

DOWNTOWN DISNEY

Disneyland

Anaheim, California

Client: Walt Disney Imagineering



AWARDS

SUPERIOR ACHIEVEMENT IN
DESIGN & IMAGING
RETAIL TRAFFIC MAGAZINE, 2002

GOLD NUGGET AWARD OF MERIT
CALIFORNIA BUILDING INDUSTRY
ASSOCIATION, 2001

Elkus Manfredi Architects provided the final master plan and design for Downtown Disney, the 300,000-square-foot pedestrian spine connecting Disneyland's hotels with its two parks, the Magic Kingdom and the California Adventure. More than just a passageway, Downtown Disney is a vital component of Disneyland's marketing strategy, designed around a well-researched understanding of guest behaviors. Offering shopping, dining, and entertainment, this vibrant esplanade is the final link that weaves the separate components of Disneyland into one experiential continuum.

Merchandising activity along the street begins in earnest as park guests make their way to their hotels for a mid-afternoon break. Before returning to the parks for the evening's entertainment, families dine in Downtown restaurants. Activity continues late into the evening, with the street serving as both a lively and enticing shopping environment for patrons passing through, and an entertainment destination for others.

In addition to the master plan, Elkus Manfredi designed 11 of the 13 buildings in Downtown Disney including the 40,000-square-foot World of Disney store, the 3,000-square-foot specialty shop Illuminations, and entertainment-dining establishments such as the House of Blues.



