

# New EPCOT Central

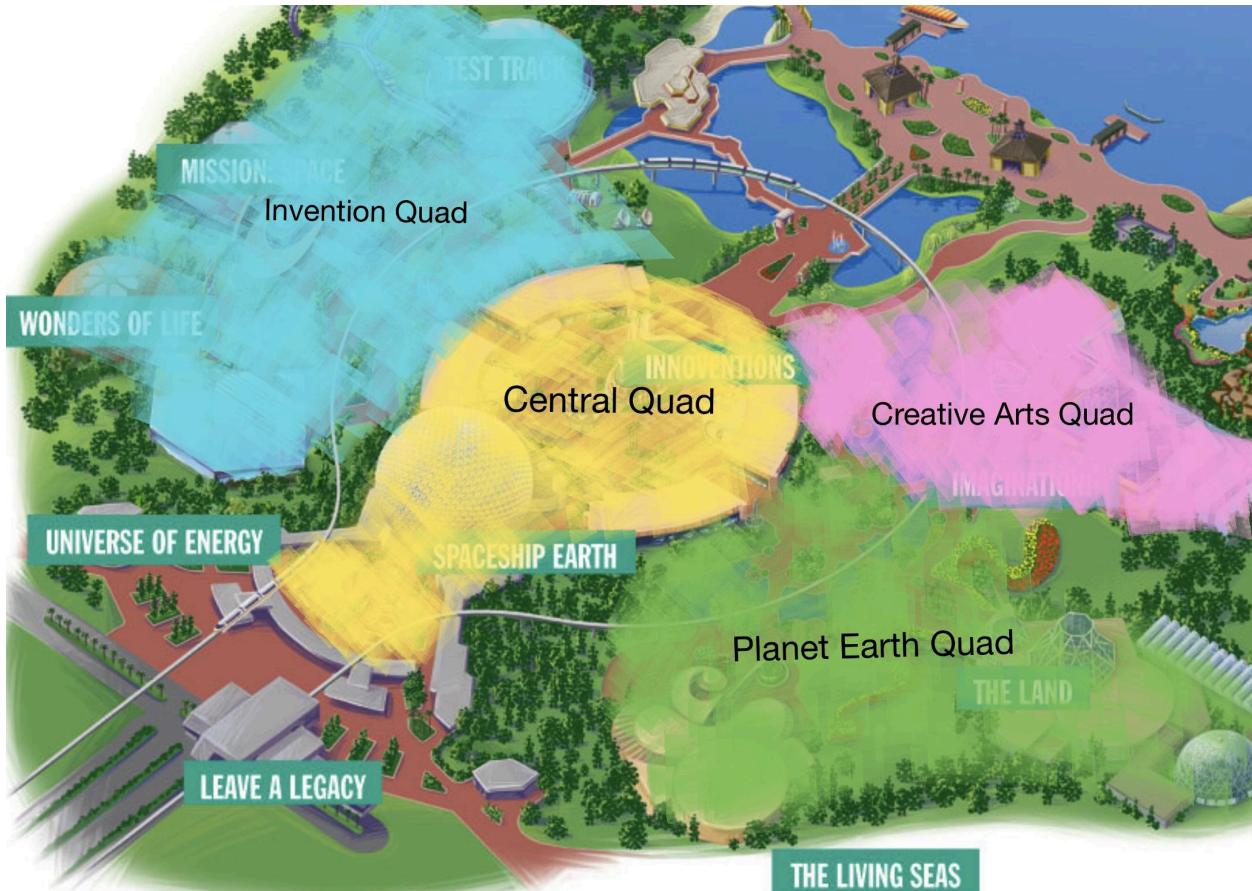
Communicore/Innoventions Plaza Revitalization

Beginning 2010-Completed 2013

## Abstract

The Center of Future World has long been a problematic area of EPCOT. The Communicore and Innoventions attractions require constant reinvestment and outside corporations to sponsor new exhibits. The dining options in this area have always left a lot to be desired. The merchandise locations have always been cluttered and hard to navigate. Lastly, the symmetry and ring shape of the Communicore buildings have always made this area feel enclosed and separate from the rest of the park. This project, the replacement of Innoventions plaza, hopes to fix these problems by giving the space its own identity. While also adding new evergreen attractions aimed at families with young children, improved dining options, and a new merchandise location with a modern shopping experience.

