

THE WALT  
DISNEY  
FAMILY  
MUSEUM

# Disneyland Attraction Posters

Traveling Exhibition





*“Like a lot of things at Disneyland, attraction posters are storytelling without saying words.”*

—Tim Delaney, Former Disney Imagineer



# Exhibition Overview

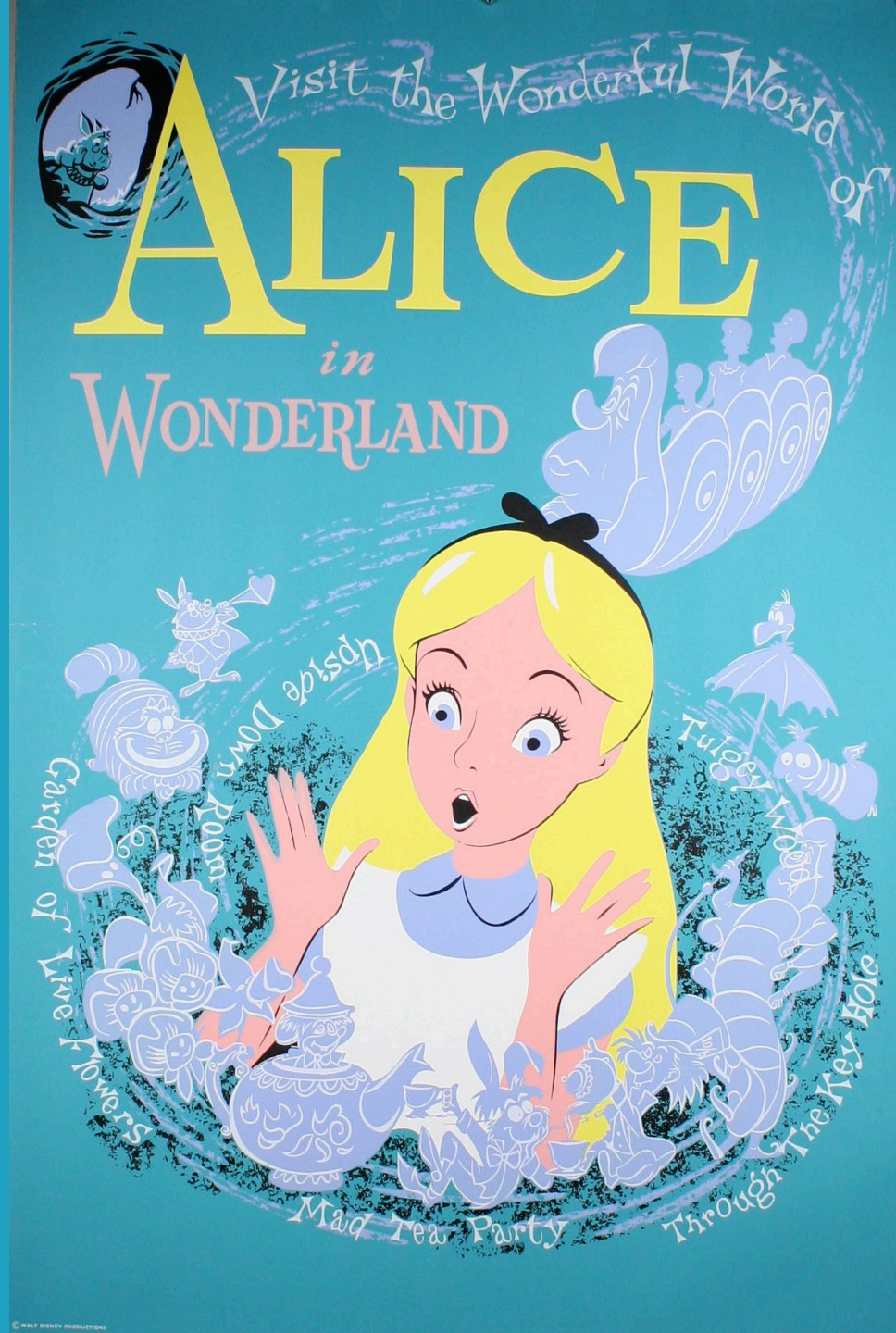
Since opening in 1955, people have visited Disneyland for its magical atmosphere, immersive storytelling, and nostalgic charm. A beloved aspect of the park experience that can be easily overlooked are the many large posters which advertise and direct visitors to various attractions. These vibrant posters evoke a sense of adventure and anticipation, and the tradition of these illustrations has been present in the park since its inception.

