Reshaping Reality: From Disneyland to Dismaland

Lina Wang
Syracuse University

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Reshaping Reality
From Disneyland to Dismaland
Lina Wang
I would like to thank my advisor Prof. Marcos Parga and Prof. Bess Krietemeyer, for the encouragement and advice they have provided throughout this semester. You have been a tremendous mentor for me. Especially to my primary advisor Prof. Marcos Parga, this project would not have evolved to what it is now if you didn’t help. I have been lucky to have a advisor who cared so much about my work, and who responded to my questions and queries so promptly.

A special thanks to my father and mother, for their continued support, encouragement and love. I love you both.
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<td><strong>Images</strong></td>
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<td><strong>Bibliography</strong></td>
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</table>
i. Introduction
*They Live* is a 1988 American science fiction horror film written and directed by John Carpenter. It follows an unnamed drifter who discovers that the ruling class are aliens concealing their appearance and manipulating people to spend money, breed, and accept the status quo with subliminal messages in mass media.

The sunglasses reveal a hidden reality: media and advertising hide omnipresent subliminal stimuli to obey, consume, reproduce, and conform, while many of the elite are actually grotesque aliens.
Jean Baudrillard wrote about Disneyland as one of the main examples of hyperreality a key concept in understanding contemporary cultural conditions. By presenting the imaginary as more realistic than the reality itself Disneyland draws visitors into the world of escapism and happiness achieved through simulation. Further on it makes the troubles of the real world less relatable. If we wear the glasses to see Disneyland, there are might be lots of issue happening behind it.
Attraction: Turtle Talk with Crush
https://www.freme.com/theme-parks-worth-travelling/91_main_visual_name_1/

A turtle trapped in plastic
https://www.nationalgeographic.com/magazines
Attraction: Expedition Everest (Story based on Himalayan Mountains)
https://disneyworld.disney.go.com/attractions

Melting Ice Glaciers
https://kitchenanddecor.club/files/arctic-glacier-wallpaper.htm
Dismaland was a temporary art project organised by street artist Banksy, constructed in the seaside resort town of Weston-super-Mare in Somerset, England.

ii. Precedent
When asked about the idea and inspiration for Dismaland project Banksy stated that “theme parks should have bigger themes.” The obscure and cryptic statement can be read as a critique of the consumerism, society oriented towards spectacle, entertainment, careless about the big political and social issues of our age. He certainly did a great job in creating the very opposite notion of the amusement park.

Dismaland is a wasteland, a graphic and abrupt visual depiction of what we are already doing to our planet, and what might happen if we don’t collectively change our behaviour.

It is hopeless and depressive, but our social surroundings are not much different at all if we decide to take off our Disney glasses and take a real look at the world we live in.
iii. Research

Why Disney?

Huge Cultural and Economic Impact
Media Networks comprise a vast array of broadcast, cable, radio, publishing and digital businesses across two divisions – the Disney/ABC Television Group and ESPN Inc.

Parks, Experiences and Consumer Products brings Disney’s stories, characters and franchises to life through Parks and Resorts, toys, apps, apparel, books and stores.
For over 90 years, The Walt Disney Studios has been the foundation on which The Walt Disney Company was built. Today, the Studio brings quality movies, music and stage plays to consumers throughout the world.

https://www.thewaltdisneycompany.com/about/our-businesses
<table>
<thead>
<tr>
<th></th>
<th>California</th>
<th>Orlando</th>
<th>Tokyo</th>
<th>Paris</th>
<th>Hong Kong</th>
<th>Shanghai</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land Size</strong></td>
<td>509 acre</td>
<td>30,216 acre</td>
<td>496 acre</td>
<td>4,821 acre</td>
<td>311 acre</td>
<td>1,729 acre</td>
</tr>
<tr>
<td><strong>Theme Parks</strong></td>
<td>2 Theme</td>
<td>6 Theme</td>
<td>2 Theme</td>
<td>2 Theme</td>
<td>1 Theme</td>
<td>1 Theme</td>
</tr>
<tr>
<td></td>
<td>parks</td>
<td>parks</td>
<td>parks</td>
<td>parks</td>
<td>park</td>
<td>park</td>
</tr>
<tr>
<td><strong>Hotels</strong></td>
<td>3 Hotels</td>
<td>24 Hotels</td>
<td>4 Hotels</td>
<td>7 Hotels</td>
<td>3 Hotels</td>
<td>2 Hotels</td>
</tr>
<tr>
<td><strong>Shopping Mall</strong></td>
<td>1 Shopping Mall</td>
<td>1 Shopping Mall</td>
<td>1 Shopping Mall</td>
<td>1 Shopping Mall</td>
<td>/</td>
<td>1 Shopping Mall</td>
</tr>
</tbody>
</table>
**Europe's Most Visited Theme Parks**
Number of visitors in 2016

