

Element City at EPCOT

An Immersive Celebration of Culture,
Connection, and the Elements.



The \$60B Mandate: Turbocharging the Experiences Segment

Stories

Activating high-affinity Pixar IP to mitigate marketing risk and introduce culturally diverse narratives.

Scale

Utilizing EPCOT's expansive development footprint for a multi-hour, deeply immersive anchor environment.

\$60 Billion

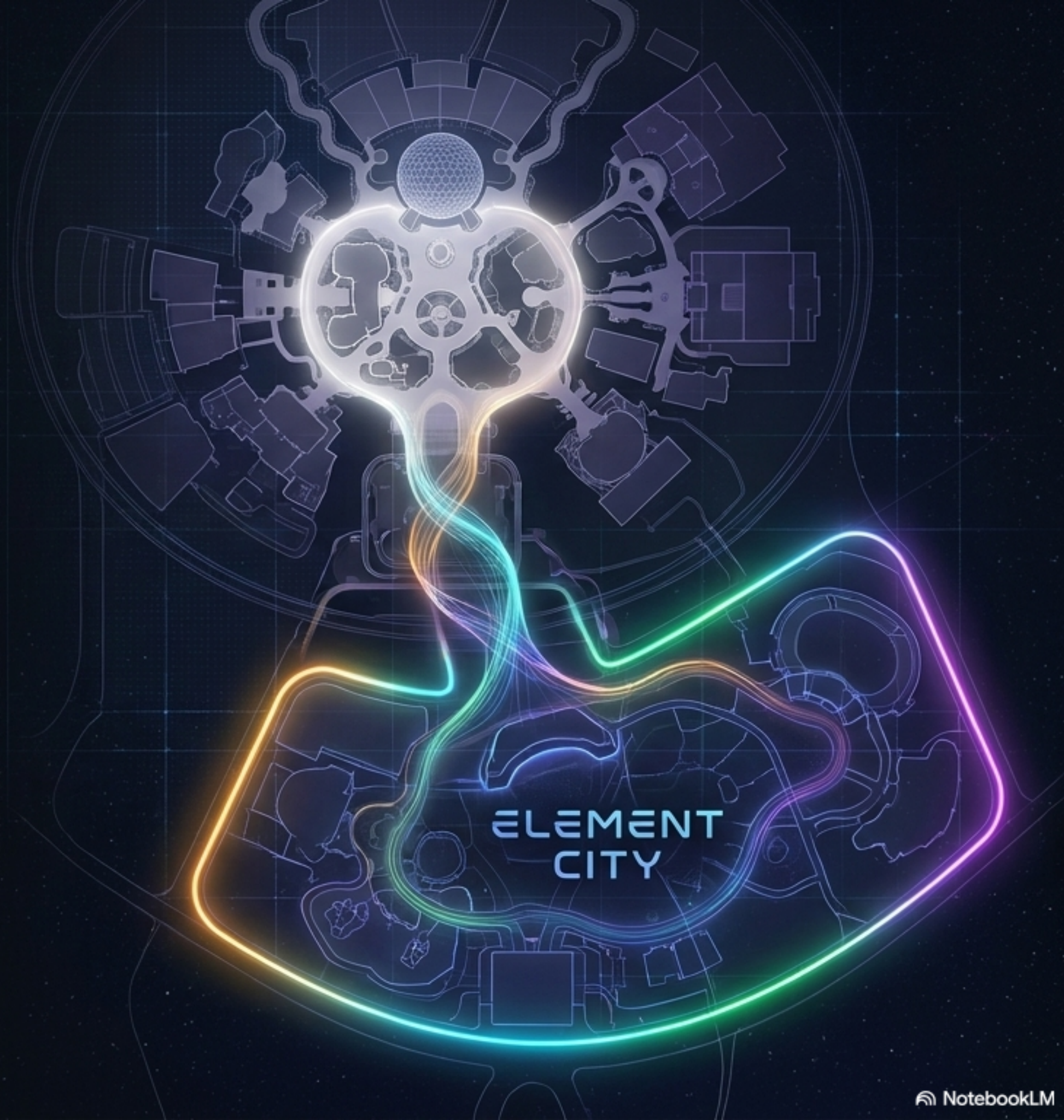
Fans

Converting casual Disney+ streaming viewers into high-value, repeat park visitors through physical immersion.

