



**LET THE MAGIC SHINE!**

**PRESS KIT**



**As of March 6, 2022, Disneyland Paris will celebrate its  
30<sup>th</sup> Anniversary!**

**The Resort unveils the details of the celebration including new decors, new costumes, new shows, its first ever aerial drone show and a fashion collaboration with Stella McCartney... transporting Guests into the new era of Disneyland Paris.**

[Click here to watch the digital press conference replay](#)

**#DISNEYLANDPARIS30**

## 30 YEARS OF MAGIC, INNOVATION AND POP CULTURE

April 12, 1992 marked the historical opening of Disneyland Paris, the kingdom of dreams and Magic that has been enchanting Guests of all ages for 30 years. Having hosted more than 375 millions visits\* – and having innovated and offered new experiences many times – Disneyland Paris has created unforgettable memories that live inside each of us and became Europe’s top tourist destination. Innovating to bring ideas to life, exploring new paths and continuously reinventing oneself, while fulfilling Walt Disney’s vision of entertainment, which consists in creating memories with friends and family, is one of the secrets of the continued success of Disneyland Paris.

Anchored in today’s popular culture, Disneyland Paris has inspired numerous international artists over the past three decades including chefs and pastry chefs, fashion designers, photographers..., who shared their own artistic interpretations of the resort in their work throughout the years. The legacy of Disneyland Paris is traced in this video that celebrates 30 years of history that will be long remembered :

*\*Contribution study Setec for 1992-2020.*



For 30 years, Disneyland Paris has continued to develop more immersive experiences to bring stories and Characters from Disney, Pixar, MARVEL and *Star Wars*<sup>TM</sup> franchises to life.

The role and talent of 16,000 Cast Members is essential, and their attention to detail, creativity, quality of service and above all their passion, help bring the resort’s magic to life. Whether it be through attractions, shows (more than 200 shows have been produced by the Entertainment department since 1992), restaurants, shops, hotels, gardens or even decors, more than 500 professions contribute to shaping the future of the entertainment landscape every day.

### **A new era will start on March 6, 2022.**

**This era will be marked by transformation, limitless creativity, and new technology, for an always more immersive and unforgettable Guest experience.**

**To reach this historic milestone, Disneyland Paris – which will shine as never before – will celebrate its bright future, in which Guests will dream bigger and laugh louder.**

## A NEW SHOW AND A DAZZLING NIGHTTIME PRE-SHOW IN FRONT OF THE ICONIC CASTLE

### A new daytime show called “*Dream... and Shine Brighter!*”

The creation of unique shows is part of the DNA of Disneyland Paris: *Mickey and the Magician*, *The Lion King: Rhythms of the Pride Lands* or *Disney Junior Dream Factory* are examples of successful shows that contribute to making our Guests’ experience magical.

For the 30<sup>th</sup> Anniversary of Disneyland Paris, a new show will be performed every day – several times a day – on Central Plaza at Disneyland Park, in front of Sleeping Beauty Castle which is more beautiful than ever following its 12-month refurbishment (More information [HERE](#)).

Consisting of three themes that celebrate the power of laugh, passion, and dreams, it will feature more than 30 Disney Characters and dancers with new colorful floats and a unique soundtrack.

It will be an opportunity to see Mickey, Minnie, Donald, Daisy, and their friends decked out in their new iridescent costumes, as created especially for the 30<sup>th</sup> Anniversary. Many other Characters who have marked the history of animation will join them, including the Genie from *Aladdin*, Princess Rapunzel, and Jessie and Woody from *Toy Story*, just to name a few.



To give you a sneak peek of the new costumes designed for this celebration, Disneyland Paris organized its own fashion show as part of which Mickey, Minnie and their friends “hit the catwalk” in a one-of-a-kind setting:





### Costume design at Disneyland Paris: 30 years of “Sewing” expertise

- Mickey and Minnie’s dressing room would be a goldmine for any fashion addict – more than 450 costumes, to which the new iridescent costumes with their hats designed especially for the Park’s 30<sup>th</sup> Anniversary are now added!
- Since 1992, more than 30,000 costumes have been designed in the ateliers of Disneyland Paris – one of the largest collections of costumes in Europe.

- Milliners, pattern makers, seamstresses... in total, more than 40 people work in the ateliers of Disneyland Paris.
- To design the costumes of this 30<sup>th</sup> Anniversary, more than 2,000 lines of rhinestone were sewn, more than 700 meters of fabrics were printed, and more than 190 jewels were necessary.

