

Here are links to the sources I used for the Ring of Belief video (articles, videos, art, etc) in case you're curious. Thanks for watching! <3

## Text Sources

Underneath each link is a list of the quotes I thought would be helpful when I was researching.

Disney Annual Reports

### [Disney Annual Report 2005](#)

Disney Fairies, our newest franchise, builds upon the enormous popularity of Tinker Bell, introducing six-to-nine year-old girls to her secret, magical world. In September 2005, Disney Publishing Worldwide (DPW) released Fairy Dust and the Quest for the Egg by Newbery Honor-winning author Gail Carson Levine. Fairy Dust has already reached children and parents in 45 countries around the world with a one million copy launch. In 2006, a breadth of Disney Fairies products will inspire girls to believe.

### [Disney Annual Report 2006](#)

The Disney Fairies franchise, launched in 2005, is already captivating girls around the world with successful new best-selling books like Rani in the Mermaid Lagoon and Disney Fairies magazines in Europe. Coming up, audiences will hear Tinker Bell speak for the very first time in Tinker Bell, the movie from Disney Toon Studios, which will bring to life the amazing world of Disney Fairies in computer-animation and will be supported with a broad consumer products line at major retailers around the world.

### [Disney Annual Report 2007](#)

Introduced just two years ago, Disney Fairies has mushroomed into a powerful global franchise, delivering new stories and a broad range of products that inspire six- to nine-year-old girls to believe in the power of pixie dust. Disney Fairies boasts a thriving publishing program across 51 countries, selling six million books globally. In 2007, girls were introduced to new stories in Fairy Haven and the Quest for the Wand, the highly anticipated sequel to the best-selling first Disney Fairies novel.

Additionally, DisneyFairies.com has attracted more than one million unique average daily visitors and generated 3.5 million fan-created fairies. In 2008, Disney Fairies will come to life in the Disney DVD Tinker Bell, which will charm girls with its captivating portrayal of Tinker Bell's world and her circle of Fairy friends.

### [Disney Annual Report 2008](#)

The Disney Fairies franchise, launched just three years ago with a book from Disney Publishing Worldwide, soared to new heights in 2008, with millions of Disney Fairies

toys, apparel, room décor, books and magazines sold. New product introductions included a flying Tinker Bell robot, a line of nutritional snacks, a best-selling series of chapter books and the first Disney Fairies-themed Nintendo DS™ video game

## Disney Princesses and Disney Consumer Products

### [You've bought the Princesses - now fork out for the Fairies](#)

- Once upon a time there was a Scot called Andy Mooney. He traveled to far-away Hollywood and changed the lives of millions of young girls. Disney's chairman of consumer products decided to join together all the Disney princesses - adding in a few other heroines, such as Mulan and Pocahontas.
- Little girls across the world were enraptured by the Disney Princess phenomenon, and sales of Disney merchandise, from vests to bicycles, rose from \$300m in 2001 to \$3.4bn [in 2007]
- this all happened without having to invent any new characters, and with no initial fanfare or advertising
- "Tinkerbell is perennially popular for us," explains Kirsten De Groot, European director of Disney Princess and Girls franchises. "She's a very vivacious, fun character, and her world of fairies resonates with older girls."

### [Disney Princess Wikipedia](#)

- Created by Disney Consumer Products chairman Andy Mooney, the franchise features a lineup of female protagonists who have appeared in various Disney franchises.
  - Former Nike, Inc. executive Andy Mooney was appointed president of The Walt Disney Company's Disney Consumer Products division in December 1999.
  - While attending his first Disney on Ice show, Mooney noticed that several young girls attending the show were dressed in princess attire—though not authentic Disney merchandise. "They were generic princess products they'd appended to a Halloween costume," Mooney told The New York Times. Concerned by this, Mooney addressed the company the following morning and encouraged them to commence work on a legitimate Disney Princess franchise in January 2000.
- Walt's nephew, Roy E. Disney, objected to the creation of the line, as the company has long "avoided mingling characters from its classic fairy tales in other narratives, worrying that it would weaken the individual mythologies."
- In an unconventional manner, Mooney and his team launched the Disney Princess line without utilizing any focus groups and with minimal marketing.

