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# Celebrate Disney's 100th Anniversary at Disney100: The Exhibition

Opening October 13th, 2023, at the ExCeL Centre, London

- The Walt Disney Archives opens a vault of historical and special treasures, with a vast number of rarely seen original works of art, reprographics, artefacts, costumes and props, and other memorabilia on display
- 20,000-square-foot exhibition at London's ExCeL centre showcasing ten large, and imaginatively themed galleries with renowned classics from Snow White and the Seven Dwarfs (1937) to contemporary releases such as Encanto (2021), including the latest members of the Disney family—Pixar, Star Wars and Marvel
- The exclusive waitlist sign-up launches on July 11, 2023, with tickets going on-sale on July 18, 2023
- Fans who book to visit on October 16th, 2023, Disney's 100th anniversary, will be able to enjoy an extended opening to 9pm and tickets for the full day will all be VIP
- Tickets will include special prices for families, children, students and senior citizens. There will also be Flexi entry anytime ticket and a VIP ticket which will offer a unique branded laminate & lanyard, an exclusive D100 Disney pin, additional surprises and flexible entry at any time on any given day

Opening doors on **October 13, 2023**, Disney100: The Exhibition is the largest exhibition the Walt Disney Archives has ever created as it continues its European tour at London's ExCeL to mark The Walt Disney Company's 100th anniversary on October 16, 2023. In the lead up to

this very special exhibition, fans will be able to join an exclusive waitlist from July 11, 2023, to get tickets to the exhibition which will run until 2024.

The 20,000-square-foot exhibition, only 12-minutes from Central London on the Elizabeth Line, will provide fans of all generations with the opportunity to immerse themselves and rediscover some of their favourite Disney stories in ten magnificent and imaginatively themed galleries. With moving stories, historical artefacts, original costumes and unique interactive installations, visitors can take a mesmerising, nostalgic and educational journey through 100 years of The Walt Disney Company.

After previous residencies captivating audiences at The Franklin Institute in Philadelphia USA and Munich's Small Olympic Hall, this exhibition will provide fans in the United Kingdom with the opportunity to explore a vast array of artefacts from the Walt Disney Archives alongside many of the "Crown Jewels" from renowned classics including *Snow White and the Seven Dwarfs* (1937) to contemporary releases such as *Encanto* (2021), as well as the latest members of the Disney family —Pixar, Star Wars and Marvel.

With awe-inspiring memorabilia and never-before-seen works of art, visitors will be taken on a journey as they explore the special behind-the-scenes glimpses into the creation of the company's most popular characters, films, shows, and attractions—from Disneyland Paris to Walt Disney World® Resort and beyond.

In the gallery ***Where Do the Stories Come From?*** visitors can see the actual prop storybook [Dutch language] from the opening scene of ***Snow White and the Seven Dwarfs*** (1937) and the ***Mary Poppins*** (1964) carousel horse which Disney Legend Dick Van Dyke rode in his role as the lovable Bert. The stunning crystal glass slipper from ***Cinderella*** (2015) will also be on display alongside original artwork from the 1950 animated classic.

In ***The Illusion of Life Gallery***, the original artwork for the animation of 'Cruella' from ***One Hundred and One Dalmatians*** (1961) and the renowned red dress from ***Cruella*** (2021) will be showcased, conveying the fully developed personality of the 'erratic and eccentric' character. Visitors will also discover more about the creation of Disney heroes, villains, and

sidekicks that have inspired and entertained audiences across the globe for 100 years—from the first sketch to the finished animation.

The stories of Disney, Pixar, Star Wars, and Marvel invite you on a journey in **The Spirit of Adventure and Discovery Gallery**, where fans can look forward to seeing the Iron Man helmet from *Avengers: Infinity War* (2018), among other treasures. Of course, Disney100: The Exhibition also includes a look at Disney's world-renowned theme parks. In the gallery **Your Disney World: A Day in the Parks**, visitors will feel as if they are standing on a version of Main Street, U.S.A., where they will see an attraction vehicle from Mr. Toad's Wild Ride at Disneyland® Park and a model of the Castle of Magical Dreams for Hong Kong Disneyland® Park shine in the colourful light of fireworks.

During a visit to Disney100: The Exhibition, visitors are encouraged to capture cherished moments. With a series of extraordinary backdrops and photo opportunities with some of their favourite and beloved Disney characters, fans, families and kids can unleash their inner superhero as they take a photo with the life-sized 'Incredibles Family' from Disney and Pixar's *The Incredibles* (2004), alongside photo opportunities with Mickey, Goofy, and Dopey. Kids can also test their observation skills with a series of "Did you know?" flip-style question-and-answer boards, offering child-friendly fun facts about assets found in each gallery.

