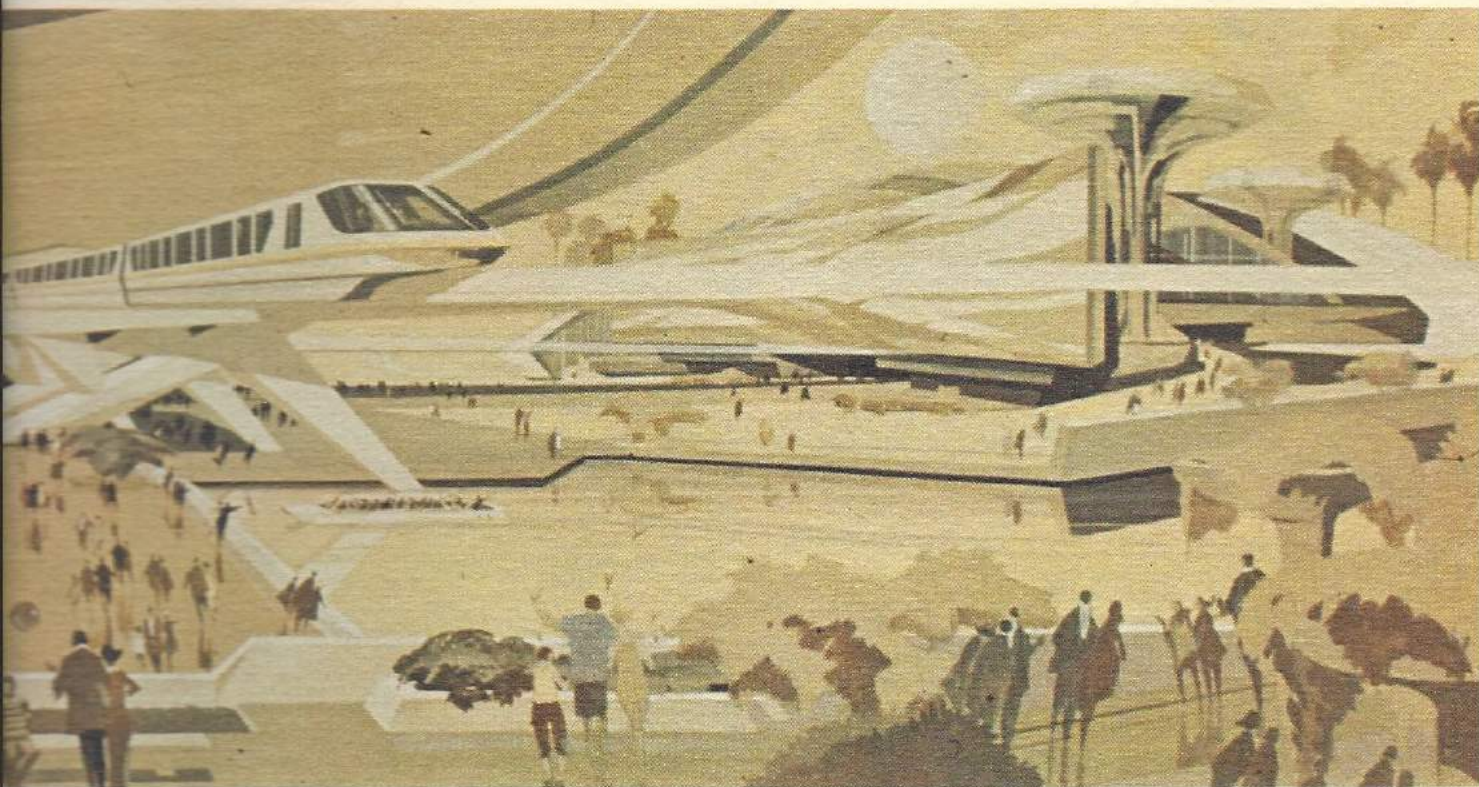


# EPCOT

EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW

Walt  Disney World

## AN INTRODUCTION



what it is    •    how it works    •    values of participation

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EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW

INTRODUCTION

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Recently as June 1975 in a speech to the World Future Society, Second General Assembly, Senator Edward Kennedy proposed creation of an "Experimental Prototype Community of Tomorrow."