- The original line-up consisted of princesses Snow White, Cinderella, Tinker Bell, Aurora, Ariel, Belle, Jasmine, Pocahontas, Esmeralda, and Mulan.
  - Tinker Bell was removed soon after; she would go on to headline the sister franchise Disney Fairies. Esmeralda was also removed.

## History of Tinkerbell

### [Tinker Bell \(Disney Character\)](#)

- Since 1954, Tinker Bell has featured as a hostess for much of Disney's live-action television programming and in every Disney film advertisements flying over Disneyland with her magic wand and her fairy dust, beginning with Disneyland (which first introduced the theme park to the public while it was still under construction), to Walt Disney Presents, Walt Disney's Wonderful World of Color, and The Wonderful World of Disney.
- Beginning in 1961, she was featured as a live performer who "flew" suspended from a wire from the top of the Matterhorn Bobsled Ride at the beginning of the nightly fireworks displays.
- When the *Disney Princess* franchise was created in the early 2000s Tinker Bell was also part of the original line-up, but she was soon removed along with Esmeralda as it was decided that they didn't suit the brand. ...the Disney Fairies was created in 2006, and built around Tinker Bell, expand[ing] substantially upon the limited information the author gave about the fairies and their home of Never Land.

## Disneytoon studios

### [Disneytoon Studios](#)

- an American animation studio which created direct-to-video and occasional theatrical animated feature films
- John Lasseter joined Disney with the purchase of Pixar in 2006, and made it known that he disliked Disneytoon's sequels and prequels, as he felt that they were undercutting the value of the original feature films.

### [Disney's Animation Cash Crop — Direct-to-Video Sequels](#)

- The foundation for Disney's DTV adventure was set in the mid 1980s when Michael Eisner, Jeffrey Katzenberg and their new management team set out to make the company a major player in original TV animation.
- Now there was already some talk about releasing this as a video, even though Jeffrey Katzenberg and supposedly even Michael Eisner were worried about diluting the cachet of Disney animated features
- *The Return of Jafar* cost a microscopic \$3 to \$3.5 million to produce a sliver of the theatrical *Aladdin*'s budget. By some accounts the video earned over \$100 million in the U.S. alone, and a new Disney genre was born.

#### [Say "So Long !" to direct-to-video sequels : DisneyToon Studios tunes out Sharon Morrill](#)

- Morrill — who (it's said) had made billions of dollars for Mickey in the past 13 years by becoming the driving force behind the company's direct-to-video division — was out of a job because ... Well ... Times had changed.
- More importantly, because tastes had changed in Disney's executive suite.
- almost from the moment that John [Lasseter] arrived on the Disney lot — he began using his influence to pull the plug on various DisneyToon projects.
- But of all the projects that DisneyToon had in its production pipeline, the one that seemed to upset Lasseter the most was "The Tinkerbell Movie."
  - This home premiere (Which was said to be Morrill's baby, with the DisneyToon president having lots of input on this movie's storyline) was an awful mess.
  - With this CG film having little if anything to do with the 1953 Disney film that inspired it.

#### [Disney tosses Toons topper](#)

- The key problem apparently stemmed from costs that had ballooned to nearly \$50 million on the "The Tinkerbell Movie" project.
- "Tinkerbell" has seen close to two dozen versions of the script and a dozen different directors.
- Multiple sources also said that Morrill, who had headed DisneyToons since its inception in 1994, has repeatedly clashed with Pixar Animation toppers John Lasseter and Ed Catmull over creative differences on "Tinkerbell" following Disney's purchase of Pixar early last year.

#### [Disney Shuts Down Disneytoon Studios in Glendale: Exclusive](#)

- In recent years, the straight to Blu-ray/DVD market had obviously dwindled and it made sense monetarily to shutter Disneytoon.