### And a new nighttime state-of-the-art sequence of magic!



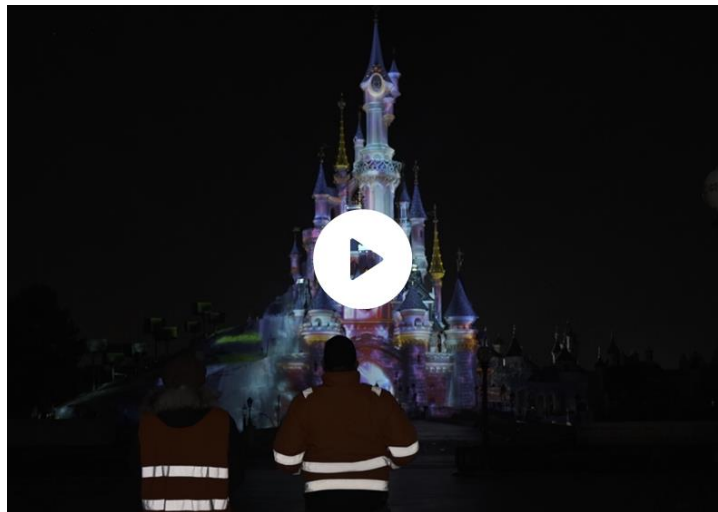
At nightfall, a new spectacular emotional moment will be offered for Guests before one of their favorite shows *Disney Illuminations*. Called *Disney D-Light*, this new pre-show will combine video projections, illuminated water jets, lighting effects, mist, famous Disney songs, and above all, drone choreography to bring an additional touch of Magic around the iconic Castle, that has been renovated for the occasion. Filled with special effects, the different scenes will transform the Castle as never before.

To kick off the celebration and for a limited time, a light and air show featuring 200 drones\* - designed with the assistance of European expert Dronisos, Official Technology provider based in Bordeaux – will be performed so as to end this new nighttime pre-show in an unforgettable way. These synchronized drones will form a sparkling figure “30” in the sky right above Sleeping Beauty Castle, while the new theme song created for the 30<sup>th</sup> Anniversary – “Un monde qui s’illumine” – will be played in the background. The soundtrack was recorded with a symphony orchestra at the famous Abbey Road Studios in London, and arranged in a different way for this pre-show, to make it even more emotional.

It will be the first time a Disney Park uses the drone technology as part of a daily outdoor show above its Castle. This innovation is a new step forward in the development of experiences that are always more immersive and spectacular for Disneyland Paris Guests, where technology paves the way for emotions!

\* Certain experiences, shows or events may be modified or cancelled with no prior notice, based on the changes in health measures and public authorities’ recommendations, or in the event of bad weather conditions.

This video takes you behind the scenes of this state-of-the-art sequence of magic.



**SPECIAL ENTERTAINMENT ELEMENTS THAT ADD TO THE EXISTING EXPERIENCES FOR EXTRA MAGIC**

In addition to the entertainment program developed especially for the 30<sup>th</sup> Anniversary, Guests will be able to enjoy the existing experiences with their family or friends. They will be able to experience more than 50 attractions – whether they are thrill seekers, passionate about adventures or enchanted journeys – there are attractions to suit all tastes. “Selfie Spots” to interact with Disney Characters, and many shows such as *Mickey and the Magician* (performances will start in spring/summer 2022), *Disney Junior Dream Factory*, *Disney Stars on Parade* (which made its big comeback early January 2022 after being suspended for nearly two years) will always be a part of the celebration, just like *Disney Illuminations*, which will immerse Guests in Disney, Pixar, and *Star Wars™* stories, from the past and the present!

**DISNEYLAND PARIS' 30<sup>th</sup> ANNIVERSARY**  
 FROM 6 MARCH 2022

Brand new experiences will complete the existing offer at Disneyland Paris for its 30<sup>th</sup> Anniversary Celebration.