The refurbishment of the central plaza of Future World gives the park the opportunity to refresh the entire front half of the park. The entire Future World section of the park will henceforth be known as Innovation Campus, and the different pavilions separated into different quads. Monsters Inc Energy Exchange, The Grid, Mission Space, and Test Track are organized into the Invention Quad. The Land and Seas pavilion are located in the Planet Earth Quad. The Imagination pavilion is located in the Creative Arts Quad. Lastly, the entrance area, Spaceship Earth, and the central plaza become the Central Quad. This new theme presents the area formerly known as Future World, now Innovation Campus, as a University constantly on the breaking edge about to discover the next big thing. Just like a college campus Innovation Campus is constantly full of life, for example marching bands now perform here rather than at The Magic Kingdom, the Jamminators regularly perform in the Central Quad, and artists can be found doing chalk art out in the Creative Arts Quad.



## Goals

1. Reimagine the front half of the park
2. Open up the plaza to the rest of the park
3. Make new direct routes to the Seas and Energy pavilions
4. Create a new store that is easy to navigate and find desired merchandise
5. Add new diverse dining options
6. Incorporate modern franchises into the Innoventions attraction
7. Expand the presence of vegetation in the plaza

## Overview

To accomplish the previously stated goals imagineers divided the Communicore buildings into 6 separate smaller structures. This created new sight lines and pathways that lead to some of the previously less attended attractions at EPCOT, like the former seas and energy pavilions. The attractions and other offerings occupying these new buildings are all given their own name and place on the park map rather than just being included in an exhibition space. The white and silver color scheme is also restored on the now divided up Communicore buildings. The new theme of the plaza being the central quad of a college is embraced in the entertainment offerings in the area.

