

EPCOT CENTER

FACT SHEET

DEFINITION -- Second phase in the development of Walt Disney's dream for the Experimental Prototype Community of Tomorrow (EPCOT), the Center is a permanent showplace where guest can actually experience, in entertaining and dramatic ways, the systems, technologies and challenges of the future and better understand the cultures and peoples, the differences, and underlying common aspirations of many nations in today's world.

LOCATION -- Approximately 2 miles southeast of the Contemporary Resort Hotel in the heart of the 27,400 acre Walt Disney World site, 20 miles from Orlando, Florida.

SCOPE -- Two major areas, Future World, presenting the alternatives and choices of the future, and World Showcase, where many nations present their culture, commerce, tourism and architecture.

SIZE -- Approximately 200 acres within EPCOT Center with provisions for future expansion through a unique expanding-circle concept. In addition there are major areas for guest parking and service and support facilities.

COST -- Although still an estimate, the cost of EPCOT Center's initial phases will approximate one half billion dollars and increase total investment in Walt Disney World to well over \$1 billion.

CONSTRUCTION SCHEDULE -- Opening set for October 1, 1982. Exact construction timetables have not been formalized, but site work will begin in 1979 and major construction early in 1980.

PARTICIPANTS -- Major support for EPCOT Center is coming from leading U.S. corporations and from major companies and governmental agencies in participating nations. Many additional participants are expected to complete arrangements for their inclusion in the near future.

ADMISSION -- One admission media will become a passport to all pavilions and adventures in EPCOT Center.

GENERAL FACTS -- Walt Disney World is the world's most popular vacation destination with 14-million guests visiting the Magic Kingdom last year. Walt Disney World opened October 1, 1971 and has hosted nearly 90-million guests.

FUTURE WORLD

Fact Sheet

The Future World area of EPCOT Center poses the challenges and previews the alternatives for the 'Community of the Future.' Principal components of Future World will include: Spaceship Earth, a major introductory theme show; Communicore, a global marketplace of new ideas bringing the public into direct interface with industry; a series of major pavilions exploring Energy; Transportation; The Land; The Seas; Life & Health and Space; and The American Adventure, gateway to the nations of World Showcase.

Future World, a forum for private enterprise, introduces a new generation of Disney entertainment--as different from Disneyland and the Magic Kingdom of Walt Disney World as those American landmarks are from the original concept of an amusement park. The presentations planned for this area will be larger in scope and more sophisticated than any show in the history of Disney 'Imagineering.' Here, more than ever before, Disney guests will be treated to a unique new blend of entertainment and education.

Future World

Spaceship Earth
Energy
Transportation
The Land
The Seas
Life & Health
Space
Communicore
The American Adventure

The Walt Disney World monorail system, linking the Vacation Kingdom to EPCOT Center, will glide through the Future World area before dropping passengers at their destination.

Participation

Letters of intent or contracts have been received from the following:

General Motors (Transportation)
Exxon Company, U.S.A. (Energy)
Kraft, Inc. (The Land)
American Telephone & Telegraph Co. (presentation under design)

Negotiations with several other major U.S. companies for participation in Future World are in the final stages.

Spaceship Earth

Disney 'Imagineers' have created an exciting theatrical experience for the spectacular dome which dominates the entrance to EPCOT Center. A 'time machine' Journey into the past will trace man's progress as he acquires and utilizes new knowledge. Surging forward through time, guests will see historical milestones unfold as man records, communicates more broadly and finally uses today's communication technology to process ever-increasing amounts of information. As the Spaceship Earth Journey concludes, guests are invited to go forth into Future World to the many pavilions offering dramatic new vistas into vitally important topics affecting the future of humankind.

Communicore

The crossroads or central plaza of Future World will be the Communicore, a 'Main Street of Tomorrow.' Serving as a marketplace or 'future fair' for innovative new ideas, systems and technologies, it will give the public a 'hands on' opportunity to sample future concepts and products.

