

Disneylandland[®]

1. Why did you choose to write on your given subject? How did you get the idea? Why is it important to you?

This manifesto is the extension of my midterm paper for this class. On my midterm, I criticised Disney's California Adventure as a theme park without any real themes where guests visit not to fulfill any fantasies but the fantasy of visiting a theme park. For my manifesto I've decided to design the ultimate self reflexive theme park, that is, a Disney style theme park where the theme is Disney theme parks.

I am really interested in the themed entertainment industry, but as major blockbuster IPs dominate the stories told in the mainstream parks they are all beginning to homogenize into a very predictable series of experiences. I think the potential impact of these themed experiences is really powerful, and I'm disappointed with some of the trends currently developing in the field. I wanted to break down how Disney creates new experiences by exploring how they distort existing experiences into tourist attractions.

2. Explain / break down your formal decisions. Address the following, where relevant:

- Medium (poster, video, dance, etc.?)
 - Park Map:
 - I chose to design a park map of Disneylandland to show all the attractions and layout of the park.
 - The map itself is based off of an older map style that Disneyland used in the 70's/80's that's more illustrative than "satellite" view.
 - Web Post:
 - There is a growing presence of online forums and blogs that analyze and report on themed experiences. I decided to write one in character as an avid park goer as they are the target audience of the Disneylandland project. However, their critical analysis skills are lacking in a way where they see very few flaws in the Disneylandland project's appeal.
- Composition (is it symmetrical, rhythmic? Does it use negative space? Transparency?)
- Voice / tone (explain your word choice. What kind of tone are you going for, and why?)
- Use of color
 - The pastel colors abstractify the map in order to stylize it as discussed above
- Typeface
- Scale
- What kinds of signs are present in your manifesto? Icon, index, or symbol?
- Any other formal decisions that might be relevant to your specific manifesto.

- The layout and attraction choices in Disneylandland pay homage/are stylized off of a couple of different Disney parks:
 - Imagineering Avenue is laid out like a Studios park like Hollywood Studios in Florida
 - The Theme Park Showcase is laid out like the World Showcase at EPCOT
 - Family Funland is a cross between Pixar Pier at California Adventure and Fantasyland at Disneyland.
 - The centerpiece of the park is a parody of the Spaceship Earth Geodesic dome
- These homages explore the different attitudes conveyed to guests that are encoded in these different layouts. The grid lined streets of a studio park feel very different than the winding paths of a fantasyland, and both can be used in the same park to create very distinct feelings.

3. Explain how question 1 (content) and question 2 (form) relate to each other. Does the form mirror the content? Does it obscure the content? Why?

I didn't want my content to be full of self-analysis of my own project (I think my midterm makes my argument pretty clear). I wanted the park to feel like a real place, which is why I decided to have a blogger review it as the meat of the manifesto. I would like the reader to imagine themselves there and ask if they would find Disneylandland to be a fulfilling experience rather than being told that it is or isn't a fulfilling experience.

4. Any relevant historical or otherwise contextualizing information. Were you influenced by any specific manifestos? Did any artists or designers inform your work? Is there any other context I should know about?

I definitely drew some inspiration from Banksy's [Dismaland](#), another theme park art project. I agree with Banksy's argument that the theme parks we build should have bigger themes, though I don't agree with his execution of that argument.