## Landscaping

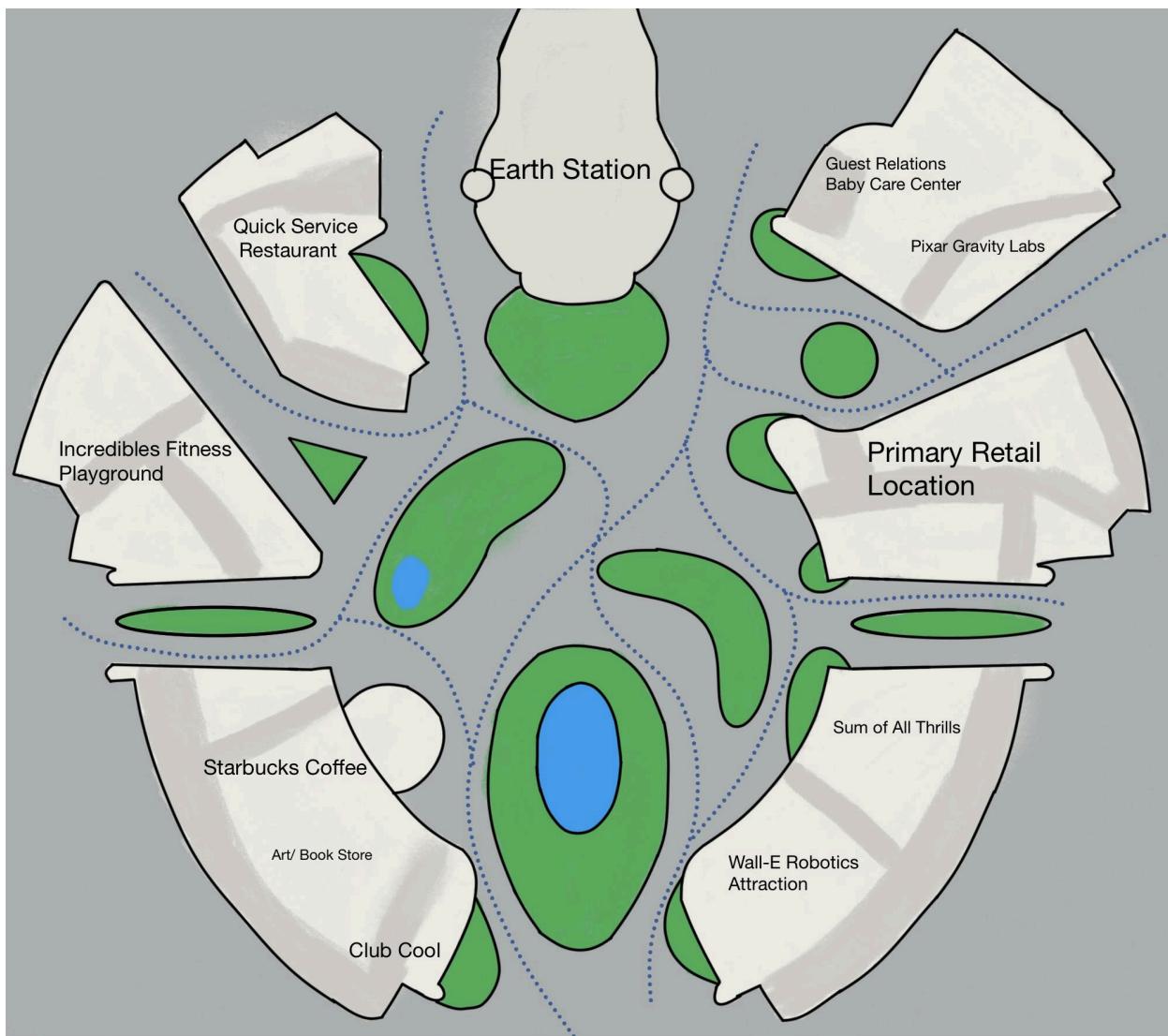
The landscaping in this area is completely reworked during this refurbishment. Embracing some of the themes of the park the landscaping is cultivated to resemble the real natural environments found in central Florida. This of course means the landscaping is somewhat swampy and tropical with lots of water. To contrast with the stark white and silver color of the building in the area most of the plants used are all a bright vibrant shade of green.





## Guest Flow

Here is an example of guest flow throughout the new area:

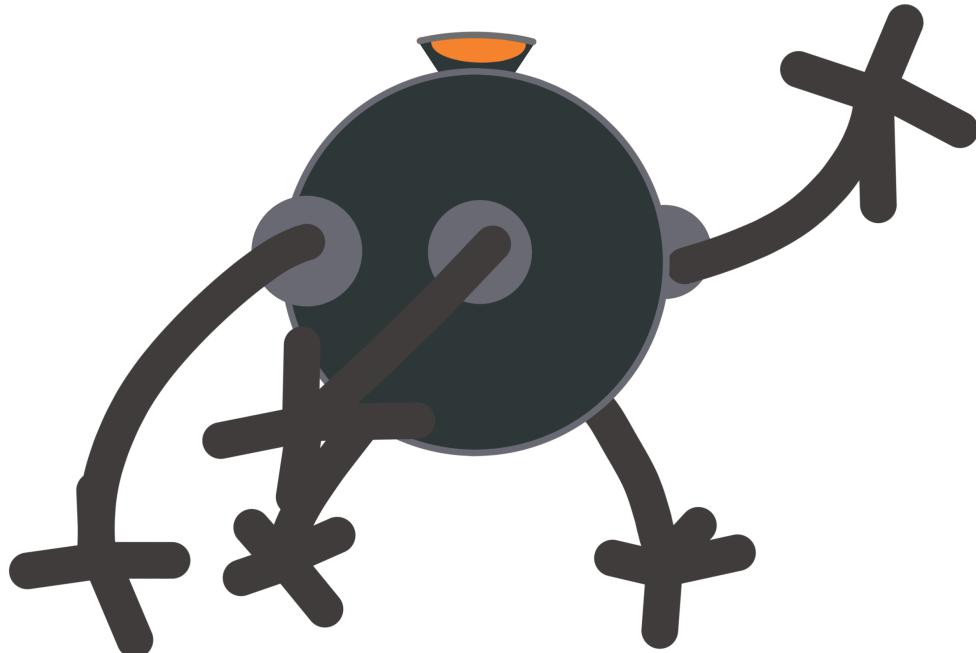


## Attractions

Within the newly divided Communicore buildings lies multiple separate attractions rather than two large exhibition spaces. The target audience for these attractions span from small children to thrill seeking adults.