## Disney CEO Change and Pixar Acquisition

### Disney To Acquire Pixar

- (January 24, 2006) Robert A. Iger, President and Chief Executive Officer of The Walt Disney Company (NYSE: DIS), announced today that Disney has agreed to acquire computer animation leader Pixar
- Pixar Executive Vice President John Lasseter will be Chief Creative Officer of the animation studios, as well as Principal Creative Advisor at Walt Disney Imagineering, where he will provide his expertise in the design of new attractions for Disney theme parks around the world, reporting directly to Iger

### John Lasseter

- He was previously the chief creative officer of Pixar Animation Studios, Walt Disney Animation Studios, and Disneytoon Studios, as well as the Principal Creative Advisor for Walt Disney Imagineering.
- Lasseter began his career as an animator with The Walt Disney Company.
  - After being fired from Disney for promoting computer animation, he joined Lucasfilm, where he worked on then-groundbreaking use of CGI animation.
    - Ed Catmull at Lucasfilm Computer Graphics Group called back with a job offer, and Lasseter joined Lucasfilm as a full-time employee in October 1984
    - The Graphics Group of the Computer Division of Lucasfilm was sold to Steve Jobs and became Pixar in 1986.
- Lasseter oversaw all of Pixar's films and associated projects as executive producer. In addition, he directed Toy Story (1995), A Bug's Life (1998), Toy Story 2 (1999), Cars (2006), and Cars 2 (2011).
- From 2006 to 2018, Lasseter also oversaw all of Walt Disney Animation Studios' (and its division Disneytoon Studios') films and associated projects as executive producer.
- In June 2007, Catmull and Lasseter were given control of Disneytoon Studios, a division of Walt Disney Animation Studios housed in a separate facility in Glendale.
- In November 2017, Lasseter took a six-month leave of absence after acknowledging allegations of workplace sexual misconduct that he described as "missteps" with employees in a memo to staff.
  - The alleged sexual misconduct toward multiple employees over a number of years included "grabbing, kissing, [and] making comments about physical attributes".

- The alleged sexual misconduct became so well-known that, according to Variety, at various times, Pixar had "minders who were tasked with reining in his impulses".

#### [Disney Dissidents Rebuke Eisner, Denying Him 43% of Vote](#)

- Dissident shareholders of the Walt Disney Company delivered a stinging message to Michael D. Eisner, its chairman and chief executive, as they denied him the support of 43 percent of the company's shares during a re-election vote at the entertainment giant's annual meeting today
- The vote was a clear victory for Roy E. Disney, a nephew of Walt Disney, and Stanley P. Gold, who both resigned from the Disney board late last year and have been leading a shareholder drive to oust Mr. Eisner because of their dissatisfaction with his management of the company during the past few years.

#### [War of words erupts at Walt Disney](#)

- the perception that Disney Co. has become a "rapacious, soul-less" conglomerate "always looking for the quick buck."

#### [Bob Iger](#)

- in 2005 board members Roy E. Disney and Stanley Gold began a campaign called "save Disney" against Eisner.[30] As a result, Disney began a search for the next CEO to replace Eisner. On March 13, 2005, Disney announced that Iger would succeed Michael Eisner as CEO, and Iger was placed in charge of day-to-day operations, though Eisner held the title of CEO until he resigned on September 30, 2005.
- On January 24, 2006, under Iger's leadership, Disney announced it would acquire Pixar for \$7.4 billion in an all-stock transaction

#### Ring of Belief

#### [Lisa Temming](#)

- Once upon a time (aka 2001), the DCP Toy team struggled to bring diversity to the doll lines. Tim Kilpin, the head of our team, challenged us to find a way to be more inclusive. It started with two strong candidates - Ariel's World or Tinker Bell's World - both were top selling characters even without new entertainment. But, Tink gave us open-ended possibilities. So, Dorota Kotarba-Mendez and I got to work! We designed our ethnically diverse fairies in line with each category of girls play patterns - and we made them magical! But, toy companies were understandably wary of characters without known stories. Thankfully, the incredible Disney Publishing group got involved and loved our fairies! And then...

so did DisneyToon Studios! Silvermist and Rosetta stayed almost entirely the same from our original concepts through to the films - but, I love them all and what each group added to make them remarkable!