Energy

Even from the outside, the Energy building provides a strong visual statement as it generates power via its own solar energy roof system. Here, the formation of fossil fuel energy will be portrayed as guests ride through a primeval forest, climaxed by an energy storm of wind, lightning, rain, fire and volcanic eruptions to demonstrate the endless potential of raw energy available for man. Visitors will see man overcoming major crises of the past and finally be presented with choices they must consider today...racing against the clock in a search for new energy, and finally harnessing tomorrow's vast new sources for 'The Future World of Energy.'

Transportation

The Transportation Pavilion will illustrate how man has progressed through time in direct relation to his 'freedom of mobility' -- his ability to move himself, goods and services from one location to another. Visitors will see man's humble transportation beginnings evolve as he reaches out to explore the world around him. In one of the pavilion's highlights, guests will take simulated trips -- many at high speed -- aboard many of today's modes of transportation. Then they will view a variety of concepts for future transportation systems, including prototypes of vehicle and system concepts for tomorrow.

The Land

The Land Pavilion will focus on the earth as a garden to be cultivated for its own and man's most beneficial use. It will feature a variety of informative shows and attractions dramatizing the challenges in the important areas of nutrition, food production, and the wise harvest of the land. Guests will board boats to cruise through authentic desert, tropical and marshland environmental food production areas utilizing advanced experimental techniques. An additional biome will focus on the farmland of today and tomorrow. A unique film experience, 'Celebration', will combine new life-like three-dimensional film projection with other theatrical effects to take audiences to the World's greatest harvest festivals and celebrations of the land.

The Seas

Poseidon the Sea Lord will challenge visitors to The Seas to Journey through ocean depths from the Continental Shelf to the Great Coral Reef. At 'Sea Base Alpha' guests will experience an authentic ocean environment in a huge aquarium with live marine life, an undersea restaurant, and a showcase of oceanographic exhibits and displays.

Life & Health

The Life & Health pavilion will give guests a new awareness and appreciation of themselves. In the 'Joy of Life', the beauty, dignity and strength of man from birth to the golden years is dramatized. The Incredible Journey Within is a thrilling trip exploring the inner workings of the fascinating, complex human machine. Along the 'Great Midway of Life' a whimsical series of experiences will involve guests in the lesson that good health is based, more than anything else, on their own personal responsibility and behavior.

Space

A 12-story high gantry will transport guests to a 'interstellar vehicle' for a trip to the Future World of Space. After 'blasting off' from Future World, the craft will zoom around the world, then leave earth for outer space. The Journey takes place within a gigantic 768-seat theatre, with 'Disney Magic' creating the feeling of actually leaving EPCOT and flying through deepest space, complete with the sensation of zero gravity.

The American Adventure

The American Adventure stands at the crossroads of EPCOT Center, serving as the gateway to the World Showcase. Visitors will trace the story of the American people from the first step onto Plymouth Rock to the first step on the moon. Three of America's greatest philosophers - Benjamin Franklin, Mark Twain and Will Rogers - will lead a cast of performers 'brought to life' through Disney Audio-Animatronics process of three-dimensional animation.

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WORLD SHOWCASE .

Fact Sheet

The World Showcase provides guests an opportunity to experience the endless variety of today's community of nations. Visitors here will discover the culture, traditions, tourism, and accomplishments of the participating countries through a wide variety of exciting shows and attractions, restaurants, and shopping streets unique to the individual nations.

The World Showcase comprises the southern half of EPCOT Center where at least ten participating countries will stand side-by-side in friendship along the banks of a broad lagoon. In this true people-to-people concept sponsoring nations will be invited to send their outstanding young adults to operate the attractions, shops, restaurants and exhibits of their pavilion.

The participants in this first phase of World Showcase include United Mexican States, Japan, Federal Republic of Germany, United Kingdom, French Republic, United Arab Emirates, Italian Republic, Canada, State of Israel and Morocco. Disney 'Imagineers' are now working with government or business interests from these countries to achieve a unique and meaningful showcase for each nation.

