



The Walt Disney Archives & Semmel Exhibitions
present

Disney

THE

EXHIBITION

A CENTURY OF MAGIC

DISNEY: THE EXHIBITION – A CENTURY OF MAGIC



“More than 250 rarely seen artifacts from Disney’s most beloved stories.”
Good Morning America

- o *Disney: The Exhibition – A Century of Magic* celebrated its World Premiere at The Franklin Institute in Philadelphia, Pennsylvania on February 18, 2023

Step into the story of The Walt Disney Company and experience 100 years of Disney magic like never before!

Disney: The Exhibition – A Century of Magic is a once-in-a-lifetime event celebrating the iconic characters and stories that have captured the hearts of audiences around the globe.

This groundbreaking and interactive travelling exhibition invites visitors of all ages to rediscover some of their favorite stories in eight galleries enhanced with innovative technology.

From beloved Disney classics to the recent releases from **Marvel**, **Pixar**, and **Star Wars**, *Disney: The Exhibition – A Century of Magic* showcases rarely seen works of art, artifacts, memorabilia, and original costumes, and offers a new way to experience the magic of Disney with unique photo opportunities and games as well as content-rich interactive stations.



DISNEY: THE EXHIBITION – A CENTURY OF MAGIC



Preferable engagement: 6 months

Ideal area: Flex 10.000 ft m² (approx 950 m²)

Ideal clear ceiling height: 16.5ft (app 5 m) –
free of any obstructions

Installation: 21 days

De-installation: 14 days

Duration may vary depending on local conditions at each venue.

Venue must provide a climate-controlled environment that respects the following conditions:

- a) A constant temperature of 70° Fahrenheit +/- 3° Fahrenheit (app 21° Celsius +/- 1.7° Celsius)
- b) 50% relative humidity +/- 5% with no more than five percent shift in a 24-hour period

For more information, please contact:

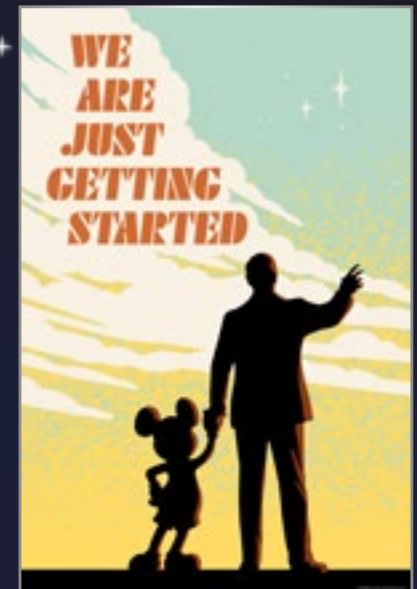
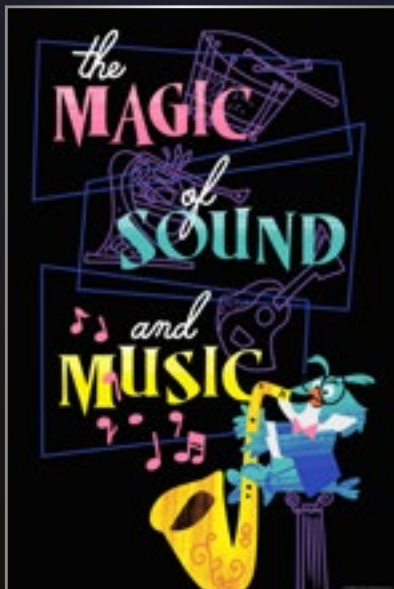
Michael Ginzburg

E-Mail: ginzburg.michael@semmel.de

Mobile: +49 173 549 74 96

www.disney100exhibit.com

EIGHT THEMED GALLERIES



GALLERY SPOTLIGHT: WHERE IT ALL BEGAN



This gallery introduces visionary filmmaker and innovator Walt Disney and his philosophies that provided the foundation for what would become The Walt Disney Company.

Explore his story from the time before Mickey Mouse, to Mickey's debut in *Steamboat Willie* in 1928, and the fantastic breakthroughs made in animation during the early 1930s.

GALLERY SPOTLIGHT: WHERE DO THE STORIES COME FROM?



Explore the sources of inspiration for Disney's beloved films through art and artifacts from *Snow White and the Seven Dwarfs* (1937), *Frozen* (2013), and more. In this fabulous gallery with everchanging multimedia environments, discover how Disney storytellers bring their magical worlds to life.



