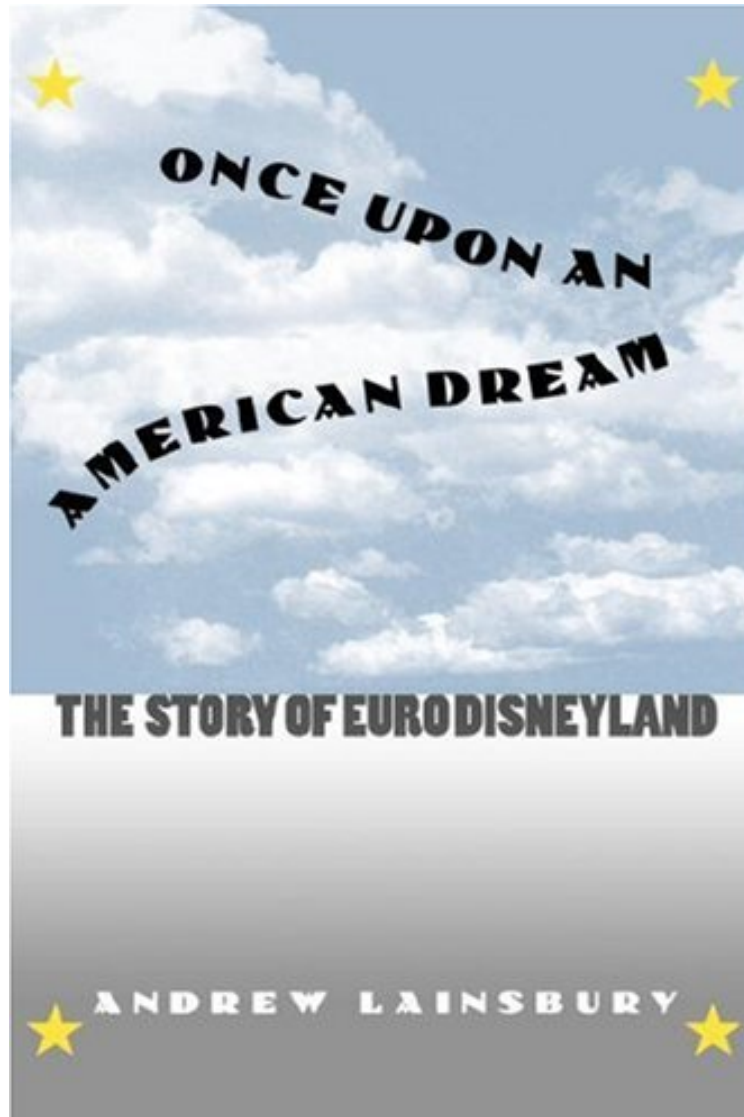


[Library ebook] Once Upon an American Dream: The Story of Euro Disneyland

Once Upon an American Dream: The Story of Euro Disneyland

Andrew Lainsbury

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



+

READ ONLINE

#2460861 in Books University Press of Kansas 2000-03-22 Original language: English PDF # 1 9.02 x .81 x 5.981, 1.40 #File Name: 070060989X304 pages | File size: 50.Mb

Andrew Lainsbury : Once Upon an American Dream: The Story of Euro Disneyland before purchasing it in order to gage whether or not it would be worth my time, and all praised Once Upon an American Dream: The Story of Euro Disneyland:

0 of 0 people found the following review helpful. A serious reexamination of a misunderstood venture By Nom de Guerre I have been going to Disneyland Paris/Euro Disney since it first opened and am plenty familiar with all the negative press the park received, all the scandals, all the "can we even keep this place open" talk. I have also been

lucky enough to get a behind-the-scenes look at what goes into planning and designing an international Disney park like this (I met with a group of Imagineers), and the amount of artistry and cultural sensitivity involved in this kind of endeavor. Lainsbury brings these insights (and more) to the public in his fascinating book, which I hope will only be the beginning of the topic's discussion--especially with Disney parks opening in more locations across the globe. He discusses the economic troubles the park faced, how they fit in the context of the larger global economy, and how Disney handled them. He explains the key concepts behind the park's design and the difficulties the Imagineers faced (how do you deal with a temperate climate? with a multilingual audience? with Europe's different ideas about what constitutes the exotic and the exciting? how do you present Europeans with living versions of cartoons based on European cultural heritage?). The book leaves plenty of questions open, and brings to the surface many more, but it made a fascinating (and quick) read. To my knowledge, it's the only book on Disneyland Paris specifically, which gives it extra value in my mind (and for my purposes--I read it in preparation for a college class I am teaching on art and pop culture in Paris). If you've been to Disneyland Paris, or are curious about the way a Disney park is designed and operates, or just want to know about the "public scandal" aspects of the park, this is the book to read.

0 of 5 people found the following review helpful. Unnecessary book
By Yodah
The story of Euro Disneyland is an exciting topic and therefore I purchased 'Once upon an American dream'. I was both disappointed by both content and style. I am afraid that even a high school student would have written a more superior and more enticing story. Please do not waste your money on this book.