### [Tink Big - A Starring Role For Tinker Bell Proves that Disney Believes in Fairies](#)

- appealing to young girls who have outgrown princesses, but are too young to be into tween idol Hannah Montana
- "I think Fairies has the potential to be as big as Princesses," said Andrew P. Mooney, chairman of Disney Consumer Products.
- Mooney approached Disney Publishing Worldwide in 2004 about taking the creative lead in developing a fresh narrative for Tinker Bell, just as it had provided a literary revival to another classic character, Peter Pan, in "Peter and the Starcatchers," a 2004 "prequel" to Barrie's classic, written by humorist Dave Barry and suspense writer Ridley Pearson.
- Jeanne Mosure, who oversees global publishing for the Fairies books, said her group contacted Newbery Honor-winning author Gail Carson Levine about the project. Over lunch, editors talked about the idea of launching a book series based on the fairies of Never Land.
- Levine's 2005 book, "Fairy Dust and the Quest for the Egg," tells the story of Tinker Bell and her world of Fairy Haven through the eyes of its newest arrival, Prilla. It spent 20 weeks on The New York Times' best-seller list, beginning in August 2005, and launched a literary franchise that has encompassed 200 titles and sold more than 12 million copies.

### [Tinker Bell to sprinkle fairy dust over Disney profits](#)

- "We were fundamentally missing an opportunity in terms of getting Tinker Bell out there as a character," Andrew Mooney, the chairman of Disney Consumer Products, told the Los Angeles Times. "There's clearly latent demand."
- For the new franchise line to work, however, Tink needed a rather fuller story line which a non-speaking part could not really provide. So in 2004 Disney decided to make not one straight-to-DVD movie, but four.
- One wonders, though, what she will get up to in the other three installments: Tinker Bell: North of Neverland; Tinker Bell: A Midsummer Storm and Tinker Bell: A Winter Story

### [Disney Fairy Wiki](#)

- Tink and her four best friends are filled with anticipation because they are about to become Wing Maidens and receive the power of Pixie Dust – the power to bring wonder and imagination to all the children of earth. But when Tinker Bell is deemed unready, she swipes the Pixie Dust for herself, which proves to have disastrous consequences.

- Tinker Bell and friends have a plan, they choose to take Pixie Dust for Tinker Bell. They sneak into the tree and grab the Dust – but it vanishes!. Clarion searches for an answer. Silvermist, Fawn, Rosetta, Iridessa & Tinker Bell are handed quests. They must undo the damage or the world of imagination will vanish.
- Because of her transgression, all of the magic begins to disappear from the world of imagination. Now Tinker Bell and her friends must restore balance by completing individual quests that not only reveal their inner strengths, but empower them to save the world of imagination.
- Peter Pan and lost boys, Captain Hook and pirates
- Fairies have to go to fairy school to be able to use pixie dust
  - Attending fairy school was mandatory for fairies, as a fairy had to complete fairy school in order to be allowed to use pixie dust.
  - They are learning to be “wing maidens” to bring imagination to human children
- Tinker Bell breaks the Ring of Belief, which is somehow linked to Victoria (shown in the trailer) and the other orphan children
- Queen Clarion
- Orphan children in london

#### [Lost Media Wiki](#)

- As part of John Lasseter's decision to greatly reduce and/or alter Disney's direct-to-video output, as he had just become Chief Creative Director of Walt Disney Animation Studios, he is reported to have seen a work-in-progress screening of the draft.
- The plot was originally described to be more "epic" than what was finally released.
- The film revolved around Tinker Bell and her friends living in Pixie Hollow, as they all train to become "Wing-Maidens", who aid in continuing the "*Ring Of Belief*" that keeps imagination, and their world, in turn, alive
- As many pieces of concept art, merchandise, promotional material, and even early trailers feature various elements from the earlier draft.