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More than a decade ago, in the original planning for his Walt Disney World, Walt Disney called his idea EPCOT - Experimental Prototype Community of Tomorrow.

"EPCOT", he said, "will take its cue from the new ideas and new technologies that are now emerging from the creative centers of American industry. It will be a community of tomorrow that will never be completed."

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## EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW

### INTRODUCTION

The creative insight which led Walt Disney to propose development of an Experimental Prototype Community of Tomorrow, where advanced systems of living could be developed and demonstrated to the world, is as valid today as it ever was. As recently as June 1975 in a speech to the World Future Society, Second General Assembly, Senator Edward Kennedy proposed creation of an "Experimental Futures Agency to serve as a national showcase for promising new technologies". Kennedy said that the proposed independent federal agency

"could design experimental communities which could show us what would eventually be possible . . . in all communities: clean air and water; reliable, personal rapid transit; computerized health services and educational systems; safe streets and homes; environmentally sound energy sources -- all on a community scale attuned to human needs".

More than a decade ago, in the original planning for his Walt Disney World project, Walt Disney advanced a concept that, in many respects, holds within it the promise of achieving such lofty and noble dreams. Walt Disney called his idea EPCOT - Experimental Prototype Community of Tomorrow.

"EPCOT", he said, "will take its cue from the new ideas and new technologies that are now emerging from the creative centers of American industry. It will be a community of tomorrow that will never be completed,



but will always be introducing and testing and demonstrating new materials and systems . . . And most important of all, when EPCOT has become a reality and we find the need for technologies that don't even exist today, it's our hope that EPCOT will stimulate American industry to develop new solutions that will meet the needs of people expressed right here in this experimental community".

In the decade since Walt Disney made his concept known to the world it has become painfully apparent that:

1. Government and industry have both lost the public's trust. A recent national opinion poll has indicated clearly that the majority of people no longer believe that the actions of these institutions are motivated by genuine concern for improving the quality of life. As a result, democracy and free enterprise are coming under increasing attack, both at home and around the world.
2. At the same time, the public is becoming increasingly aware of the complex nature of the problems facing all people. They have a need to know what is being done to solve these problems.

EPCOT is dedicated to the belief that public trust in our democratic institutions, and the free enterprise system itself, can and must be strongly reaffirmed by:

- . responding to the needs of people through a unique forum where new concepts and systems for improving our lives can be developed, tested, demonstrated and communicated.
- . focusing the talents and skills of creative people around the world toward solving the real challenges facing all the people who inhabit the earth.

- servicing as a showcase to the world -- a catalyst in bringing together and communicating "the best thinking" of creative men and women of science, industry, government and the arts.
- proving the potential of promising concepts, technology and prototype products and systems.
- creating a unique "new horizon" - an optimistic voice that solutions are possible - that we must and will look not only to our past and our problems, but more significantly, to our future and our potential.

In the pages that follow is a summary sketch of EPCOT: its philosophy, objectives, and functions; its organization and financial framework; and the EPCOT Satellite and Theme Center activities and inter-relationships. Also included in this package are discussions concerning EPCOT participation: to whom participation is open; potential avenues of participation; and values of participation.

COMMUNICATE PROTOTYPE CONCEPTS, AND NEW SYSTEMS

AND TECHNOLOGIES, AND THEIR APPLICATION IN

CREATING BETTER WAYS OF LIVING."

## OVERVIEW OF OBJECTIVES FOR EPCOT

From the foregoing philosophy statement, seven specific objectives have been identified as a beginning point for further discussion and advancement of the EPCOT concept.