UNITED MEXICAN STATES PAVILION
CURRENT PRELIMINARY DESIGN CONCEPT FOR THE

UNITED MEXICAN STATES PAVILION IS:

The Mexico Pavilion is a reflection of Mexico herself: A country boldly moving into the future without losing touch with its proud heritage. The pavilion's fair weather entrance exposes guests to a modern interpretation of an ancient Indian pyramid against the background of the main show building which is an enormous mural, covering the entire front of the structure. As guests pass into the pyramid, they find that the polished gold exterior is, in reality, mirrored windows which reflect the sun's searching rays. At night the effect is reversed and the pyramid becomes a shining beacon of light. This is the first of many surprises that await guests in the Mexico pavilion.

The highlight of the pavilion is a water excursion whose colorful boats are themed to the famous Xochimilco Gardens. They convey guests through the history of Mexico. The story begins forty centuries ago with the Olmec civilization turning to agriculture and labor specialization as the first steps toward modernization. Later milestones provided by the Mayans and the Toltecs are examined as the river of time flows on. The tragic end of the Aztec nation at the hands of their Spanish conquerors, colonial rule, and finally the struggle for independence all take place along the twisting waterway that leads us to modern Mexico today. In addition to the boat ride attraction, a walk-through cultural display affords guests an opportunity to examine artifacts from Mexico's history.

For those wanting to bring something home from Mexico, everything from handicrafts sold in quaint shops to the latest in fashion apparel is available within the pavilion. Others who want to bring back a culinary experience combined with exciting entertainment will be attracted to the Mexican dinner theater and lounge located on the second floor of the pavilion. Here, the performing arts of Mexico come alive against a backdrop of the Mexican heritage visible through large windows overlooking the boat excursion attraction.

JAPAN PAVILION

CURRENT PRELIMINARY DESIGN CONCEPT FOR THE JAPAN PAVILION IS:

The entrance to the Japan Pavilion is marked by a traditional wooden archway located along the shoreline of the World Showcase lagoon. Guests will walk past a ceremonial temple bell and an ornately decorated pagoda before arriving at the pre-show area for a carousel theater show entitled 'The Winds of Change.' Through the magic of Disney audio-animatronics and film, this four-act show traces the major influences on Japanese culture from the earliest Chinese visitors to the present. The show concludes with a multiple screen film presentation depicting modern Japan's vast manufacturing output and its impact on the rest of the world. Exiting the carousel theater, guests will be greeted by neon lights and music typical of the Ginza, a recreation of downtown Tokyo's famous nighttime shopping and entertainment district. From the Ginza, guests ramp down to the first floor display and merchandise areas where products such as pearls, ceramics, bonsai trees and time-keeping devices are available for purchase. The shops, sponsored by Japanese companies, will be situated on a pedestrian 'street' and will feature architectural theming as well as the finest quality in Japanese products. A major department store will feature merchandise on the first floor, a teppanyaki restaurant on the second floor and a VIP tea garden on the third floor.

As of now, the following companies have notified us of their intention to participate in the Japan Pavilion in World Showcase at EPCOT Center:

Mitsukoshi Ltd.
Seiko Time Corp.
Japan Airlines Co. Ltd.
K. Mikimoto & Co. Ltd.
Noritake Co., Inc.

FEDERAL REPUBLIC OF GERMANY PAVILION
CURRENT PRELIMINARY DESIGN CONCEPT FOR THE
FEDERAL REPUBLIC OF GERMANY PAVILION IS:

Guests entering the German Pavilion of World Showcase will find themselves in a spacious plaza surrounded by ornately decorated buildings representing traditional as well as contemporary German architecture. Inside these buildings guests will find themed shops selling the finest in German goods. A glockenspiel with life-sized animated figures adorns the plaza clock tower and a sculptural fountain depicts the well known story of St. George and the Dragon. The plaza ramps down to a sunken courtyard where guests can enjoy a snack and a view of the boarding area of the German Rivers ride. The ride is a simulated cruise down Germany's most famous and picturesque rivers, the Rhine, the Tauber, the Ruhr, and the Isar.