#### [A Tale of Two Tinker Bells](#)

- *Tinker Bell*—the movie—was originally scheduled for release in the fall of 2007. The film's release was to coincide with the launch of the new Disney Fairies franchise. The merchandise, much of which is in stores now, will include toys, books, games, and clothing based on new characters introduced in the film.
- Earlier reports indicated that testing had revealed the film's story wasn't appealing to a broad enough cross section of children and tweens, the target



market for the Disney Fairies line of merchandise. *Tinker Bell* is the first of a series of four films, which will be released over a three-year period, and Mouse House execs were worried it might not be strong enough to sustain such an “epic” franchise.

- Lasseter, as he has done with virtually every animation project in the works at Disney, reviewed *Tinker Bell* and ordered up a series of changes to the film’s original storyline.
- report that animators have been working on what amounts to two separate versions of the film, and that it is this double duty, “that’s wearing everyone [the animators] out and keeping the thing from being done.”
- veteran Toon Studio director Bradley Raymond is helming *Tinker Bell*
- it is studio head Sharon Morrill who reportedly is ordering up even more changes to the film, most of which undo the changes mandated by Lasseter, that has caused production to drag on
  - She wants to continue work on her original version of the movie and finish that

### [Tinker Bell: Return of the Dark Fairy](#)

(This is the archived article that I mention multiple times)

- All the fairies—including Tinker Bell!—die, Neverland disappears, Peter Pan and the Lost Boys are enslaved in the real world, and children all over London lose all joy and imagination...then there’s the requisite “no kid’s movie is complete without fart jokes scenes.”
- “John Lasseter came out [of a Disney Fairies Trilogy screening] so angry, many feared he would use his influence to shut down DisneyToon Studios,” said a source close to Disney studio operations.
- According to sources familiar with Toon Studios operation following the release of *The Little Mermaid 3*, its sole purpose will be “to provide feature length commercials for toys.”
  - “Years ago, Michael Eisner told Sharon [Morrill] and feature animation that he no longer wanted to be beholden to animators. So he told them from then on all ‘creative decisions’ would be made by my managers and executives,” added another source.
- there was a 2-D interactive DVD with separate stories for Tinker Bell and her friends. That version was up on development reels when Walt Disney Feature Animation (W DFA) president David Stainton and DisneyToon Studios head Sharon Morrill decided 2-D, or hand drawn animation, was dead. All of the work on the 2-D version of Tinker Bell was tossed out. Over the objections of the animators who felt the movie would have been much better in 2-D, work began on a new CG version of Tinker Bell’s story.

- DisneyToon Studios head Sharon Morrill headed the project, taking over writing, directing, and editing. The story wasn't working and she asked Lasseter for help
- Iger and Cook felt that it was about 80 to 90% complete and could still make its scheduled 2007 fall release. Lasseter wanted to make more changes. Toon Studios production executives determined that only about 50% of the movie could be changed and still stay on schedule.
- Morrill still had a strong desire to stick with the same basic story she had been working on. This version had Peter Pan, the Lost Boys, and the fairies responsible for providing children with the spark of imagination. Without this assistance, children would be dull automatons—read adults.
  - Neverland disappeared, Peter and the Lost Boys were enslaved in the boiler room of a real-world barge, and children all over London lost joy and imagination
  - In his notes, Lasseter had stressed the need to keep London, Pan, and the Lost Boys out of the story. "Fairies don't bring imagination." He wanted to keep Tinker Bell in her own world of Pixie Hollow. Lasseter didn't want audiences to see Peter Pan or London because of the inevitable comparisons they would invite between the familiar 2-D characters and scenes and their CG counterparts.
- Lasseter was shown a screening and given a pitch for the follow-up to *Tinker Bell*, which is to be a trilogy of Disney Fairies films.
  - In the first film, one of Tinker Bell's best friends discovers that there are "boy fairies" in the world. Heretofore, all the fairies in Neverland's Pixie Hollow were female. Turns out the boy fairies had previously been banished to another part of Neverland.
  - Tink's friend and a boy fairy fall in love, somehow a war ensues, and the boy sacrifices his life for the girl. Then, for reasons that still aren't clear, the girl goes off to a concert by an all-girl fairy band, occasionally referred to in house as "The Pixie Chicks."
  - Of course in the second of the three films, we discover the boy is not dead and by the end of the third film, all is well and happy in Neverland once again.
  - Lasseter became so angered by what he'd just seen and heard that that's when staffers began to fear he might seriously consider using his influence at Disney to shut down DisneyToon Studios.
- The day after the disastrous trilogy pitch and screening, current *Tinker Bell* director Brad Raymond and Toon Studio head Morrill were unfortunate enough to be scheduled to present their ideas for a new *Tinker Bell* story to Lasseter.
  - Raymond went first and Lasseter loved his ideas. When he'd finished his presentation, Raymond was forced to admit that his new story line