### EPCOT PHILOSOPHY

1. To provide a unique forum where industry and the professions can introduce, test, and demonstrate new ideas, materials, and systems.
2. To "showcase" and prove the usefulness of promising concepts.  
"EPCOT IS DESIGNED TO RESPOND TO THE NEEDS OF
3. PEOPLE BY PROVIDING AN INTERNATIONAL FORUM WHERE  
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AND THE ARTS CAN DEVELOP, DEMONSTRATE, AND  
solutions to the specific needs of mankind.
4. COMMUNICATE PROTOTYPE CONCEPTS, AND NEW SYSTEMS
5. To create a special kind of new community . . . one not  
AND TECHNOLOGIES, AND THEIR APPLICATION IN  
restricted by brick and mortar but instead one that is born  
CREATING BETTER WAYS OF LIVING." . . . and communicating these  
ideas to the world community.
6. To provide, for the first time anywhere, a practical basis  
for investigating and proving not only the "popularity" . . .  
but also the economic feasibility of new ideas, materials,  
and systems introduced and tested here.
7. To create and maintain the broadest possible communication  
link and dialogue with the general public and world leaders.



## OVERVIEW OF OBJECTIVES FOR EPCOT

From the foregoing philosophy statement, seven specific objectives have been identified as a beginning point for further discussion and advancement of the EPCOT concept:

1. To provide a unique forum where industry and the professions can introduce, test, and demonstrate new ideas, materials, and systems.
2. To "showcase" and prove the usefulness of promising concepts, technology, methodology, and specific prototype products.
3. To provide an ongoing "meeting place" where creative people of science and industry, from around the world, may gather for days or weeks or months in a community and climate where experimentation is fundamental, to discuss and develop specific solutions to the specific needs of mankind.
4. To advance the excellence in futures planning.
5. To create a special kind of new community . . . one not restricted by brick and mortar but instead one that is constantly assimilating the best ideas and communicating those ideas to the world community.
6. To provide, for the first time anywhere, a practical basis for investigating and proving not only the "popularity" -- but also the economic feasibility of new ideas, materials, and systems introduced and tested here.
7. To create and maintain the broadest possible communication link and dialogue with the general public and world leaders.



EPCOT FUNCTIONS

EPCOT activity embraces three major functions:

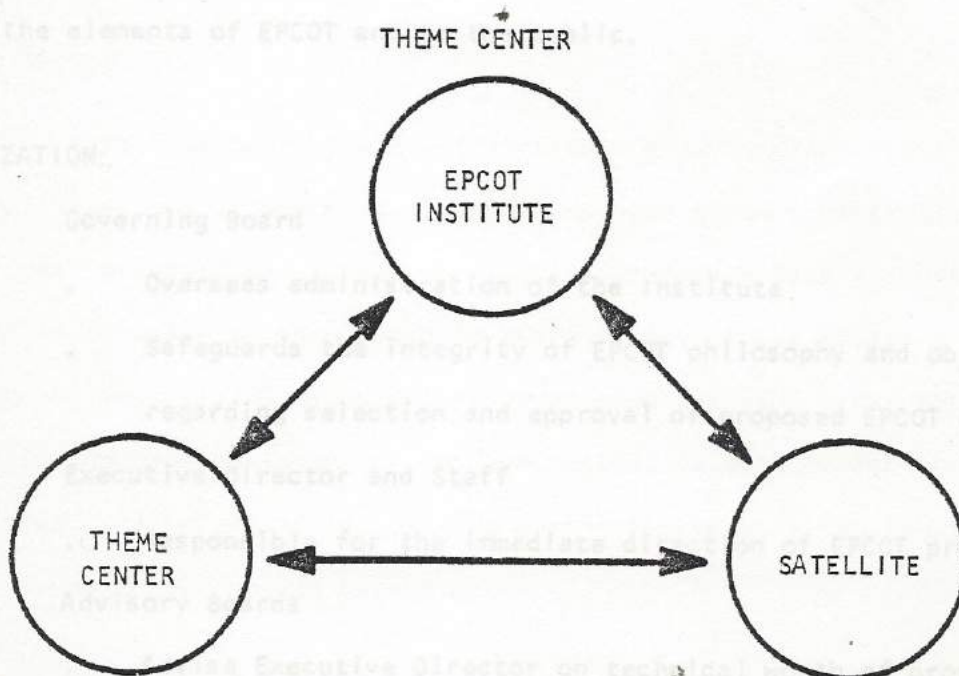
1. Administration, Coordination, and Funding