Guests will ride past intricately detailed miniatures of famous landmarks including Neuschwanstein Castle, the Garmish Ski Area, Rothenburg and the Cologne Cathedral. The miniatures will be scaled so that they appear to be full-sized scenes viewed from a distance. In addition to the miniatures the ride will feature several life-sized tableaux which will appear as animated visions in the sky. These tableaux depict milestones in German history and culture. The ride debarks at an authentic beer garden where guests can enjoy food, drink and music in this most festive of German settings.

The upper level of the pavilion is devoted to shops and display areas featuring many of the products which people the world over associate with Germany. Bavarian cuckoo clocks, porcelain figurines, hand-carved music boxes, toys and cameras are among the items which will be available to guests. Working artists and craftsmen as well as displays highlighting the unique character of the merchandise will enhance guests' enjoyment of the shops. The upper level also offers guests a view down into the beer garden below. The pavilion also features a wine cellar, tasting room and Rathskellar restaurant.

As of now, the following companies have notified us of their intention to participate in the Federal Republic of Germany Pavilion in World Showcase at EPCOT Center:

Brauerei Beck & Co.
Goebel Art GmbH.
Hutschenreuther AG
adidas
E. Leitz Inc.
Goldener Oktober

UNITED KINGDOM PAVILION
CURRENT PRELIMINARY DESIGN CONCEPT FOR THE UNITED KINGDOM

PAVILION IS:

The United Kingdom Pavilion's green lawns, ornamental gardens, gable roofs, and spires form the setting for the guest's romantic expectations.

The promenade separates an English pub from the main body of the pavilion. Its shoreline location affords its guests a scenic view over a River Thames and canal setting. Inside the pub, the ground floor tea room serves fast food, and a second floor public house provides a full dinner.

Across from the pub, shops and an Albert Memorial style information booth line the main village thoroughfare. Behind the irregular exteriors of these buildings are a gift and mustard shop, a toy store with demonstration space, an unusual shop where guests can trace the lineage of their family back in time and receive a coat of arms. At the end of the village lane, the distinct beaux arts facade of Selfridges Department Store beckons the guest inside. Its grand lobby is an open court which leads to the boutique areas, and to the concourse of a train station attached to the back of the store.

The iron and glass work of St. Pancras or Victoria Station is recalled in the structure of the trainshed. Its concourse area - contains newsstands, and a travel agency. Nearby, guests can walk through passenger cars where scenes of the British Isles are re-created through the car's windows. Exiting the train, guests may enter a 200-seat theater for a travelog film presentation on the United Kingdom.

As of now, the following companies have notified us of their intention to participate in the United Kingdom Pavilion in World Showcase at EPCOT Center:

British Airways
Selfridges Ltd.
Bass Export Ltd.
Dunbee-Combex-Marx Ltd.
Associated Biscuits Ltd.
Royal Doulton
British Rail
Guinness-Harp Corp.
Heraldic Promotions

FRENCH REPUBLIC PAVILION

CURRENT PRELIMINARY DESIGN CONCEPT FOR THE FRENCH REPUBLIC PAVILION IS:

Paris is the heart of France, and this city's street life and flavor, which revolve around the River Seine, are captured in the French Pavilion.

Stepping down a short flight of stairs, guests can walk along the waterfront's tree lined embankment. Above them, the promenade is lined with bookstalls and poster kiosks. This boulevard borders an outdoor cafe where guests dine under brightly colored canopies and watch others arriving at the pavilion. The cafe itself is located in the foreground and interior of a handsomely arched building modeled after the Rue de Rivoli. Its second floor features a more formal restaurant with gourmet dishes and an excellent view over the pavilion.

Leaving the entrance area, guests walk the street and stairway leading to Montmartre - the artists' quarter of Paris. Looking past its interwoven layers of shops and apartments, they can see the white domes of Sacre-Couer. This sector's two floors of shops is an adventure into the culinary skills, perfumes, and art of France.

At the end of their explorations, the World Showcase travelers depart the French Pavilion savoring the pleasures of their discoveries.

As of now, the following companies have notified us of their intention to participate in the French Republic Pavilion in World Showcase at EPCOT Center:

Cartier
Librairie Hachette
Penicault Grp.