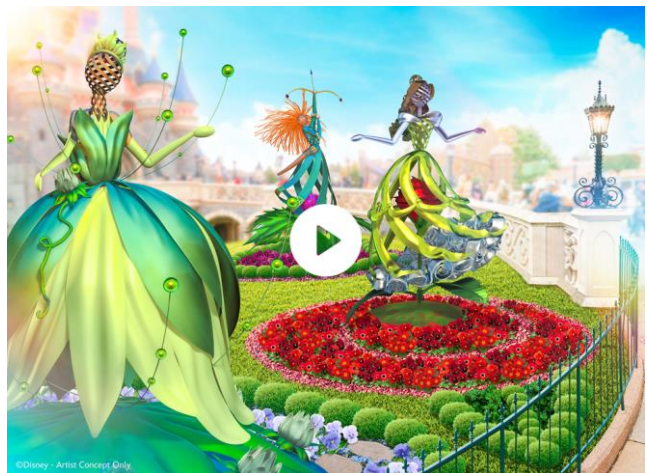
- NEW DAYTIME SHOW
- NEW GARDENS OF WONDER
- NEW STATE-OF-THE-ART SEQUENCE OF MAGIC
- ICONIC SHOWS RETURNING
- MORE THAN 50 ATTRACTIONS
- AVENGERS CAMPUS OPENING THIS SUMMER
- AND MANY MORE...

## NEW GARDENS OF WONDER THAT CELEBRATE NATURE AND THE DIVERSITY OF DISNEY AND PIXAR CHARACTERS

Disneyland Park will be home to entirely new *Gardens of Wonder* comprised of 10 different theme-based gardens. Installed in front of Sleeping Beauty Castle, the gardens will feature 30 entirely new art pieces, kinetic Disney and Pixar sculptures which will “come to life”. They will celebrate nature, embody the diversity of popular Disney and Pixar Characters, and offer an enchanted promenade for our Guests.

Each of these pieces has been imagined thanks to the expertise and creativity of our Landscaping and Entertainment teams, and is produced by local craftsmen whose know-how has contributed to Disneyland Paris experience for many years. Inspired by various sources of influences : from windmills for children to the world of Salvador Dali, among other things – this 30 pieces of art will be installed in 10 different theme-based gardens and will represent a wide variety of Disney and Pixar Characters, from Princesses to Villains.

For example, the *Garden of Asia* will include sculptures of Baymax (*Big Hero 6*), Mushu (*Mulan*) and Sisu (*Raya and the Last Dragon*).



The 3D modeling and handmade production of these 30 art pieces were carried out in collaboration with 3 French companies expert in decor production based in Ile-de-France. These 3 companies, including different professions such as engineers, technicians, painters have worked in collaboration with Yves Ollier, Set Designer Manager at Disneyland Paris, to create these *Gardens of Wonder*. The above video offers a behind-the-scenes look at how the new *Gardens of Wonder* at Disneyland Paris will look like.



Disneyland Park will also be redecorated using the iridescent theme, with sparkling blue and purple hues.

Lighting effects, neon lights and backlit kinetic mobiles will be used to decorate Disneyland Park’s main places, such as the Gazebo, Main Street Station, and Disney Village as well.

**Fun Facts**

As a real kingdom of nature that spreads over **2,230 hectares**, if Disneyland Paris were a garden, it would be the biggest in Europe. With more than **35,000 trees, 450,000 shrubs and over 1 million flowers planted every year**, this kingdom of nature makes the Park look more beautiful, while changing based on the seasons and celebrations.

In total, around a hundred Cast Members – who work as gardeners who create magical worlds – design and take care of the exceptional green landscapes that are notably inspired by those dreamed up by Walt Disney and contribute to making the dream a reality.

At Disneyland Paris, there are 9 different professions in the field of horticulture, along with arborists, a watering system comprising 6,000 km of hoses that is unique in Europe, not to mention the famous indoor plants that Guests can admire every day in all 7 Disney Hotels.

Therefore, the Landscaping department teams play a key role in the continued success of Disneyland Paris, as their mission consists of being always more creative.

More generally speaking, the environment and nature are taken into account as part of the resort’s daily operations, thanks to a long-standing commitment in terms of environmental stewardship. For more information, click [HERE](#).

**FOOD & BEVERAGE OPTIONS THAT CELEBRATE THE 30<sup>th</sup> ANNIVERSARY AS WELL**

At Disneyland Paris, the food and beverage experience also contributes to the Magic! For months, our chefs have been passionately developing and testing new dishes to complete this unique Anniversary. As of March 6, 2022 and as part of the celebration, Guests will be able to enjoy more than sixty tasty dishes with new vegetarian options including a vegan panini and a salted mashed potato waffle, delicious desserts, and exclusive cocktails.

Table-service restaurants will feature iconic new desserts developed by the pastry team, composed of chefs, sous chef and commis, who works in the inside-Disneyland Paris’ pastry *Les Délices de Minnie*. It includes a white chocolate and strawberry cake served under a dome called “Le Bouquet final”, and all-you-can-eat buffets will feature a new 30<sup>th</sup> Anniversary-themed macarons assortment that will be a feast for the eyes and a delight for the taste buds of Guests of all ages.