<table>
<thead>
<tr>
<th>Theme Park</th>
<th>Visitors 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disneyland Paris</td>
<td>13,370,000</td>
</tr>
<tr>
<td>Europa Park</td>
<td>5,600,000</td>
</tr>
<tr>
<td>De Efteling</td>
<td>4,764,000</td>
</tr>
<tr>
<td>Tivoli Gardens</td>
<td>4,640,000</td>
</tr>
<tr>
<td>Portaventura</td>
<td>3,650,000</td>
</tr>
<tr>
<td>Liseberg</td>
<td>3,070,000</td>
</tr>
<tr>
<td>Gardaland</td>
<td>2,880,000</td>
</tr>
<tr>
<td>Puy du Fou</td>
<td>2,220,000</td>
</tr>
<tr>
<td>Legoland Windsor</td>
<td>2,183,000</td>
</tr>
<tr>
<td>Legoland Billund</td>
<td>2,091,000</td>
</tr>
</tbody>
</table>

Data from https://www.statista.com/chart/10228/europes-most-visited-theme-parks/

**Nobody Comes Close to Walt Disney For Oscar Wins**
Nominations and wins by individuals at the Academy Awards

Data from https://www.statista.com/chart/1949/nominations-and-wins-at-the-academy-awards/
<table>
<thead>
<tr>
<th>RANK</th>
<th>GROUP</th>
<th>% CHANGE</th>
<th>ATTENDANCE 2015</th>
<th>ATTENDANCE 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WALT DISNEY ATTRACTIONS</td>
<td>2.7%</td>
<td>137,902,000</td>
<td>134,330,000</td>
</tr>
<tr>
<td>2</td>
<td>MERLIN ENTERTAINMENTS GROUP</td>
<td>0.2%</td>
<td>62,900,000</td>
<td>62,800,000</td>
</tr>
<tr>
<td>3</td>
<td>UNIVERSAL PARKS AND RESORTS</td>
<td>11.8%</td>
<td>44,884,000</td>
<td>40,152,000</td>
</tr>
<tr>
<td>4</td>
<td>OCT PARKS CHINA</td>
<td>7.8%</td>
<td>30,180,000</td>
<td>27,990,000</td>
</tr>
<tr>
<td>5</td>
<td>SIX FLAGS INC.</td>
<td>11.4%</td>
<td>28,557,000</td>
<td>25,638,000</td>
</tr>
<tr>
<td>6</td>
<td>CEDAR FAIR ENTERTAINMENT COMPANY</td>
<td>4.9%</td>
<td>24,448,000</td>
<td>23,305,000</td>
</tr>
<tr>
<td>7</td>
<td>CHIMELONG GROUP</td>
<td>26.4%</td>
<td>23,587,000</td>
<td>18,659,000</td>
</tr>
<tr>
<td>8</td>
<td>FANTAWIL (NEW)</td>
<td>77.4%</td>
<td>23,093,000</td>
<td>13,020,000</td>
</tr>
<tr>
<td>9</td>
<td>SEAWORLD PARKS &amp; ENTERTAINMENT</td>
<td>0.3%</td>
<td>22,471,000</td>
<td>22,399,000</td>
</tr>
<tr>
<td>10</td>
<td>SONGCHENG WORLDWIDE</td>
<td>53.4%</td>
<td>22,338,000</td>
<td>14,560,000</td>
</tr>
</tbody>
</table>