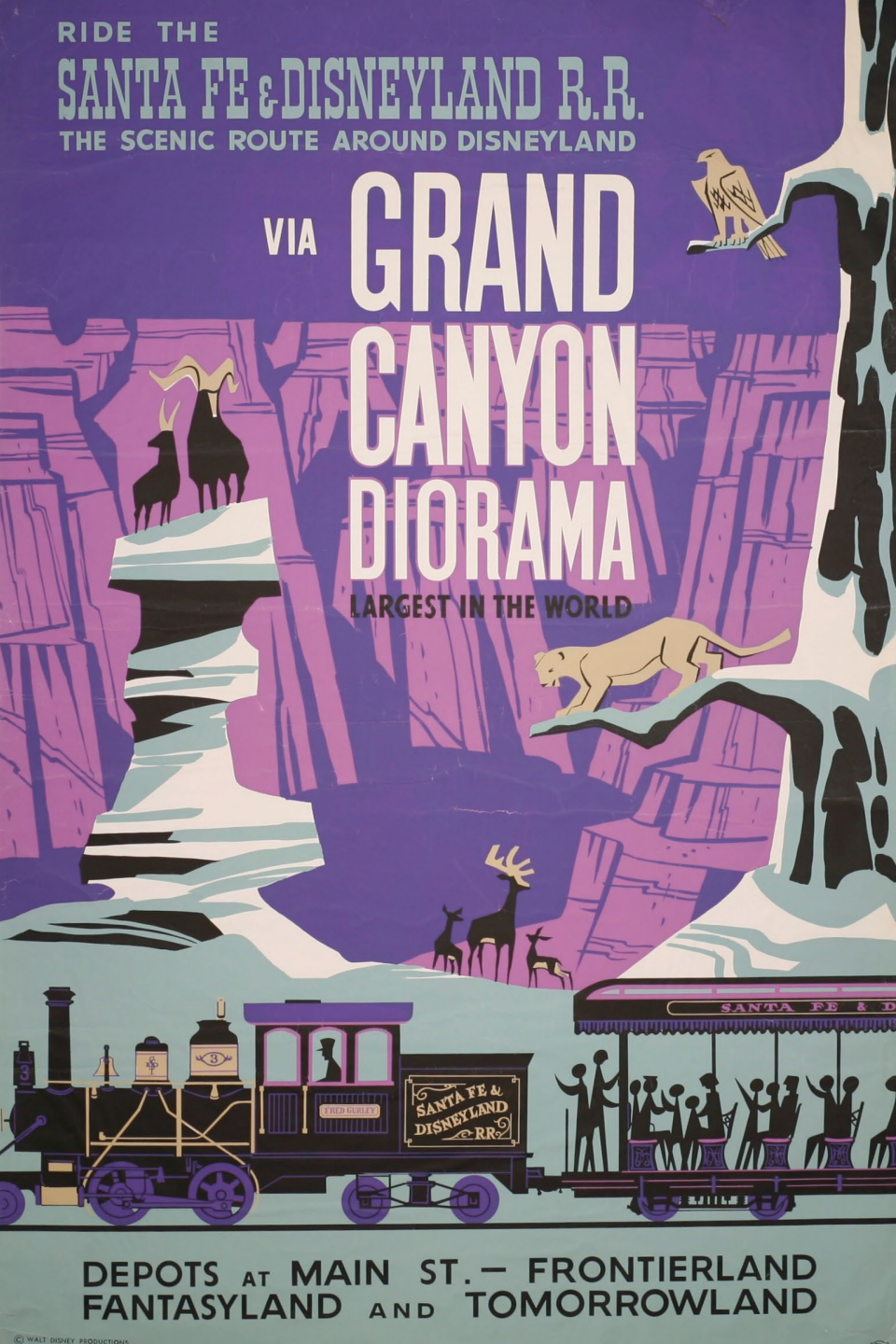
This exhibition crafted from the collection of the Walt Disney Family Foundation gives the original attraction posters center stage and allows guests to get a closer look at these magical and timeless original prints.

# Exhibition Highlights

Guests will learn about:

- The aesthetics and production of these posters
- Some of the central poster artists, such as Bjørn Aronsen, Paul Hartley, and Disney Legend Sam McKim
- The contribution and purpose of these posters to the larger Disneyland story





## Asset Breakdown and Technical Details

This exhibition includes:

- Approximately 100 linear feet (wall space)
- Objects: 11 framed original posters
- Graphics: 15 digital files (including photos), 2 physical prints, 1 text panel (physical or digital)
- **3 crates of materials**



*Submarine Voyage*



*Space Station X-1*



*Golden Horseshoe Revue*



*"You can dream, create, design and build the most wonderful place in the world. But it requires people to make the dream a reality."*

—Walt Disney



For more information, please contact:

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