represented a nearly 90% change in the film and not the 50% change production executives said could be made and still make Tinker Bell's 2007 fall release.

- Then Morrill followed up by saying, "Okay, now here's what we can really do..." She pitched her ideas, which hewed closer to her original story and retained Peter Pan, the Lost Boys, and London as a setting.
- Lasseter insisted he "would not support a movie with Peter Pan in it."
- There was still the matter of all the initial CG work shipped overseas to India.
  - By all indications, the work returning from the studio in India was reportedly pretty good. If Disney halted production on that version of the film, it would still be contractually bound to pay the animation studio. Additionally, they would also run the risk of losing them for the continuing project.
  - The decision was made to keep them working on the old movie, hoping that some parts could be used in the new production, or that parts could be used as promotional animation to accompany toys or other DVDs.
  - "At this point, I would guess that they've spent at least twice what was originally budgeted for the film," said a source familiar with the project. Still others equally knowledgeable about *Tinker Bell's* troubles estimate that when all is said and done, the studio will have paid three to four times more than what it projected the film to cost.
- Earlier this year, the Los Angeles Times (LAT) and several Internet outlets ran stories suggesting that testing indicated the movie was skewing toward a much younger audience than DCP wanted.
  - "This is hardly the case for a film in which virtually all the fairies died (including Tink)," one source said of the pre-Lasseter/Raymond version of *Tinker Bell*. "Neverland disappeared, Peter and the Lost Boys were enslaved in the boiler room of a real-world barge, and children all over London lost joy and imagination. I would expect young children to run screaming from the theater! Of course everyone and everything is restored in the end—this is Disney, after all."
  - "If anything, it's way too complex for younger kids," said another person familiar with the earlier version of the film. "They had books of rules for everything—rules for Neverland, rules for the Fairies, rules for the kids, rules for London. The whole thing was so complex, they [the animators] couldn't keep track of it. I don't know how they expected kids to."
  - "I won't even begin to get into the fairy fart jokes or the strong lesbian tones of the original story."

[The Tinker Bell Movie Never Made](#)

- Lasseter issued a mandate to produce fewer and higher-quality films tied to Disney consumer products, rather than endless sequels to theatrical releases. Canceled were films in production including *Dumbo 2*, *The Aristocats 2*, *Chicken Little 2: The Ugly Duckling Story* and *Meet the Robinsons 2: First Date* and others.
- One change made by Lasseter was casting Mae Whitman as the voice of Tinker Bell instead of Brittany Murphy. Officially, a Disney representative stated, “When John Lasseter came on board, the schedule changed, and the new schedule didn’t work for her.” However, it was rumored that Lasseter felt Murphy’s voice was “too old sounding” for Tink.

### [The tragedy of Tinker Bell Pt.1](#) [and Pt.2](#)

- Meanwhile, all hell was breaking loose in Disney's head office. A revolt by executives Roy E. Disney and Stanley Gold resulted in Michael Eisner stepping down as CEO in September of 2005, one year before his contract was due to expire. Robert Iger replaced Eisner, and immediately set about undoing the damage. Enter John Lasseter.
- This meant that Lasseter had no say over *Tinker Bell*, but he did have a responsibility to keep the integrity of Disney's classic animated characters, like the character of Peter Pan and all the others in Neverland. And Lasseter was very unhappy with what he saw of *Tinker Bell*.
- Initial screenings of *Tinker Bell* had not gone over well with audiences and, considering this flick was to introduce the entire *Disney Fairies* line of merchandise, a lot was riding on it.
- However, Morrill, after going to Lasseter for assistance, didn't like what he had to say. Not only did she continue with her original vision, but she ordered animators to work on another edition of *Tinker Bell*. This version was to be screened for Lasseter, to give him the illusion that she was taking his ideas seriously, while she buffed up her take on the film.
  - “For quite some time, when John (Lasseter) would return to check on our progress,” claimed a Disney Toon Studios’ artist, “he’d be shown one version of the film—his version. At the same time we also had Sharon’s version in the works.”
  - Ironically, this caused even more delays with *Tinker Bell*. Working on what is essentially two films was, according to a Disney Toons insider, “wearing everyone (the animators) out and keeping the thing from being done.”