UNITED ARAB EMIRATES PAVILION

CURRENT PRELIMINARY DESIGN CONCEPT FOR THE UNITED ARAB EMIRATES

PAVILION IS:

Guests arriving at the Pavilion presented by United Arab Emirates will immediately pass two ancient Arabic Dhows (sailing ships). Inside the pavilion visitors first experience the excitement of a re-created Bedouin encampment. Located at the center of this desert oasis will be the traditional ascetic black tents which symbolize Arabian warmth and hospitality. Guests browsing within these tents will observe a veritable treasure of Arabian hand craftsmanship both on exhibit and for sale. Surrounding this encampment, a series of cultural displays and facades will be constructed authentically duplicating the arid architectural style typical of the Arabic countryside. Guests passing through this area will also be exposed to the fragrant aromas of an Arabian restaurant offering the finest in traditional Arab food.

Upon exiting the Bedouin encampment, guests are beckoned by the opulent royal marquis to enter an Arabian nights experience, a thrilling magic carpet ride through the Arab World's most fascinating cultures, both past and present. As guests glide above the courtyard area, a powerful mythical character appears before them to serve as narrator and guide through the adventure. Leaving the black tents behind, magic carpets actually pass through the mythical character's apparition into a star-lit night where the narrator describes early Arabic contributions in the fields of astronomy, navigation, and mathematics. Once again, the narrator appears in front of the approaching magic carpets to guide guests into a showcase of medicine, chemistry, libraries, and science, all of which had their earliest beginnings in the Arab World.

Finally, the mythical character appears once more to present the many cultural contributions occurring in the Arab World today.

ITALIAN REPUBLIC PAVILION
CURRENT PRELIMINARY DESIGN CONCEPT FOR THE ITALIAN REPUBLIC
PAVILION IS:

The classic grace of Italy's art and architecture form the backdrop for the World Showcase's Italian Republic Pavilion. Colonnades, gardens and shops are overlooked by a restaurant featuring cuisine in the grand Italian tradition. As they browse through the Pavilion's themed areas, guests will discover a wide variety of articles reflecting the skill of Italian designers and craftsmen.

The guest enters the pavilion from a stone footbridge modeled after Venice's pedestrian bridges. Gondolas are docked nearby, an obelisk rises from the center of the courtyard, and from here guests can see re-creations of some of Italy's greatest Renaissance buildings. To the right lies the northeast tower of Naples's Nuovo Castle, its scalloped buttresses and catwalk easily visible. To the left is a grouping of shops modeled after the architecture of the quiet village of Sorrento.

Shops feature examples of time-honored Italian workmanship in jewelry, ceramics, porcelain, leather, basketry, marble work and glass. A bookstore and wine and cheese shop complete the spectrum of Italian specialties. An arched colonnade surrounding the courtyard offers beauty and protection from inclement weather.

One area of the pavilion will be set aside for an exciting collection of fine art. Showcasing changing exhibits of treasures from Italy's broad artistic heritage, it will complete the pavilion's mini Italian world with a most vital element. The second floor of the pavilion will house sales, display and lobby areas. The third floor is set aside for V.I.P. accommodations which include a lobby, reception room, banquet facility and garden terraces.

As of now, the following company has notified us of its intention to participate in the Italian Republic Pavilion in World Showcase at EPCOT Center:

Alfredo de Roma

CANADA PAVILION

CURRENT PRELIMINARY DESIGN CONCEPT FOR THE CANADA PAVILION IS:

The Canada Pavilion is based on an outdoors theme which re-creates the majesty of the Canadian wilderness. Visitors enter through a Northwest Indian village where native craft skills are demonstrated and products are displayed. The roughly cut log dwellings of the Indian village blend naturally into the Canadian Frontier where these materials were used to tame the wilderness. A fortress tower is used at the gateway to a suspension bridge spanning a 'bottomless' river gorge. Once across the bridge guests wind their way along a path blasted out of the steep mountainside. An alternate route takes guests to the more hospitable Chateau Frontenac Hotel in the heart of French Quebec. Here the street is lined with shops where guests can browse and purchase gift items from Canada.