### Incredibles Super Training Facility

The Incredibles Super Training Facility is the place to go for families wanting to practice the skills of the Incredibles and replaces the physical activities of Innoventions. The interactive "playground" serves the same purpose as the Dig Site at the DAK or the Redwood Creek Challenge Trails at DCA, allowing kids to burn off that extra energy while giving parents a chance to sit and rest for a moment.



At the center of the attraction is a large figure of Syndrome's Omni-droid with one arm holding up the main play/climbing structure, another extended out towards the guests entering from the west entrance, and the final three arms planted on the ground to support the robot. The figure has multiple lighting and sound effects to bring it alive like it's eye turning on and looking around every few minutes.

Other than this central figure the theming is slightly inspired by the theming and stylization of Innoventions. Meaning the space is themed roughly around a city with things like street decals on major arteries, a city skyline painted on the walls, fire hydrants, etc. Amongst all

this theming are different activities for guests to participate in. These activities are split into different zones themed to each member of the Incredibles.

The first zone is the Mr. Incredible zone and focuses on strength or single effort activities. The first set of activities in this zone are multiple strength test games like those found at a fair. These are actual measurements of guest strength rather than just a game with tricks to how it works. The second activity here are multiple towers where guests pull themselves up and then slowly drop back down much like the attraction featured in many Legoland parks.



The second zone is the Mrs. Incredible zone and focuses on flexibility. The activity here is a large climbing structure made up of lots of nets. This activity is very similar to the spider web climbing structure at the former Honey I Shrunk the Kids playground at DHS.



The third zone is the Dash zone and has the most variety of activities. The first set of play equipment is the return of the Wonder Cycles from the Wonders of Life pavilion. These

stationary bikes with video screens encouraging the user to peddle (much like the modern Peloton) is renamed the Incredibikes and has Dash encourage users rather than just a voice. The second activity is multiple racing lanes where children are encouraged to run as fast as they can and race Dash.



The fourth zone is themed to Violet and features a game where kids need to run around and avoid a couple of spotlights as they move around the zone the game is ongoing and after a cast member ever explains the rules any guests is allowed to join until the game reaches capacity.