It took four years to plan and assemble the artefacts for Disney100: The Exhibition, many of which will be on display for fans and Disney lovers for the first time. The majority of artefacts presented are from the collection of the Walt Disney Archives, with additional items from Marvel Studios, the Pixar Living Archives, the Walt Disney Animation Research Library and the collections of Walt Disney Imagineering.

"We are incredibly excited to bring this fantastic exhibition to London," said Becky Cline, director, Walt Disney Archives. "We can't wait for guests in the UK to experience their favourite Disney stories, characters, and attractions in new and immersive ways as we celebrate all the wonderful worlds of Disney."

Open throughout the holiday season and into 2024, families and loved ones can celebrate their love of Disney's most timeless stories. With a gift shop featuring an array of exclusive and unique merchandise, visitors can purchase gifts to mark their visit and celebrate the holiday season.

Tickets go on-sale at 10am on July 18, 2023, starting from £16.50 off peak for children.

To receive an exclusive preview of ticket dates and learn more about The Walt Disney Company's 100-year celebration, sign up at: [Disney100exhibit.com/london](https://Disney100exhibit.com/london)

### **Notes to Editors:**

#### **Location:**

ExCeL London  
One Western Gateway  
Royal Victoria Dock  
London E16 1XL

Link to press kit [here](#)

#### **About Disney100**

The Walt Disney Company marks its 100th anniversary on October 16, 2023, and throughout the year will celebrate the fans and storytellers who have sparked the joy and magic that is Disney over the last century. Disney100 is a celebration of timeless storytelling and unforgettable characters that have entertained and inspired people of all ages for 100 years. Disney100 will also offer exciting opportunities for fans and families to relive their most beloved Disney memories and to delight in new heart-warming stories and experiences tied to this momentous milestone, across renowned Disney studios, Disney Parks and Experiences around the globe, and more.

#### **About the Walt Disney Archives**

For more than 50 years, 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 artefacts, 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 centre 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 Semmel Concerts, the German live entertainment producer. Semmel Exhibitions produces experiences that travel to venues around the world, presents exhibitions at their own venues in Germany, Austria and German-speaking Switzerland and curates an exhibition-focused program track for the International Live Music Conference/ILMC. Semmel Exhibitions' current portfolio of productions includes "Tutankhamun: His Tomb and His Treasures", "MARVEL: Universe of Super Heroes", "SpiderMan: Beyond Amazing – The Exhibition" and most recently "Disney100: The Exhibition", which have welcomed a combined 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](http://www.semmel-exhibitions.com)

### About FKP Scorpio Entertainment

Founded in 1990 by Folkert Koopmans and with over 300 employees, FKP Scorpio is one of the leading promoters of live music events in the UK & Europe, promoting countless concerts, festivals and show productions with millions of visitors. The FKP Scorpio Group is represented by the following offices throughout Europe: FKP Scorpio UK LTD (United Kingdom), Arcadia Live GmbH (Austria), FKP Scorpio Belgium BV (Belgium), FKP Scorpio Norge AS (Norway), FKP Scorpio Poland SP.Z O.O. (Poland), FKP Scorpio Sverige AB (Sweden), Friendly Fire B.V. (The Netherlands), Fullsteam Agency OY (Finland), Greenfield Festival AG (Switzerland) and Smash!Bang!Pow! ApS (Denmark). FKP Scorpio Entertainment Ltd is a new division of the group which specialises in exhibitions, family events and touring shows. About The Luna Cinema The Luna Cinema was founded in 2008 by George Wood with a showing of *Some Like It Hot* at Dulwich Park in South London. In 2022 it

will bring more than 150 screenings to over 45 outdoor locations around the UK, making it the UK's largest producer of outdoor cinema events. Location capacity ranges from 300 to 3000, with a total of 275,000 tickets available. The Luna Cinema team also produce "The Friends Experience", the interactive fan event celebrating the TV show "Friends" and "The Nickelodeon Experience", a family-orientated immersive event. In 2020, in reaction to the pandemic, the Luna team launched The Luna Drive In Cinema, establishing it as the UK's largest ever drive in cinema, playing to over 150,000 cars throughout the year. Embracing the nostalgia of classic drive in (with waiting staff on skates bringing food to your vehicle) but incorporating state of the art technology in the form of a unique in-car wireless speaker solution, full HD giant screens and a web-based food ordering system.

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## About Fever

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratize access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.

## Contact details

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