### [Brittany Murphy Gives Tinker Bell Her Voice](#)

- June 20, 2006 – Disney (NYSE: DIS) opened Licensing International 2006 in New York by revealing Brittany Murphy as the voice of the sassy and spunky fairy for the 2007 release of Tinker Bell.

- "I've had the good fortune of playing many interesting characters, but none as magical as Tinker Bell," said Ms. Murphy. "To give Tinker Bell a voice for the first time in history is such an honor."
- Tinker Bell will be the first time audiences hear Tinker Bell speak, as the movie brings to life the amazing world of Disney Fairies in all-new CG-animation.
- The movie, to release globally in Fall 2007 by DisneyToon Studios and Walt Disney Home Entertainment, will be supported with a strong marketing campaign and a broad consumer products line at major retailers around the world.

#### Reactions to Tinkerbell

##### [Tinker Bell: A Report on the Forthcoming Animated Disney Movie](#)

- In addition, the second film will concentrate on Terence and Tink's relationship while the third, Russo says, "is about little boys' fascination with fairies in the real world."
- Raymond, who said working with [Lasseter] was "like a dream come true," spoke in full praise of his creativity, "he created the idea that fairies go to the mainland and they change the seasons... He knows how to bring a magical world to a relatable place..."
- By the sound of it, Raymond and crew would have been in dire straits without the creative acumen of John Lasseter.
- To work around the problem of having a mute fairy pantomime for 80 minutes, Raymond reasons, "...she always talks... it just came out in jingles because humans can't understand fairies... So, when you go outset into her world, you're going to the Pixie Hollow where the fairies are from, they are able to talk and they can understand each other..."

##### [Tinkerbell DVD Talk](#)

- new animation chief John Lasseter took one look at the work being put into such a film, deemed it "virtually unwatchable,"
- It's difficult to look at the final product without wondering how much salvaging took place behind the scenes; would Disney have been better off just calling it a loss and scrapping the too-expensive project? Probably. "Tinker Bell" is a bland, soulless work, colorful and quaint enough to charm young viewers, but missing even the slightest bit of magic that would win over everyone else.

##### [Tinker Bell Makes A Movie. Signs Deal for Four More](#)

- Yeah, they didn't get Tinker Bell's look or personality right. Yes, it's computer animation, not hand drawn. But if you think of it as a re-launch, or an update to

keep the character relevant, then they did a good job. In fact, if you can get over the fact that Tinker Bell speaks, you can easily overcome all the other changes that Pixie Hollow brings.

- All this is part of the Walt Disney Company's plan to make the Disney Fairies brand as big a money maker as the Disney Princess brand. I wish them luck.

#### ['TinkerBell' Preview and the Tao of John Lasseter](#)

- The "TinkerBell" movie was in full swing, and the studio was even dropping ads on the head of some of their DVDs. However, when Disney acquired Pixar, "Toy Story" director John Lasseter was put in charge of the new animation department. After looking at the already in-progress project, Lasseter shut it down. The official word is that he didn't feel the story was up to snuff.
- However, Lasseter did something that demonstrates why he's one of the classiest guys in animation today – he gave everyone a second chance. The "TinkerBell" team had 18 months to reboot the project. Instead of crushing the dream, Lasseter gave them a chance to not just start over, but to make it better.

#### [Tinker Bell](#)

- At some point, presumably, the filmmakers will explain why, by the time she got around to hanging with Peter Pan, Tink lost her ability to speak.