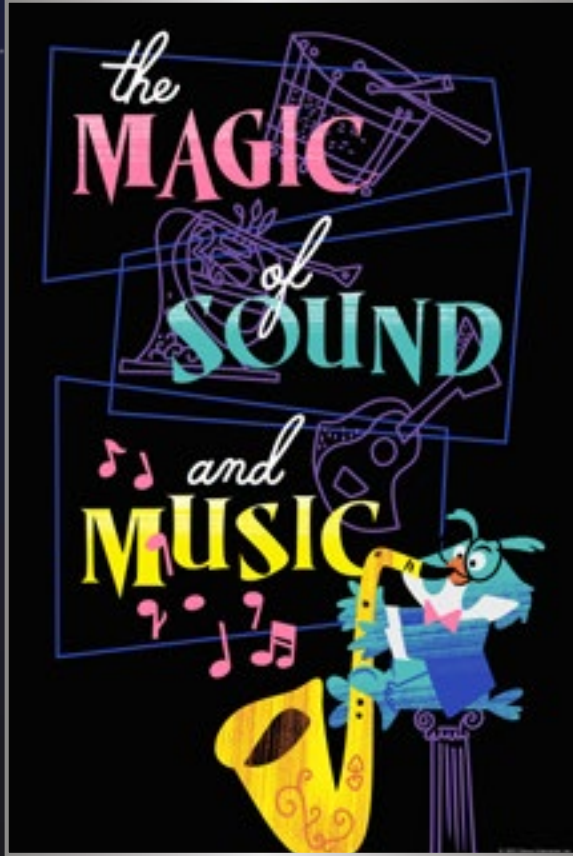
GALLERY SPOTLIGHT: THE SPIRIT OF ADVENTURE AND DISCOVERY



From magical underwater worlds and the mysteries of the jungle, to the outer depths of a galaxy far, far away, stories of adventure from Disney, *Star Wars*, and the Marvel Cinematic Universe invite visitors on an interactive quest to discover hidden treasures from some of their favorite films.



GALLERY SPOTLIGHT: THE MAGIC OF SOUND AND MUSIC



This gallery celebrates the power of music as the universal language that unites and inspires us all.

Guests can learn about the history and importance of sound and music in Disney films and theme park experiences through immersive moments, global interactives, and media installations.



THE ARTIFACTS BEHIND THE STORIES

Wonder at more than 250 treasures from The Walt Disney Company including historical artifacts, works of art, models and drawings, plus costumes, props, and memorabilia - all spanning 100 years of Disney history.



Cruella costume from the live-action film *Cruella* (2021)



Carousel horse from *Mary Poppins* (1964)



Glass slipper from the live-action *Cinderella* (2015)

THE ARTIFACTS BEHIND THE STORIES



Castle of Magical Dreams model
from Hong Kong Disneyland®

Helmet from *Thor* (2011)
© MARVEL

BB-8 puppet used in *Star Wars: The Force
Awakens* (2015), *Star Wars: The Last Jedi*
(2017), and *Star Wars: The Rise of Skywalker*
(2019)

INTERACTIVES AND PHOTO OPPORTUNITIES



KEY FEATURES

- Global exhibition celebrating 100 years of The Walt Disney Company
- Allows fans to become immersed in the magic and wonder of Disney storytelling and learn more about The Walt Disney Company, its creative culture, and the people behind the magic and world-famous characters
- Appeals to all ages and audiences
- Fun, entertaining, educational, diverse, engaging, and accessible
- Original costumes, authentic film props, character sketches, three-dimensional models, and one-of-a-kind works of art
- Photo opportunities integrated throughout the exhibit
- Learning opportunities with access to in-depth resource materials from the Walt Disney Archives
- Exclusive exhibition merchandise

“Much like watching your favorite Disney flick over and over, there’s seemingly always something new to uncover as you view these rare artifacts and touch and tinker with dozens of interactive displays.”

Visit Philadelphia



CREATIVE TEAM AND PRODUCERS

About the Walt Disney Archives

For five decades, the Walt Disney Archives has carefully safeguarded the most treasured items from The Walt Disney Company's history, including original scripts, movie props and costumes, Walt Disney's correspondence and script notes, theme park artifacts, merchandise, millions of archival photographs, and many of Walt's personal effects. Founded by Disney Legend Dave Smith in 1970, the Walt Disney Archives is a vital resource for every part of Disney, as well as an important research center for Disney scholars, researchers, and writers. The Archives also shares its countless pieces with Disney fans everywhere through its exhibitions and close association with D23: The Official Disney Fan Club.

About Semmel Exhibitions

Semmel Exhibitions is a division of German live entertainment producer Semmel Concerts. Semmel Exhibitions produces experiences that travel to venues around the world and presents exhibitions at their own venues in Germany, Austria and German-speaking Switzerland.

Semmel Exhibitions' current portfolio of productions includes Tutankhamun: His Tomb and His Treasures - An immersive Adventure, Marvel: The Exhibition - Universe of Super Heroes, Marvel's Spider-Man: Beyond Amazing - The Exhibition, and Disney: The Exhibition - A Century of Magic, which combined have welcomed an audience of more than nine million people worldwide, and forged a strong international network of museums, science centers, cultural venues and the creative industries.

For more information visit www.semmel-exhibitions.com.