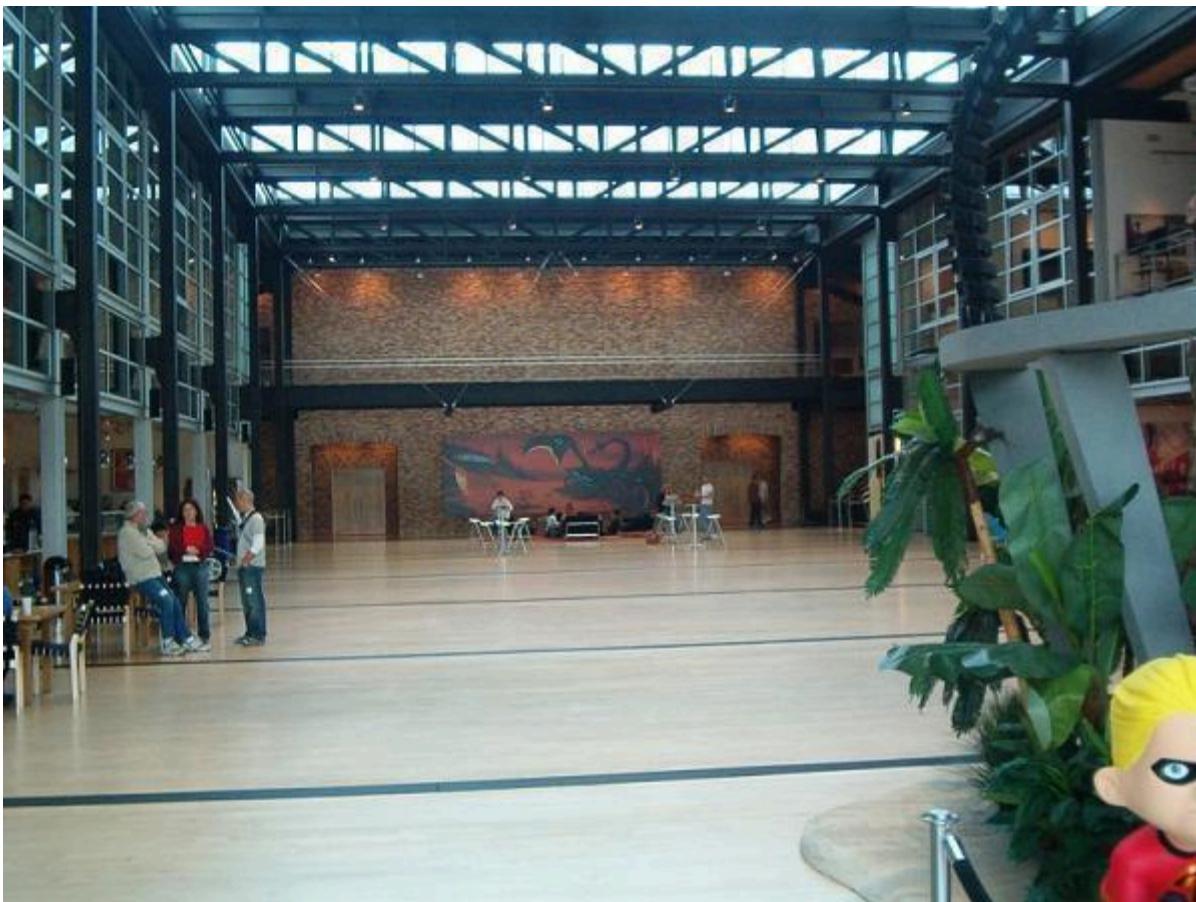
The fifth zone is themed to Jack-Jack and is a toddler play area with a few small slides and a mini Incredicar toddlers can play in.

A sixth and final zone is also located within the attraction and is themed to Frozone. This Zone features a snow cone snack stand from the Disney Cruise line, seating, picnic tables, and a few "Ice Slides".



## Pixar Gravity Labs

The Pixar Gravity Labs are a place where the entire family can play with the natural laws of our world with Pixar characters. The feel of this attraction which is conveniently located right next to the Monsters Inc. Energy Exchange attraction is inspired by the Pixar studios in Emeryville. Meaning the walls are a tan brick, there are a lot of interior windows, and the steel structure and ductwork are exposed. There are 3 "exhibits" each featuring characters from different Pixar shorts.



## For the Birds



The first exhibit is based on the iconic pixar short "For The Birds" at this exhibit guests can interact with various touch screens and move around the big bird and after a short timer is up the big bird leaves and guests see the chaos they caused when the other birds go shooting up into the sky and fall back down to the ground.