8 of 8 people found the following review helpful. An inside look in what really happened
By P. Schouten
This is the result of thorough research. All the sources I once used for my own literature report have been used in this book and added to that information, are interviews with people like Tony Baxter, Ward Kimball, Bill Cottrell, Tim Delaney and Card Walker; people who were in key positions when important decisions were made about this European Kingdom, as negotiator, designer or imagineer. A lot has been written about the park, and many people still believe it was a mistake to build it, primarily based on negative journalism. This book sticks to the facts and is intended for people who like to go beyond those rumors. If you are looking for a book to help you plan your trip to Disneyland Paris, this is not the book for you, but for researchers into international marketing and business, this is an essential volume.

Branded a "cultural Chernobyl" and the "tragic kingdom," the Euro Disney Resort has been on its own thrill ride since opening in 1992. The much publicized version of the Magic Kingdom gave Europeans alcohol-free "mocktails," surly employees, even colors too muted for the Disney image. Facing financial disaster, was it any wonder that Disney execs found themselves wishing upon a star for answers? After so many knee-jerk criticisms of Euro Disney, this book combines firsthand experience and research to shed new light on claims that the park is nothing more than a form of American cultural imperialism. Andrew Lainsbury, a former Euro Disney employee who knows what the park meant to its visitors, goes beyond media bites and academic scorn to examine Europe's love/hate relationship with Euro Disneyland and some of the undiscussed issues surrounding it.

Once Upon an American Dream is a story of global capitalism on a grand scale. Lainsbury has plumbed company archives and interviewed key players to give readers the real view from Le Chateau de la Belle au Bois Dormant (Sleeping Beauty's Castle). He cracks open the Euro Disney controversy to reveal the park not as a tragic experiment in exporting American culture but the result of European efforts to import a popular form of American entertainment. Lainsbury tells how the Walt Disney Company came to build a European park and locate it in France, how political negotiations affected its design and development, how it was promoted to continental audiences, and what caused its widely publicized financial woes before being rescued by a real prince from Saudi Arabia. He reveals what it took to win back the hearts of skeptical Europeans such as serving wine, selling flashy merchandise, and placating disgruntled workers. Finally, he looks into the magic mirror to speculate on the role of Euro Disney and the Walt Disney Company in the twenty-first century. Ultimately, Lainsbury shows that cultural imperialism is not an exclusively American phenomenon but a global corporate strategy and that global corporatism, by needing to be responsive to consumers, is so complex that it may not be as monolithic as feared. Once Upon an American Dream is a fairy tale for our times, reminding us that, for all the critical huffing and puffing, the creation and marketing of pleasure is what Euro Disneyland is all about.

"As Lainsbury shows, Euro Disneyland gave great aid and comfort to Disney critics for a number of reasons: cost, political ramifications, French cries of cultural imperialism, and the financial woes of the opening year. This book is based on Lainsbury's research here and in Europe as well as on interviews, archival data, and, most convincing, his direct experience as a Disney employee. In addition to setting the record straight, he makes a strong and convincing argument for doing cultural history/cultural studies in a new way, based on aesthetic principles and an appreciation for pleasure, as opposed to the literary theory and grim Marxian analysis currently in vogue. It is a bold stroke, a plea for a more inclusive mode of analysis, better suited to what is, after all, a pleasure garden and a work of art." Karal Ann Marling, author of *Designing Disney's Theme Parks: The Architecture of Reassurance* "This well-written and well-documented book should appeal to readers in fields ranging from American studies and cultural studies to business and economic history, public history, and tourism studies." Erika Doss, author of *Elvis Culture: Fans, Faith, and*

ImageFrom the Back Cover" As Lainsbury shows, Euro Disneyland gave great aid and comfort to Disney critics for a number of reasons: cost, political ramifications, French cries of cultural imperialism, and the financial woes of the opening year. This book is based on Lainsbury's research here and in Europe as well as on interviews, archival data, and, most convincing, his direct experience as a Disney employee. In addition to setting the record straight, he makes a strong and convincing argument for doing cultural history/cultural studies in a new way, based on aesthetic principles and an appreciation for pleasure, as opposed to the literary theory and grim Marxian analysis currently in vogue. It is a bold stroke, a plea for a more inclusive mode of analysis, better suited to what is, after all, a pleasure garden and a work of art. "--Karal Ann Marling, author of *Designing Disney's Theme Parks: The Architecture of Reassurance* "This well-written and well-documented book should appeal to readers in fields ranging from American studies and cultural studies to business and economic history, public history, and tourism studies."--Erika Doss, author of *Elvis Culture: Fans, Faith, and Image*About the Author Andrew Lainsbury worked as Prince Charming and served in a variety of other capacities during Euro Disney's hectic opening year. He holds a Ph.D. in American studies and has visited and studied theme parks around the world. He is currently an account executive and trend analyst with a major promotional marketing agency in Minneapolis.