



WORLDWIDE ENTERTAINMENT SOLUTIONS

Featuring: **DISNEY ONLINE**

CLIENT

Walt Disney Imagineering

PROJECT TYPE

Entertainment Center

PROJECT LOCATION

Orlando, Florida

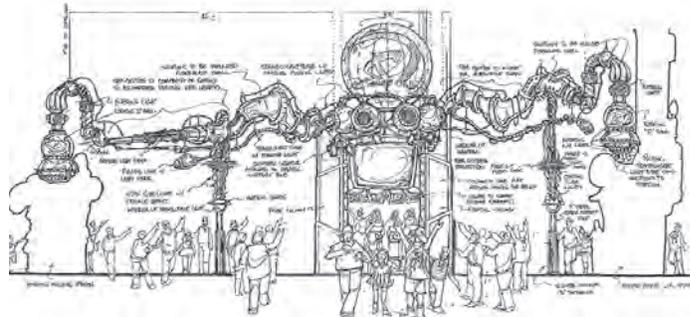


ITEC'S ROLE

Design an immersive exhibit with interactive play stations that also serves as a branding and marketing vehicle for Disney's online strategies.

PROJECT DESCRIPTION

Provide a one-stop shopping approach with a complete design and show documentation package. Include: conceptual design, production design and design management; lighting, audio/visual and control system design; selection of materials, components and color; integration of lighting and video equipment, show controls, and interactive computers; field art direction.



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SCOPE OF WORK

- Design the exhibit to be distinct from surrounding displays.
- Make the exhibit accessible to family members of all ages.
- Maintain Disney's renowned quality and safety standards while staying within the project budget and schedule.

THE ITEC SOLUTION

Though it is surrounded by other Disney displays, all vying for the guests' attention, Disney's Internet Zone acts as a "guest magnet" thanks to ITEC's skillful use of color, lighting, shapes, and other design elements. ITEC employed simple geometric solids and colorful lighting to give the exhibit a friendly, inviting appearance. Repeated spherical shapes lend thematic unity to the space while pulsing lights and active video monitors help to give guests the sensation that they are "plugged in." Finally, a large serpentine connecting armature mounted above the exhibit allows the I-Zone to literally stand out among its neighbors.

ITEC developed a flexible design for the exhibit's many video podiums so they could be customized for different age groups. The design employed a basic economical form that allowed ITEC to vary the heights, color patterns, and other design elements to make each group of podiums look unique, while adhering to ADA accessibility guidelines.



ITEC was able to offer Disney a "one-stop shopping" approach, made possible by ITEC's diverse artistic and technical expertise. This resulted in a complete design and show documentation package, saving Disney valuable production time and money.

This exhibit area played a role in Disney's launch of their new Go Portal, and was included in a larger changeable project area in EPCOT Communicore, dubbed The Road to Tomorrow.

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.