## Boundin'

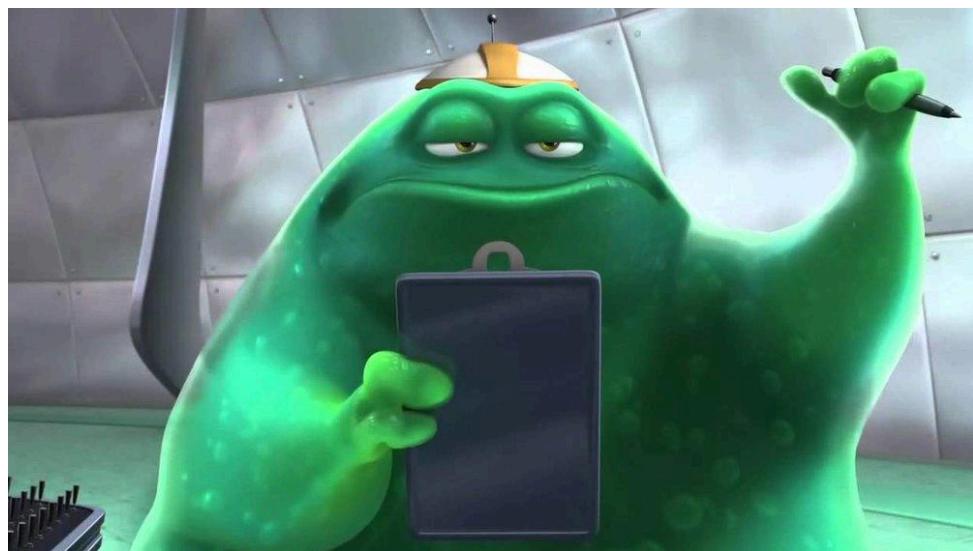


At the second exhibit based on the short "Boundin'" guests can launch either the Jackalope or sheep into the air with a bound by hitting a button with a hammer like in a carnival game. Once they are launched the guests are able to observe how the other objects in the short interact with the force of the character returning to the ground.

