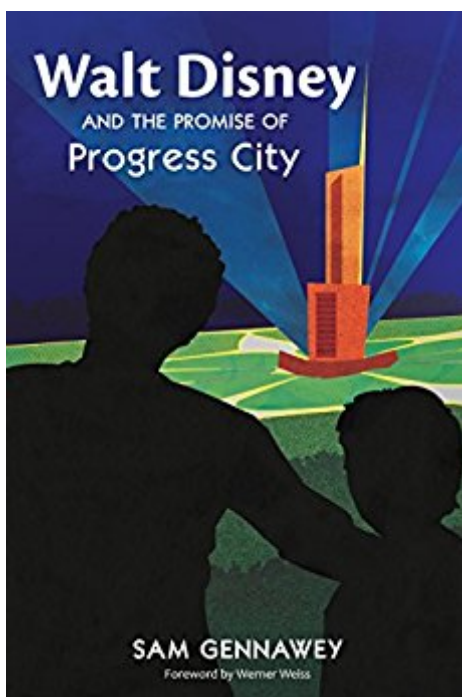


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# Walt Disney And The Promise Of Progress City



## Synopsis

The Story of Walt's EPCOT Disney historian and urban planner Sam Gennawey traces the evolution of the EPCOT we didn't get and the Epcot we did, in a tour-de-force analysis of Walt's vision for city-building and how his City of Tomorrow might have turned out had he lived. Beginning with Walt's earliest conceptions for "Progress City", a centrally planned, centrally run community where people could work, live, and play, Gennawey weaves urban planning concepts into a meticulously researched historical narrative that culminates in Walt's death and his brother Roy's decision to focus on building a new theme park in Florida, not an Experimental Prototype Community of Tomorrow. In *Walt Disney and the Promise of Progress City*, you'll read about: Walt's early attempts at "physical entertainment" with steam trains and Disneylandia The building blocks of theme park design, and how they were put to use in the creation of Disneyland Why the Mineral King and Independence Lake projects failed The real story of the Florida Project, and why Walt didn't want to build another Disneyland in Florida an in-depth look at what Walt hoped to accomplish with EPCOT, and whether he could have done it How EPCOT might have been built, with Walt calling the shots: an eye-opening what-if analysis Disney Legend Marty Sklar says that Gennawey "captured much of the attitude and events of the times, and hit on much of Walt's drive and inspiration", and Lee Cockerell, a former Walt Disney World executive vice-president, says, "I thought I knew a lot about Epcot until I read *Walt Disney and the Promise of Progress City*". Find out what Walt really had in mind for tomorrow!

## Book Information

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## Customer Reviews

In the months before his death, Walt Disney unveiled his plans for an Experimental Prototype Community of Tomorrow (called EPCOT for short), a centrally planned city that utilized the latest technological innovations to create a new kind of urban center. Developing a city may seem far-fetched for a man best known for his innovations in animation, but author Sam Gennaway traces Disney's interest in urban planning and designing public spaces from its roots in his backyard steam train and the design of his Burbank Studio all the way through to Disneyland and beyond. Along the way, the reader is introduced to failed projects, like a proposed ski resort, as well as the successes. Walt Disney died before his proposed city could be built, but Gennaway extrapolates what may have in Florida today had Disney's plan been carried out as he envisioned it. I found this book to be absolutely fascinating and eye-opening. As a frequent visitor to Disneyland, I'm very familiar with Main Street USA, the "heart" at the entrance to the park. It has an old-timey, classic appeal and as you walk down the street, toward the Sleeping Beauty Castle, it's a comforting and calming experience. Sam Gennaway explains many of the architectural tricks and cues that help create this experience for guests, and as I read I found a new appreciation for the care and attention to detail that Disney and his Imagineers devoted to the appearance and layout of the buildings. As Gennaway continued to other areas of the park, I mentally followed in his footsteps. He also talks about some of the innovations Disney brought to his theme park, like the dedication to preventing litter and maintaining the appearance of the buildings, and how his ideas spread to other parks and eventually became standard practice.

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