EPCOT INSTITUTE

2. Research, Development, and Prototype Testing  
and Demonstration

SATELLITES

3. Showcasing and Communications



EPCOT FUNCTIONS  
ADMINISTRATION, COORDINATION, FUNDING

EPCOT INSTITUTE

CONCEPT:

The EPCOT Institute will be an independent organization devoted to carrying out EPCOT philosophy, providing the legal, financial, and organizational structure necessary to administrate EPCOT activities, and providing funding for such activities.

The Institute will be structured to facilitate participation in EPCOT by industry, universities, public agencies, foundations, and other supporters of the EPCOT concept, and to guarantee maximum benefits to the public and the sponsors of EPCOT activities.

The Institute will provide an organizational "hub" around which the various EPCOT programs will revolve and through which information will flow among the elements of EPCOT and to the public.

ORGANIZATION:

Governing Board

- . Oversees administration of the Institute
- . Safeguards the integrity of EPCOT philosophy and objectives regarding selection and approval of proposed EPCOT activities.

Executive Director and Staff

- . Responsible for the immediate direction of EPCOT programs.

Advisory Boards

- . Advise Executive Director on technical worth of proposed programs and program direction.



FUNCTION: joint venture project is shown below

The Institute will, through the Theme Center and Satellites, have unique access to the public and to results of research and development efforts around the world. By bringing together the best technological expertise and funding through Institute sponsors, in a future world environment, new products will emerge in response to the needs of people.

Even though the Institute itself will not accumulate profits, substantial financial rewards will be possible as products and markets are developed through EPCOT exposure and participation and the resulting profits are shared by the Institute and joint-venture participants. The Institute will invest funds so generated into continuing EPCOT programs and expanded facilities. In theory, the Institute can become self-sustaining.

PARTICIPATION:

Participants in the EPCOT Institute will be drawn from industry, universities, public agencies, foundations, and other organizations having a "futures" orientation. Institute participation can take several forms: serving as a member of the Governing Board or one of the Advisory Boards; funding for facility development, research programs, and other Institute activities; providing technical and administrative support for such activities; participating in joint venture projects with the Institute in new product testing and marketing.

An outline of a typical participant/Institute structural arrangement for a joint venture project is shown below:

EPCOT Institute:

- . Establishes overall program.
- . Provides land, makes certain facilities available, and provides opportunity for the program.
- . Provides funding and other support, subject to mutual agreement.
- . Utilizes project results as a showcase element and as a functioning contribution to daily operations where applicable.
- . Participates as a co-beneficiary in by-products of research results, subject to mutual agreement.

EPCOT Participant:

- . Responsible for major funding.
- . Conducts specific projects.
- . Provides operating personnel and required technical expertise.
- . Assists in providing material suitable for public showcasing.
- . Participates as a co-beneficiary in by-products of research results, subject to mutual agreement.

Walt Disney productions will act on behalf of the Institute to provide design services in overall master planning and showcase presentations, operational expertise, land and utility and transportation support services.



EPCOT PROCESS FLOW

INPUT

Disney creative and managerial skills, land, utility and transportation support services

Financial support from industry, government, foundations and the public

Best thinking from creative centers of industry and academia

Public attitudes and concerns

etc.

EPCOT INSTITUTE

Establishes overall program.

Undertakes:

- . Research
- . Prototype testing and development
- . Demonstration
- . Communication programs

Through:

- . EPCOT Theme Center activities
- . EPCOT Satellite activities
- . EPCOT Prototype R & D
- . EPCOT Conferences
- . EPCOT film series and other educational products
- . EPCOT Information Network

etc.

OUTPUT

New applications of products and systems in response to the needs of people

New markets

Information on the most advanced work being done around the world in improving the quality of life

Improved communication among the public, industry, and government

Better understanding of our future needs and potentials

etc.