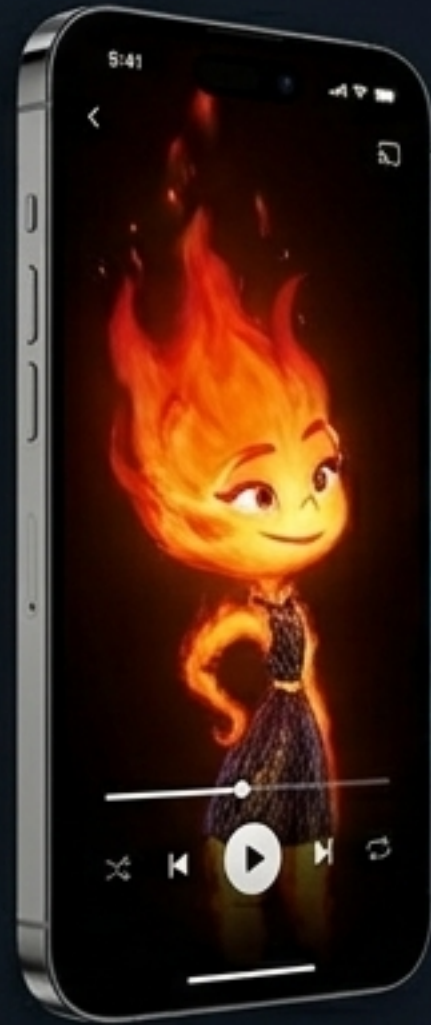
The Next Logical Leap in EPCOT's Transformation

With the World Celebration overhaul complete, EPCOT's operational and festival infrastructure is fully modernized.

The park is now primed for a massive, IP-driven expansion that bridges EPCOT's core tenets—technological innovation and cultural storytelling—with proven, high-grossing character franchises. Element City leverages this newly established central flow to draw guests outward into a multi-hour, high-capacity zone.



The Digital-to-Physical Flywheel



Discovery

Engagement with vertical, AI-curated content on Disney+ builds habitual franchise engagement.



Conversion

Algorithm-driven recommendations transition viewers into targeted vacation planning.



Personalization

Pre-arrival intent is captured to build highly personalized, frictionless park itineraries.

Kinetic Immersion Powered by Imagineering R&D



Predictive Flow

The J.A.R.V.I.S. AI platform actively monitors crowd density and optimizes guest distribution in real-time.



Living Characters

Next-generation reinforcement learning brings untethered, highly expressive characters to life, driving unprecedented density.



Nighttime Spectacle

Leveraging synchronized airborne and water drones to deliver an unparalleled evening crescendo without traditional fireworks infrastructure.



Four Distinct Ecosystems Within One Unified City

Guest energy is actively managed through distinct spatial psychology. High-energy tactile experiences drive revenue, while reflective zones dramatically increase in-park dwell time.



Tactile Energy Meets Kinetic Tranquility



The Fire District: Experiential Culinary

Drives massive F&B revenue through premium, culturally rich street food featuring safe live-fire visual effects and vibrant bioluminescent illumination.



The Water District: Ecological Stewardship

A visually stunning, high-capacity relaxation zone designed to extend park dwell time, aligned with global conservation goals.

Planet Possible and Omnidirectional Play



The Earth District: Organic Interaction

Grounded in Disney's Planet Possible initiative, featuring digital flora that blooms dynamically in response to guest movement via next-gen front-projection mapping.



The Air District: The HoloTile Application

The large-scale public debut of Imagineering's HoloTile technology, creating a frictionless, omnidirectional environment for engaging physical exploration.

Expanding the Most Profitable Segment

The Experiences division is The Walt Disney Company's primary profit engine. While the segment currently drives record operating income, our internal research identifies a massive addressable market of high-affinity Disney fans who have yet to visit a park.

Element City serves as a globally recognized, culturally resonant beacon to convert this untapped audience.



Driving Record Per-Capita Spending

Element City is engineered for unprecedented operational leverage and per-capita monetization.



Proving the Concept: The Festival of the Elements



Before moving earth for a multi-billion dollar build, we validate the market and de-risk the investment. Utilizing the flexible, newly completed infrastructure of CommuniCore Hall & Plaza, we launch a highly profitable, lower-risk seasonal prototype. This pilot validates F&B concepts, tests localized interactive technologies, and builds audience anticipation ahead of the permanent expansion.

The Strategic Response to Evolving Orlando Standards

As competitors launch static, steel-heavy expansions, Element City redefines the industry standard. Powered by WDI's AI-first platform, we deliver a dynamic, living ecosystem capable of real-time operational optimization.

Traditional Theme Park Model



- Static, concrete-heavy environments
- Isolated attraction footprints
- Reactive operational crowd control

Disney AI-First Ecosystem



- Living, organically responsive ecosystems
- The Digital-to-Physical Flywheel
- J.A.R.V.I.S. predictive real-time optimization



Disney, let's bring Element City to life.