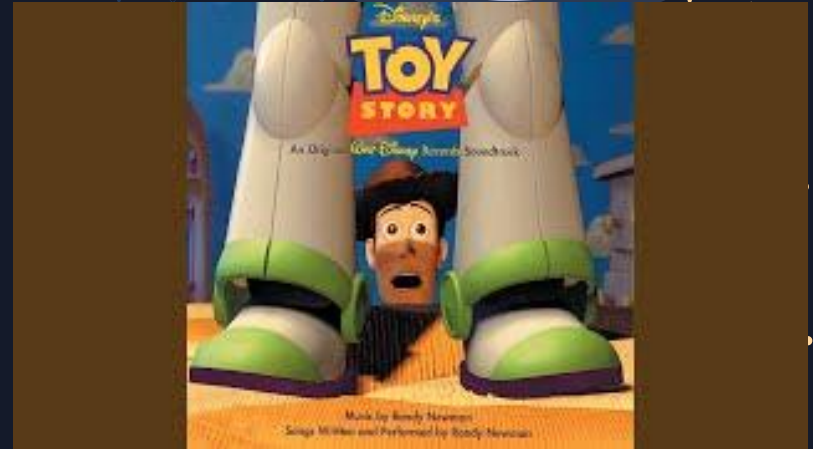
# Playlist

Arcade:



[https://www.youtube.com/playlist?list=PLbIX4QRna4BFbYG4NKv\\_iBL6DLKY2N5aBs](https://www.youtube.com/playlist?list=PLbIX4QRna4BFbYG4NKv_iBL6DLKY2N5aBs)

Playground:



[https://www.youtube.com/playlist?list=PLbIX4QRna4BH9Ep7\\_-p0fy88284Y98ChF](https://www.youtube.com/playlist?list=PLbIX4QRna4BH9Ep7_-p0fy88284Y98ChF)



Thank you for  
your time.