All roads converge on Salmon Island where the rugged natural beauty of the Canadian outdoors stands alone. Waterfalls, tall pine trees and an abandoned mine tunnel seem to mark a dead-end-until a waterfall magically parts and a drawbridge extends out, beckoning guests into the Canadian Circlevision Theater. Here guests will be surrounded by nine screens for the spectacular film of 'Canada the Beautiful' in Circlevision 360°.

Guests will emerge from the show into a quiet grove of Canadian maple trees through which the vast wheatfields of the Central Provinces are visible.

Guests may leave the pavilion from here, or walk to the Mountie Bar, a rowdy frontier tavern with a stage show from the Klondike gold rush era. The Dominion Buffeteria is also available for the guest searching for a hearty meal at a quiet lodge in the mountains.

As of now, the following company has notified us of its intention to participate in the Canada Pavilion in World Showcase at EPCOT Center:

Associated Biscuits of Canada, LTD.

STATE OF ISRAEL PAVILION

CURRENT DESIGN CONCEPT FOR THE STATE OF ISRAEL PAVILION IS:

On the shorelines of the Israeli Pavilion, the ruins of an ancient minaret serves as an information center. This blending of historical and commercial elements showcases modern Israel throughout the pavilion.

Olive and cypress trees line the entrance, and provide shade for buildings and traveler alike. Along one portion of the front, a casual outdoor eating area provides guests with a place to enjoy people watching and delicatessen type foods. Opposite from here, a unique convenience shop offers its visitors a selection of native publications, books, and film.

Beyond the pavilions entrance, the rising walkways lead travelers to a courtyard setting with shops clustered around the perimeter. The bazaar atmosphere of a marketplace in Israel permeates the interior and exterior of these shops. Tapestries, custom wood and brass items, jewelry, fashion apparel, and quality gifts provide guests with a small piece of Israel to take home as a remembrance of their experience. The facades of these buildings reflect the rich balance of new and old.

Through an archway in the court, guests arrive at the last element of the pavilion - a covered amphitheater characterized after the theater at Caesarea. Here the famous skills of Israeli musicians will be demonstrated in performances of classical and traditional folk music.

KINGDOM OF MOROCCO PAVILION

CURRENT PRELIMINARY CONCEPT FOR THE KINGDOM OF MOROCCO

PAVILION IS:

At the end of a short journey over the promenade, an adventure into the life and personality of Morocco begins. The visitor may rest or photograph near the rustic paths and exotic plants of Hesperides Gardens. Nearby guests visit a terrace refreshment bar situated amidst the jagged rock formations of Hercules Grotto. An arcaded bridge with ceiling artwork depicting Morocco's five Great Dynasties connects the upper level of the grotto with Jemaa Square.

Jemaa Square is the gateway to the main body of the pavilion. The Koutoubia Minaret stands above the square which is centerpieced by an elaborately decorated fountain, and from here glimpses of the Medina (ancient city) can be seen through the Bab Boujeloud Gate. The Square prepares the guests for the next step of their journey -- the transition between the outside world and the labyrinth of the Medina.

In the Medina, shops line walkways that present all the options of a maze. The Streets of Leather, Wool and Brass offer the guests a wide variety of goods and crafts such as: copper and brasswork, iron work, leatherwork, rugs, ceramics, and jewelry. Craftsmen can also be viewed at work, while street vendors wander the winding walkways with their wares.

The Medina opens into the Southern Morocco sector. Here, lunch can be enjoyed in a desert kasbah where scenes of the Moroccan landscape pass before the diners. Later in the evening the kasbah features the 'Magic of Morocco' dinner show. This presentation combines live action with a panoramic background. A storyteller appears on the stage and begins to relate tales of Morocco. Scenes from his stories appear behind him, and he turns and seems to step into the film itself. He guides the guests through the setting and comes upon a troupe of dancers and acrobats. They, in turn, step out of the film and onto stage to complete their performance.