



WORLDWIDE ENTERTAINMENT SOLUTIONS

Featuring: DISNEY ASIA STORE PROTOTYPE

CLIENT

Walt Disney Company – Corporate Retail Division

PROJECT TYPE

Themed Retail

PROJECT LOCATION

40 locations throughout Asia



ITEC ENTERTAINMENT'S ROLE

Conceive and execute a themed retail guest experience to serve as the prototypical Disney Asia Store to be executed across 40 retail locations.

PROJECT DESCRIPTION

This themed retail experience was based, like all Disney Guest experiences, on a premise. ITEC Entertainment brought together the well-known early Disney cartoon characters in a story about filming a movie entitled "Goofy's Big Bang." The storyline was entitled "Riot on the Set!" playing upon the often-heard "Quiet on the set!" employed by film directors. The scenic environment depicts the chaotic atmosphere resulting from assembling all the characters for a film shoot.

The story is brought to life by posing the characters at eye level to attract guests from mall public spaces, a concept uniquely offered by ITEC.



WORLDWIDE ENTERTAINMENT SOLUTIONS

SCOPE OF WORK

- Premise and Storyline Creation
- Concept Design
- Design Development
- Design Guardianship during production and fabrication
- Regular design reviews with Disney

THE ITEC SOLUTION

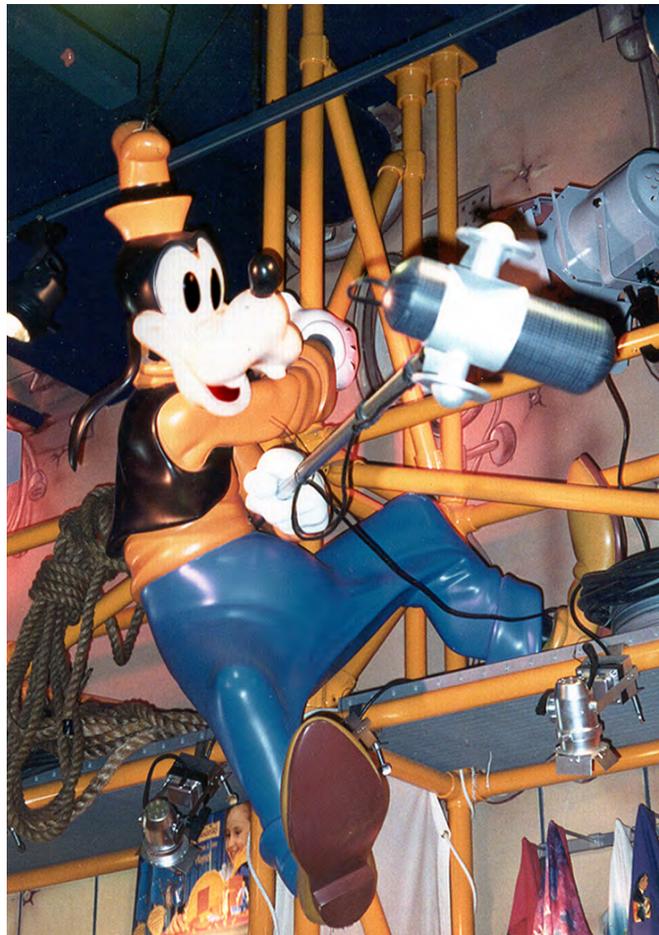
ITEC Entertainment created the prototype design in conjunction with the Disney team responsible for the development of the Disney Asia Stores rollout for multiple shop locations primarily in malls. A series of concepts were proposed by ITEC through narratives and sketches for review by Disney, resulting in a single concept selection for further development.

ITEC met with the Disney team to understand the goals and objectives for the retail experience, evaluated the limits of the potential sites, created an adaptable concept to fit multiple store areas and volumes, and developed a design to attract shoppers and reward them with a memorable shopping experience.

ITEC created this filming setting by employing multiple three-dimensional "full-sized" Disney characters, cleverly posed to be the members of this fanciful and comical film crew.



Authentically detailed, finished and colorfully painted, the settings and poses were designed and detailed by ITEC artists and scenic designers under the watchful eye of Disney. Strips of oversized celluloid "film" connect the characters to the action and tie together the storyline.



The execution of these multiple project locations demonstrates how ITEC has been entrusted by some of the world's best known brands with the proper application of their Intellectual Properties.

ABOUT ITEC

ITEC Entertainment Corporation is the global industry leader of award-winning, entertainment solutions that ignite the dreams of hundreds of millions of people all over the world. ITEC's culture of performance and innovation pushes the frontiers of themed entertainment design, production and technology to new heights. Founded in 1986, ITEC has delivered over 300 of the most successful and comprehensive guest experiences.