#### Later tinkerbelle

##### [Tink meets peter tweets](#)

- It would've been the last of the Pixie Hollow films and a prequel to Walt's 1953 film.
- Unfortunately, its development coincided with the demise of the home video market and the studio pulled the plug.
- Overall, it was about how Peter came to Neverland, the genesis of his and Tink's relationship, how Peter cut off Hook's hand, etc. It was really neat!
- Yes, it was developed at Disney Toons in late 2014/early 2015

## Art Sources

### [Art of Disney Fairies Tumblr](#)

- I specifically used the blog archive and looked at everything tagged [tinkerbelle movie](#) or [early tinkerbelle movie](#).

Then here's links to the individual sources, including artist names when available. This should be most of them but I may have missed a few.

Environments

[Sprite island](#)

Denise Blakely

[Pixie hollow](#)

Denise Blakely

[Pixie hollow](#)

[Pixie hollow](#)

Mark McDonnell

[Pixie dust tree](#)

[Pixie dust tree](#)

Colin Stimpson

[Pixie dust tree](#)

Ryan L. Carlson

[Pixie dust tree](#)

[Pixie dust tree](#)

Bill Perkins

[Pixie Dust Tree](#)

Barry Atkinson

[London buildings](#)

Colin Stimpson

[London buildings](#)

Natalie Franscioni Karp

[Orphanage](#)

Scott Fassett

[Assorted pixie hollow](#)

Barry Atkinson

[London locations](#)

Benoit Le Pennec

[Waterfall tunnel](#)

Michael Spooner

[Fairy School](#)

Barry Atkinson

[Fairy school](#)

Natalie Franscioni Karp

[Barge](#)

Dennis H. Kraft

[Barge?](#)

Gang Peng

Characters

[victoria](#)

Bonnie O'Clair

[creature](#)

John Nevarez

[Orphan children](#)

Mark Cote

[Pirates](#)

Mark cote

[Fairy Mary](#)

Mark Cote

[Fairy mary](#)

Mark Cote



[Queen clarion](#)

Mark cote

[Iridessa](#)

Mark cote

[Fairies](#)

Mark Cote and Bill Perkins

[Silvermist](#)

Mark Cote

[Rosetta](#)

Mark Cote

Storyboard

Video: [Compilation of animation](#)

[Queen clarion broken trust](#)

Ron cohee

[Pixie dust traveling](#)

[Orphanage and london](#)

[Tinkerbell and orphans](#)

[Giving tinkerbell dust](#)

[Lost boys](#)

John Nevarez

[Rosetta and flowers](#)

Colin Stimpson

[Fire goblins](#)

John Nevarez

[Cave](#)

John Nevarez

[Silvermist and tinkerbelle captured](#)

[Fairies and orphans](#)

Barry Atkinson

[Fairies saved](#)

Ryan L. Carlson

[Peter pan and pirates](#)

John Nevarez

[Peter pan and pirates](#)

John Nevarez

[Captain hook](#)

John Nevarez

[Fairies and queen clarion](#)

Denise Blakely

[Fairies in london](#)

Girls waiting for tink

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Carole Holliday

Tink and iridessa fight

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Carole Holliday

[Fairy mary teacher](#)

Jane Wu

[Tinkerbell and orphan girl](#)

Barry Atkinson

[Tink fighting](#)

Jane Wu

[Victoria](#)

Ryan L. Carlson

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John Nevarez

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Robert Souza

[Tink and silvermist](#)

Robert Souza

[Tink and silvermist](#)

John Pomeroy

Props

[Book](#)

Mark McDonnell

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Mark McDonnell

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Mark McDonnell

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Mark McDonnell

[Tinkerbell throne](#)

Benoit Le Pennec

Fairy band

Video: [Tinker Bell \(Early Sharon Morrill Version\) - Animation by Laurent JC](#)

Video: [Same clip as above but with sound](#)

[Storyboard](#)

[storyboard full](#)

[Band still](#)

Marketing

[Poster](#)

Rick Law