The Disneyland Paris barman team, has, on his side, created exclusive drinks, such as the pink “Happy Birthday Cocktail”, or the “Smoothie with a twist” composed of blueberries purees, banana and coconut, or even the blue “Enchanted Flute”

**Fun Facts**

At Disneyland Paris, Guests can choose among 59 restaurants, 10 bars and many snack bars within the resort. All restaurants offer a selection of vegetarian meals.

## AN EVEN MORE UNIQUE SHOPPING EXPERIENCE AS PART OF THE 30<sup>th</sup> ANNIVERSARY!

With its 63 theme-based boutiques and shops, shopping is an experience in itself at Disneyland Paris. For the resort's 30<sup>th</sup> Anniversary, teams have designed more than 350 new exclusive items. This is the most significant product development program ever conducted at Disneyland Paris!

What would an unforgettable celebration at Disneyland Paris be without exclusive items to bring home so as to extend the experience? With this in mind, our Guests will be able to discover a whole new collection of dazzling products exclusively dedicated to the Resort's 30<sup>th</sup> Anniversary.

From limited-edition collectibles to keychains, Anniversary-themed plush, iconic ear headbands, and trendy sweatshirts, the 30<sup>th</sup> Anniversary of Disneyland Paris will offer items to suit all tastes, so that everyone can shine in his/her own way!

Over the months, new collections and products designed in collaboration with renowned brands will be added to the 30<sup>th</sup> Anniversary merchandise collections in our shops, meaning that there will be even more surprises in store for our Guests. More information will be provided soon.



### **Fun Facts**

Disneyland Paris has its own on-site creative studio dedicated to product development. Constantly monitoring the latest trends in terms of shapes and colors, it also watches closely the latest technological advancements. Made up of around a hundred talented Cast Members – who work in the fields of drawing, procurement, fashion design, “visual merchandising” or window display design – the team worked on the development of these new collections for nearly 18 months.





**...AND THE FIRST ULTRACHIC PANTSUIT FOR MINNIE MOUSE AT DISNEYLAND PARIS, AS DESIGNED BY STELLA MCCARTNEY HERSELF!**

For the 30<sup>th</sup> Anniversary of Disneyland Paris, Minnie called upon the services of British designer Stella McCartney to create her first pantsuit to be worn at Disneyland Paris.



*"I am delighted to be working with the one, the only, the iconic Minnie Mouse. I have designed a custom outfit for her in celebration of the 30<sup>th</sup> Anniversary of Disneyland Paris.*

*Minnie has always had a special place in my heart. We share the same values. What I love about Minnie is the fact that she embodies happiness, self-expression, authenticity and that she inspires people of all ages around the world. Plus, she has such great style! I wanted Minnie to wear her very first pantsuit at Disneyland Paris, so I have designed one of my iconic costumes – a blue tuxedo – using responsibly sourced fabrics.*

*This new take on her signature polka dots makes Minnie Mouse a symbol of progress for a new generation.*

*She will wear it in honor of Women's History Month, in March 2022. I can't wait for you to see this new look at Walt Disney Studios Park!",* said Stella McCartney.

And as part of a more global collaboration with The Walt Disney Company, Stella McCartney will market a unique Minnie Mouse t-shirt as part of the International Women's Rights Day. This t-shirt will be exclusively available online and in Stella stores on March 8, 2022. And starting Spring 2022, a limited-edition product line inspired by the cult movie *Fantasia* will be launched by Stella McCartney.



STELLA MCCARTNEY

## AVENGERS CAMPUS: OPENING SCHEDULED FOR SUMMER 2022

The 30<sup>th</sup> Anniversary will also mark the highly anticipated opening of the new theme-based area *Avengers Campus*, which is an integral part of the transformation of Walt Disney Studios Park. Starting Summer 2022, Super Heroes from the MARVEL universe will gather at *Avengers Campus*. They will invite Guests to embark on a brand-new epic journey consisting of heroic adventures and missions to fulfill, thereby extending the immersive experience in the MARVEL universe, that started with the opening of Disney’s Hotel New York – The Art of Marvel in 2021.



### DISNEYLAND PARIS AT A GLANCE

- #1 Touristic destination in Europe
- More than 375 millions visits since 1992\*
- 16.000 “Cast Members” (employees)
- 2 Theme parks
- 59 attractions
- 7 Disney Hotels
- 2 Convention Centers
- Disney Village

\* Contribution study Setec for 1992-2020



[Click here to download a selection of high-quality images and videos](#)

**PRESS CONTACTS**

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