## Lifted

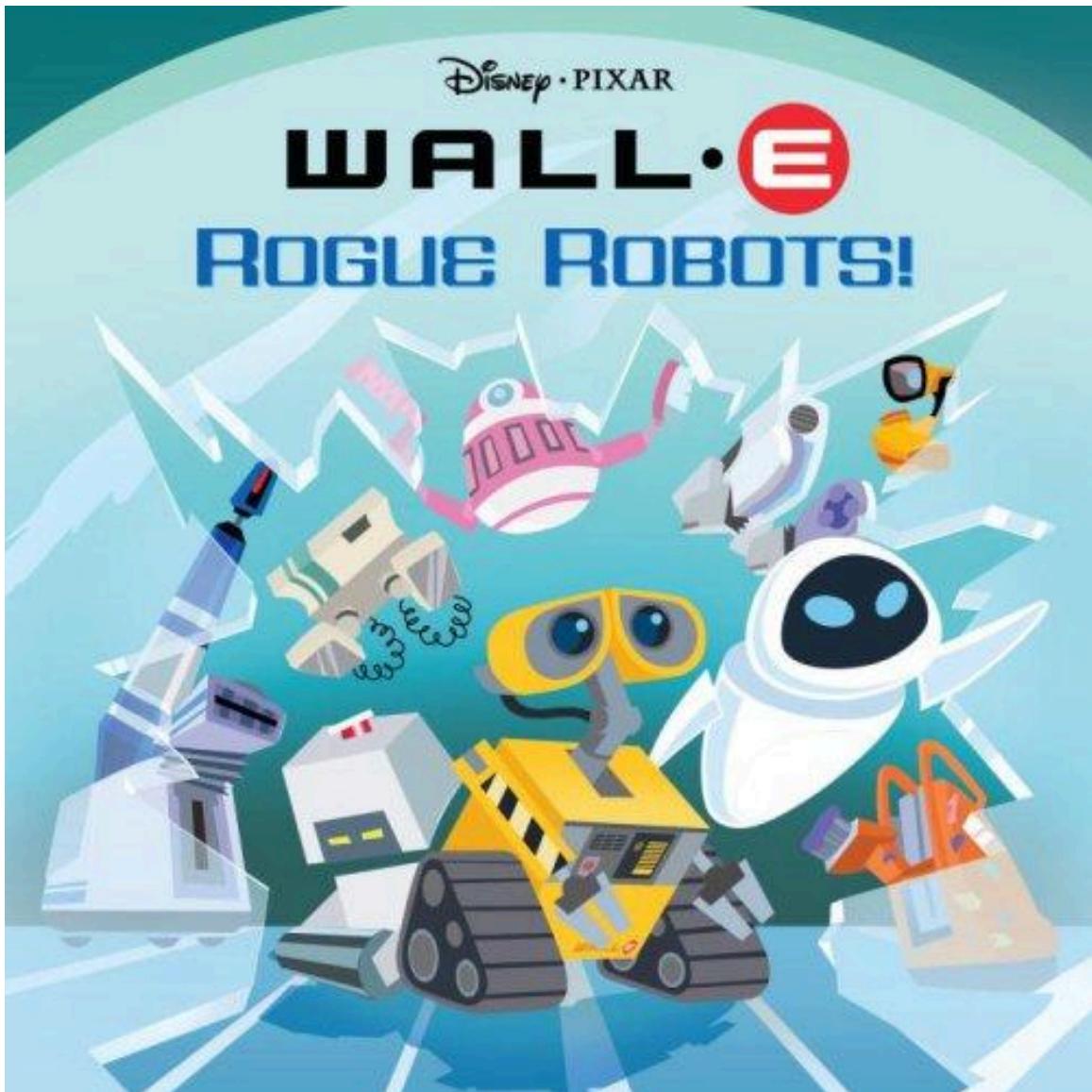


The final exhibit inspired by the short "Lifted" has guests playing a Disney version of the Claw Game. Guests play by operating a joystick that controls a ufo on a screen and a button that controls the picking up and dropping beam. Guests are then able to pick up cows, humans, water, tractors and more and drop them onto a farmhouse in order to make it collapse. If they succeed then the Alien "DMV" guy gives them a green check mark if not he gives a disappointed look.



## Buy N Large Robotics featuring WALL-E

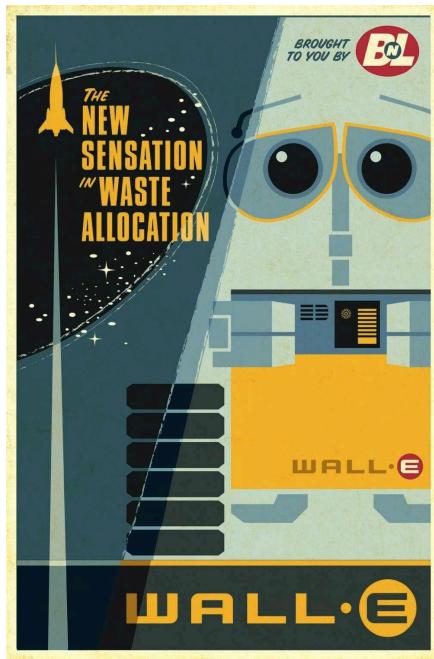
This attraction featuring the characters of Wall-E is a walkthrough similar to the 20,000 Leagues under the Sea attraction that was at Disneyland during its first few years of operation. At this attraction guests are welcomed to tour the Buy N Large Robotics facility and see the robots they are developing. The has multiple distinct scenes featuring fully animated figures.



## Scene 1

Presenting the Wall-E model trash collector. This robot's job is to compress waste into small manageable cubes to mitigate the amount of trash that ends up in our oceans and waterways. He'll arrive at a dump near you soon.

This scene features a Wall-E model robot in animatronic form that demonstrates its abilities and waves to guests as they watch him perform. He is positioned on a podium and is perfect for taking selfies with.



## Scene 2

Coming soon is the Buy N Large Beauty line of robots. All of which are designed to help you live your best life. Robots in this line include PR-T a hairdresser robot to help you look your best, HAN-S a massage robot to help relax your body, and BRL-A an umbrella robot to protect you from the sun.

This scene features three figures of the robots mentioned above all performing their functions on mannequins. This scene is placed along the western window of the building and can be seen from outside.

### Scene 3

Now presenting the Sanitation line from Buy N Large. This line is designed to keep our environments clean whether that be your home, our stores, or entire cities. Robots in this line are M-O, VAQ-M, BUF-4, and SPR-A.

This scene takes place in a model garage and living room set (similar to a sit-com set). On this set all four robots are represented by animated figures and they are spread throughout the model doing their specific tasks.



### Scene 4

Soon to be protecting your cities are the Security line of Buy N Large Robotics. These robots designed to keep you safe this line is comprised of two robots, the GO-4 a robot that analyzes an environment for threats and calls in backup and the SECUR-T a robot capable of detaining subjects.

This scene is very simple and just has two static models of the two robots displayed behind glass.