EPCOT FUNCTIONS  
RESEARCH, DEVELOPMENT AND PROTOTYPE DEMONSTRATION

SATELLITES

CONCEPT:

To create the "special kind of new community" envisioned by Walt Disney, EPCOT will establish a series of "Satellites" or activity centers. Each will address issues of major concern in specialized fields -- researching, testing and demonstrating prototype products and systems. The ultimate goal of each Satellite project will be to prove or disprove the potential of the concepts, prototype products and systems tested.

FUNCTION:

EPCOT's "Satellites" may be located on-site (as in the case of a specific solar energy project or solid waste recycling system) or off-site. Industry, universities and government agencies will be invited to undertake specific EPCOT projects in fields such as oceanography, agriculture, education, medicine and communications, in locations best suited for the particular program. World leaders in various fields will be encouraged to propose and participate in the development, testing and evaluation of these pilot projects.

PARTICIPATION:

In each case, the experimental prototype Satellite program will be selected, approved and monitored through the EPCOT Institute and its Advisory Boards in each field. Results of the Satellite projects will be reported and communicated through technical and scientific outlets on the one hand, and significantly, to the general public and world opinion leaders through the EPCOT Theme Center and the EPCOT Information Network.



A specific EPCOT objective will be to promote a greater understanding of the inter-relationship of natural and man made life-support systems, as for example, food production and energy or energy and transportation.

A typical Satellite will consist of facilities, programs, conferences or field projects reflecting specific research interests. The Energy Satellite, for example, may comprise multiple facilities and projects, including research and development programs occurring both on and off the EPCOT site. These projects may be sponsored and funded by one company or multiple participants, each of whom is interested in different facets of energy production, storage and distribution. Additionally, EPCOT will gather, analyze, compare and assess related research efforts around the world. Potential short-term and long-range applications will be evaluated. As appropriate, prototype testing and demonstration of the most promising concepts will be undertaken on the EPCOT site.

All research and testing results will become part of the EPCOT Information Network and central computer bank. The objective will be the broadest possible communication to the general public, opinion leaders, government officials and agencies, planners, private enterprise, universities and other subscribers.

#### PARTICIPATION:

Participation in the EPCOT Satellites will be open to private industry, universities, foundations, public agencies and other organizations with a demonstrated concern and orientation toward meeting the needs of people in the future world.

Potential avenues of Satellite participation will include research and development funding on a sustaining or project basis; direct facility and

program sponsorship; or providing technical information and manpower support.

#### THEME CENTER

Through the EPCOT Institute, the Satellites will undertake both exclusive projects funded by one sponsor, and joint study programs bringing together participants in a unique synergistic environment and association.

Information transfer on a world scale.

The Theme Center will serve as the catalyst in bringing together new ideas, techniques, and innovations from the creative centers of science, industry, government, and the arts. Through the Theme Center will be communicated "the best ideas and concepts" in various subject areas from around the world.

The Theme Center will provide a forum for showcasing new concepts and systems, as well as opportunities and challenges. Through this theme center the latest creative achievements of man and the potential applications of these achievements in serving the public need will be exposed. Specific experimental prototype activities of the EPCOT Satellite system will also be presented.

As an integral part of EPCOT's information transfer program, the Theme Center will provide an opportunity for the public to engage in a constructive dialogue by registering its reactions and preferences regarding better ways of living. Data accumulated from this continuing EPCOT survey will form a collective barometer of public attitudes and concerns and will serve to focus world attention on these attitudes and concerns. This data will also be used as an active ingredient in formulating EPCOT Institute programs and policies.



FUNCTION

EPCOT FUNCTIONS  
SHOWCASING AND COMMUNICATIONS

THEME CENTER

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CONCEPT:

A high-capacity public facility establishing new standards for "information transfer" on a world scale.

The Theme Center will serve as the catalyst in bringing together new ideas, technologies, and innovations from the creative centers of science, industry, government, and the arts. Through the Theme Center will be communicated "the best ideas and concepts" in various subject areas from around the world.

The Theme Center will provide a forum for showcasing new concepts and systems, as well as opportunities and challenges. Through this showcase the latest creative achievements of man and the potential application of those achievements in serving the public need will be exposed. Specific experimental prototype activities of the EPCOT Satellite system will also be presented.