**TOP 10 TOTAL ATTENDANCE 2015**

- 420,360,000

**TOP 10 TOTAL ATTENDANCE 2014**

- 392,039,000

Research data from AECOM
### TOP 25 AMUSEMENT/THEME PARKS WORLDWIDE

<table>
<thead>
<tr>
<th>RANK</th>
<th>PARK</th>
<th>Location</th>
<th>% CHANGE</th>
<th>ATTENDANCE 2015</th>
<th>ATTENDANCE 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MAGIC KINGDOM</td>
<td>at Walt Disney World, Lake Buena Vista, FL, U.S.</td>
<td>6.0%</td>
<td>20,492,000</td>
<td>19,332,000</td>
</tr>
<tr>
<td>2</td>
<td>DISNEYLAND</td>
<td>Anaheim, CA, U.S.</td>
<td>9.0%</td>
<td>18,278,000</td>
<td>16,769,000</td>
</tr>
<tr>
<td>3</td>
<td>TOKYO DISNEYLAND</td>
<td>Tokyo, Japan</td>
<td>-4.0%</td>
<td>16,650,000</td>
<td>17,300,000</td>
</tr>
<tr>
<td>4</td>
<td>UNIVERSAL STUDIOS JAPAN</td>
<td>Osaka, Japan</td>
<td>17.9%</td>
<td>13,900,000</td>
<td>11,800,000</td>
</tr>
<tr>
<td>5</td>
<td>TOKYO DISNEY SEA</td>
<td>Tokyo, Japan</td>
<td>-3.5%</td>
<td>13,600,000</td>
<td>14,100,000</td>
</tr>
<tr>
<td>6</td>
<td>EPCOT</td>
<td>at Walt Disney World, Lake Buena Vista, FL, U.S.</td>
<td>5.0%</td>
<td>11,798,000</td>
<td>11,454,000</td>
</tr>
<tr>
<td>7</td>
<td>DISNEY'S ANIMAL KINGDOM</td>
<td>at Walt Disney World, Lake Buena Vista, FL, U.S.</td>
<td>5.0%</td>
<td>10,632,000</td>
<td>10,402,000</td>
</tr>
<tr>
<td>8</td>
<td>DISNEY'S HOLLYWOOD STUDIOS</td>
<td>at Walt Disney World, Lake Buena Vista, FL, U.S.</td>
<td>5.0%</td>
<td>10,828,000</td>
<td>10,828,000</td>
</tr>
<tr>
<td>9</td>
<td>DISNEYLAND PARK AT DISNEYLAND PARIS</td>
<td>Marne-la-Vallée, France</td>
<td>4.2%</td>
<td>10,860,000</td>
<td>9,940,000</td>
</tr>
<tr>
<td>10</td>
<td>UNIVERSAL STUDIOS</td>
<td>at Universal Orlando, FL, U.S.</td>
<td>16.0%</td>
<td>9,585,000</td>
<td>8,253,000</td>
</tr>
<tr>
<td>11</td>
<td>DISNEY'S CA ADVENTURE</td>
<td>Anaheim, CA, U.S.</td>
<td>7.0%</td>
<td>9,383,000</td>
<td>8,769,000</td>
</tr>
<tr>
<td>12</td>
<td>ISLANDS OF ADVENTURE</td>
<td>at Universal Orlando, FL, U.S.</td>
<td>8.0%</td>
<td>8,792,000</td>
<td>8,140,000</td>
</tr>
<tr>
<td>13</td>
<td>CHIMELONG OCEAN KINGDOM</td>
<td>Hengqin, China</td>
<td>36.0%</td>
<td>7,496,000</td>
<td>5,584,000</td>
</tr>
</tbody>
</table>

### TOP 25 TOTAL ATTENDANCE 2015

- **TOP 25 TOTAL ATTENDANCE 2015**: 235,568,000
- **TOP 25 TOTAL ATTENDANCE 2014**: 223,450,000
800 million people have read a Disney book or magazine and 240 million have seen a Disney movie, which means a lot of people worldwide know about the company. They will want to visit the theme parks and buy merchandise, attracting even more customers, and money. The products that Disney makes is very successful and sells easily.

Take advantage of what Disney present to us, and use the fame of Disney, attract more people to my project, let more people draw attention to those dark issue - the real reality.
Five Main Issues

Political
- Religious conflicts
- Wars
- Refugees
- Government transparency
  - Corruption

Education
- Health
- Population
- Food and water security

Sustainable/Energy
- Clean Power
- Limited Resources
- Future Energy

Climate
- Climate change
- Destruction of nature
- Global Warming
- Iceberg Melting

Global Environment
- Forest Degradation
- Logging Issue
- Sea Pollution
- “Death By Plastic”

iV. Proposal

Dark Programs in My Disneyland
**Turtle Talk With Crush**
Gather 'round a window to the ocean for a real-time Q-and-A session with your favorite totally tubular turtle. Righteous!

**Living with the Land**
Sail through the greenhouses of The Land Pavilion on a boat tour and behold 9-pound lemons, Mickey-shaped pumpkins and more!

**Space Mountain**
Blast off on a rip-roaring rocket through the darkest reaches of outer space on this roller-coaster-type ride in the dark.