### Scene 5

Have a problem that needs to be fixed, The new Maintenance series of robots will come to your rescue. Featured in this series is BURN-E a welder robot, FIX-IT a general repair robot, POW-R a robot capable of jump starting batteries, and GRAB-E a robot capable of lifting heavy machinery.

This scene has all of these robots working on a jet engine. The robots are all represented by animated figures with basic movements. This scene also features a variety of lighting effects to show BURN-E and POW-R's abilities.

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## Scene 6

Soon to be scouting extraterrestrial bodies is the EVE. EVE is capable of identifying life on planets and then report on planets potentially capable of supporting human life. She's not quite ready yet but when she is she will be deployed across our galaxy.

This scene features a static figure of EVE in her shutdown mode seen in the film. However, guests paying close attention will occasionally see her wink or look around much like Leota in The Haunted Mansion queue.



## Sum of All Thrills



The popular Innoventions attraction that enables guests to design then ride their very own thrill ride aboard KUKA robotic arms is kept in the new Central Plaza design. The attraction is relocated to the southeast quadrant of the Communicore buildings to form a mini robotics and engineering pavilion with the Wall-E attraction. Otherwise the guest experience is exactly the same as it would've been in Innoventions.

## Club Cool



Club Cool, the massively successful attraction in which guests try different flavors of soda from around the world, also remains in this new Central Plaza and maintains its unique party atmosphere. A few new flavors may be introduced to the roster but it remains almost unaffected by the massive overhaul surrounding it.

## Entertainment

The entertainment in this area now themed to a quad on a college campus is very much theme appropriate. The Jam-itors, a classic EPCOT entertainment offering, still perform multiple times a day around the Central Quad. Local and countrywide school marching bands are invited to come and perform along a route through all the Innovation Campus with a significant portion of said route being through the Central Quad. A few new street-mosphere characters like the citizens of Hollywood at DHS are introduced. They include a group of students that are trying to spread school spirit and leading guests in the school's song, a scientist who does basic chemistry demonstrations that never seem to go right, and a lost robotics experiment that can't find its way back to the lab.

## Fountain of Discovery



The Fountain of Discovery is the replacement for the Fountain of Nations (Don't worry it's not going away, just relocated, more on this later) is a celebration of the human curiosity and discovery that has led us to the great lives we live today. The fountain operates that same way it did as the Fountain of Nations, playing music in sync with the water. The song choice has been updated to reflect new music and the new theme. New songs include but are not limited to "There's a Great Big Beautiful Tomorrow", "Rainbow Connection", and "Down to Earth".

## Dining

There are a plethora of dining options for guests. Firstly is the new Starbucks which replaces the Fountain View Ice Cream Parlor. The ice cream is now served from the Frozone Treats snack stand. There are also plenty of snack vendors around the Central Quad serving a variety of treats like churros, pretzels, and popcorn.

## SMRT-1's Kitchen

The largest dining option in all of Future World SMRT-1's Kitchen is a quick service restaurant that serves burgers and chicken entrees. The restaurant is themed as the campus's dining hall and features the mascot SMRT-1. SMRT-1 is a robot that dates back to opening day EPCOT Center and it has taken up a new role as head chef at the Innovation Campus. The robot features a new appearance with a chef hat and fork. The dining area is decorated with the awards and achievements the Campus has gotten represented in banners and trophies.



## Merchandise

### New Horizons: Campus Store

The New Horizons: Campus Store fills the void left by MouseGear and becomes EPCOT's largest gift shop. The Store is lightly themed to the former EPCOT Center attraction Horizons with the color scheme and visual style ripped right from the Futureport queue. The shop features 5 murals themed to the different environments visited in the former attraction all done in the style of Robert McCall.



## Services

Among the attractions, dining, and stores are multiple guest services. Firstly is Guest Relations which can be found in the Northeast quadrant where any guest problem are listened to and potentially solved.

The other service offered in this area is the Babycare Center where young children and their mothers can go to rest and refuel during their day at EPCOT. This is relocated from its previous location in the Odyssey building