As an integral part of EPCOT's information transfer program, the Theme Center will provide an opportunity for the public to engage in a constructive dialogue by registering its reactions and preferences regarding better ways of living. Data accumulated from this continuing EPCOT survey will form a collective barometer of public attitudes and concerns and will serve to focus world attention on these attitudes and concerns. This data will also be used as an active ingredient in formulating EPCOT Institute programs and policies.

FUNCTION:

The principal activities of the EPCOT Theme Center will take place in the "Communicore" and the Theme Center pavilions. The Communicore will act as a corridor to arriving and departing visitors. Within this corridor the visitor will be exposed to a series of entertaining and instructive information experiences and communication techniques. The pavilions will serve as showcases and public demonstration centers for Satellite activity and research efforts around the world dedicated to the needs of people.

The Communicore will be designed to introduce and demonstrate new systems of information gathering, processing, and disseminating. It will provide a focal point for visitor orientation to EPCOT and the EPCOT Information Network that will reach out to homes and offices around the world. Within the Communicore the public will have access to an electronic encyclopedia of knowledge, as well as many other forms of educational and personal information media and subscription services. Also included in the Communicore will be a visual demonstration of a computer simulation model which synthesizes and applies the latest EPCOT thinking to a "world city" . . . in effect a "living blueprint" of the future.

Surrounding the Communicore will be the three major Theme Center pavilions. The Science and Technology Pavilion will present the future world of energy, transportation, agriculture and food production, oceanography, and outer space. The Community Pavilion will present future concepts in education, health and medicine, and the various and vital components of a community -- economics, planning and design, and government services for people. The Communication and the Arts Pavilion will simulate and demonstrate the future world of information and communications, and the role of all the arts -- performing, visual, design -- in our global environment.



Each of the pavilions may also present demonstrations of Satellite activities. Through these "windows to the Satellites" the visitor will view experimental prototype programs such as a new method for recycling waste materials, a procedure for collecting and storing solar energy, and a real classroom where new learning systems are being tested for potential use in schools.

**PARTICIPATION:**

Participation in the Theme Center will be open to industry, universities, public agencies, foundations, and other organizations, having a "futures" orientation and is not dependent upon Satellite participation.

3. Direct access to Disney's public audience of 12.0 million per year to Walt Disney World and the talents of the Disney organization to communicate to that audience and expanded audiences yet to come as well as audiences reached through Disney's TV shows, publications and other media.
4. The opportunity to participate in an "unparalleled marketing opportunity" in association with Walt Disney Productions and leaders in all fields, in the creation of new concepts and methods for disseminating information to the public through special EPCOT seminars and programs (educational materials, films, television, etc.).
5. Opportunity to conduct projects in a controlled environment (EPCOT Building Code) offering highly diversified activities.
6. Profit potential through by-products created through joint research projects conducted with the EPCOT Institute.