**Spaceship Earth**
Travel in time and explore the history of communication on a ride that takes you from the Stone Age to the computer age.

**Expedition Everest**
Careen through the Himalayan mountains on a speeding train while avoiding the clutches of the mythic Abominable Snowman.

**Soarin' Around the World**
Take flight on a breezy, airborne adventure as you hang glide above some of the most breathtaking wonders the world has to offer.

**Winnie the Pooh**
Travel through Hundred Acre Wood in an oversized Hunny Pot and immerse yourself in the stories of Winnie the Pooh.

**“it’s a small world”**
The ride features over 300 audio-animatronic children in traditional costumes from cultures around the world, frolicking in a spirit of international unity, and singing the attraction's title song, which has a theme of global peace.

**Cinderella Castle**
Inspired by the castle in Disney’s Cinderella, this iconic fairytale palace is the symbol of Magic Kingdom park.
Attractions vs Dark Programs - Each attraction relates to one dark issue

- **Turtle Talk With Crush**
  - Sea Pollution/
    - “Death By Plastic”/
    - Dolphin Hunt

- **Living with the Land**
  - Health/
    - Population/
    - Food and water security

- **Space Mountain**
  - Clean Power/
    - Future Energy

- **Spaceship Earth**
  - How Human Destroy the Earth

- **Expedition Everest**
  - Global Warming/
    - Iceberg Melting

- **Soarin’ Around the World**
  - Global Environmental Protection

- **Winnie the Pooh**
  - Forest Degradation/
    - Logging Issue

- **“it’s a small world”**
  - Religious conflicts/
    - Wars/
    - Refugees

- **Cinderella Castle**
  - Clean Energy in the Future
V. Method
Hudson Square is the commercial business pulse in the heart of some of the NYC’s most desirable neighborhoods, is a major creative hub, home to more than 40,000 people working in advertising, design, media and communications. One of the most energizing location in the world’s most exciting city.
Disney Will Move New York Operations to Lower Manhattan

By Charles V. Bagli
July 9, 2018

In a move that could speed the transformation of two Manhattan neighborhoods, the Walt Disney Company said on Monday that it would move its New York operations from its longtime home on the Upper West Side to Hudson Square, the downtown neighborhood once known as the printing district now being refashioned into a home for media, advertising, internet and other “creative” companies.

Disney, which is in the midst of acquiring 21st Century Fox, plans to build a modern, one-million-square-foot complex that would house ABC headquarters, WABC News, offices, production facilities and studios, including those for “The View” and “Live With Kelly and Ryan,” on an entire block bounded by Hudson, Varick, Van Dam and Spring Streets. The company is leasing the property, known as Four Hudson Square, for 99 years from Trinity Church in a deal valued at $650 million.

On Tuesday, Disney plans to close on a separate agreement to sell its two Upper West Side campuses to the developer Larry Silverstein for $1.155 billion. Disney is leasing back the eight buildings that comprise its operations from Silverstein for up to five years while it draws up plans for the downtown complex, demolishes the existing buildings at Hudson Square and erects a new home.
Remove two existing buildings to create a space for public plaza.
All attractions will seating on the ground plan in traditional theme park.
Due to the limited site, I will break the traditional theme park method, all attractions will go vertical way instead of seating on the ground floor in my project.
Elevation bubble diagram:
The original thought is, each attraction will follow by a
dark program.
Form Tests

Structure

Vertical Structure
Horizontal Structure
Whole Structure System
Public Plaza
Escalator
Horizontal & Vertical Elevator
Dark Program
Vi. Images
- Each ride is not exactly same with disneyland. Since I don’t want repeat disneyland, I cut through some of the attractions, just show the section, so people from the far distance to see the building might think it is disneyland, but there is something different, something else happening in the building, but it a little bit hidden, and once people go inside of the building all the dark program will expose to them.

- NYC as a high density city, I also want to provide public plaza to people who living there. Once they interest in some ride or dark program they can go the public space buy ticket.

- Let people feel the strong contrast, take the happy ride but see the depressive, hopeless dark program at the same time.

- The strategy: all rides seats on the each platform and platform inside is dark program.

- Facade of dark program will be the transparent concrete.
- Try to create a connection between attraction and new program. I don't want to isolate them, so some dark program will infiltrate the traditional attraction.

- The dark program also as the space for them line up, when they waiting for the attraction, they can explore the dark program.
Long elevation

Short elevations
Study model from midterm review

Study model for structure
Vii. Bibliography