## EPCOT PARTICIPATIONS

### REASONS AND VALUES

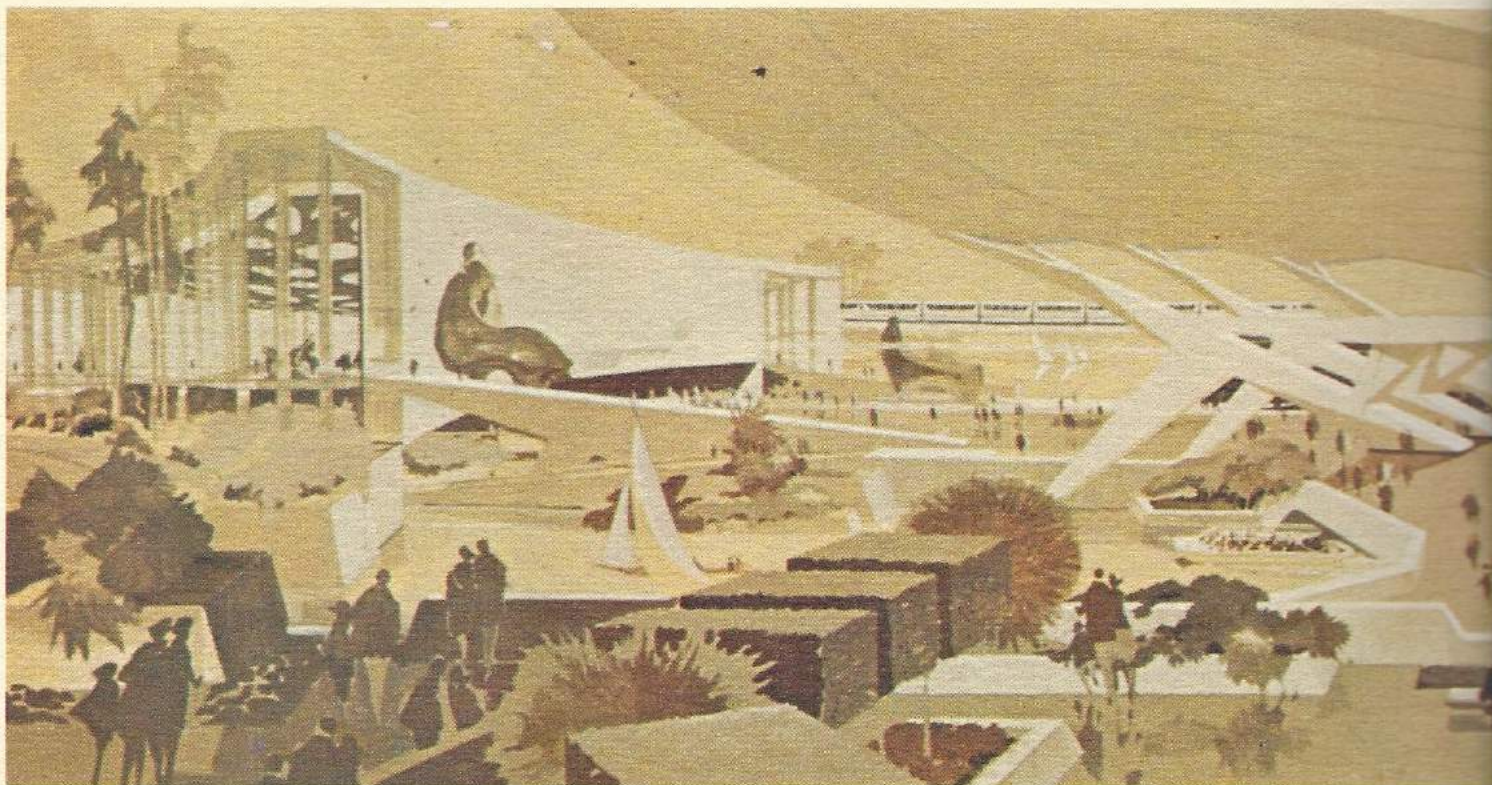
1. Opportunity to demonstrate the ability of the free enterprise system to contribute to improving the quality of life.
2. Ability to communicate directly with the public new technologies and systems for improving the quality of life, and opportunity to participate in a constructive dialogue with the public to establish mutual priorities in addressing issues of major concern.
3. Direct access to Disney's public audience of 12.0 million plus visitors to Walt Disney World and the talents of the Disney organization to communicate to that audience and expanded audiences yet to come as well as audiences reached through Disney's TV shows, publications and other media.
4. The opportunity to participate in an "unparalleled marketing opportunity", in association with Walt Disney Productions and leaders in all fields, in the creation of new concepts and methods for disseminating information to the public through special EPCOT materials and programs (educational materials, films, television, etc.).
5. Opportunity to conduct programs in a controlled environment (e.g., EPCOT Building Code) offering highly diversified activities.
6. Profit potential through by-products created through joint venture research projects conducted with the EPCOT Institute.



"We do not say that those who are  
not interested in the future have  
no business here, we say they have  
no business at all."

\*--Pericles

circa 450 B.C.



**WED**  **ENTERPRISES**