

Disney recently celebrated its **100th anniversary** on **OCTOBER 16, 2023**. The centenarian celebrations that will go on till 2028 have already started with a big bang. **Praneel Dev, XII A and Yashi Sharma, XII J, AIS Noida**, bring you a **glimpse of the reverie**, with a gush of nostalgia.

• Titled as 'The 100 Years of Wonder', The Walt Disney Company Europe, Middle East, and Africa (EMEA) has launched a series of exclusive experiences, exhibitions, concerts, and new products across the region.

• The celebrations include the release of 'Once Upon a Studio', a film featuring some of Disney's most iconic characters.

• The launch event in Disneyland Paris on October 27, 2023, saw the guests, including pop star Rachel Stevens and TV's Jess Wright, watch a preview of some of the events set to take place in 2023.

• In collaboration with Disney, TikTok has created a dedicated hub 'Disney 100' within TikTok's platform.

• A multi-sensory experience will commence in London before travelling to France, Germany, Spain, and beyond. The London exhibition is a 10-part exhibition with many objects depicting the history of Disney, including 'Crown Jewels', rare

WHERE'S THE PARTY?

Disney artefacts, movie props such as the original Winnie the Pooh plushie, concept art from Pinocchio, costumes from Cinderella and The Little Mermaid, and many more.

• As part of the 'Create 100' campaign, visionaries from the field of fashion, music, art etc., will create collectables inspired by their personal connections to stories and characters of Disney, Pixar, Marvel, Star Wars, and 20th Century. Indian fashion designer, Sabyasachi Muk-

herjee has created a traditional art piece 'Namaste Mickey' featuring the iconic Mickey Mouse. Other contributors who have joined the initiative are Tommy Hilfiger, Christian Louboutin, Adidas, Coach, Beyonce, Vik Muniz, among other global partners.

• Specialised merch, such as special Disney100 ear hats and headbands, has been introduced to make the experience more magical.



Disneyland Paris

ONCE UPON A TIME...

On December 5, 1901, Elias Disney and his wife, Flora Call, were blessed with a baby boy Walt Elias Disney. With an ardent interest in drawing, Walt Disney started sketching when he was just seven years old. Taking his passion further, Walt studied cartooning through correspondence while being part of the military service during World War I and the American Red Cross.

As the war came to an end, Walt returned to his hometown Kansas City, and started his career as an advertising cartoonist. He engaged himself in the creation of animated cartoon series known as 'Laugh-O-grams'. Also, he made his pilot film called Alice in Wonderland in 1923, which was an amal-

gamation of animation and live action. Gradually, his cartoons became popular and he shifted to California to pursue a career in cinematography. Walt then went on to establish Disney Brothers Cartoon Studio on October 16, 1923. With the support of his former associate in Kansas,













Ubbe Iwerks, the duo created first set of iconic characters Oswald the Lucky Rabbit and Mickey Mouse, who appeared in Steamboat Willie (1928), Walt's first animated film, and an instant hit among the people.

Thereafter, Walt created many iconic characters, Donald Duck, Pluto, Goofy, and full-length animated classics, namely Bambi, Pinocchio, Dumbo, as well as full length animated musical shows like Snow White and the Seven Dwarfs in 1937. The studio gained popularity with the release of Wonderful World of Colour (1961) and Mary Poppins (1964).

Trying his luck during World War II, the studio engaged in educational short films aimed at instilling patriotism. In fact, 1940s saw Disney depicting his lovable characters dressed in khaki uniforms. The short film The New Spirit was specially commissioned by the US Treasury Department.

100 OF DECADES

- 1920s** Walt Disney makes its debut with a silent film Alice in Wonderland (1923). 
- 1930s** Disney takes center stage with long animation films like Snow White And The Seven Dwarfs (1937). 
- 1940s** A.F.L. Screen Cartoon Guild strike at Walt Disney Productions (1941), owing to low wage, irregular bonus, and lack of credits. 
- 1950s** Disneyland opens in California (1955), offering five themed "lands", costing \$17 million. 
- 1960s** Walt Disney dies, aged 65 (1966) and is succeeded by his brother Roy, Disney's first ever CEO. 
- 1970s** Roy opens Disneyland in Orlando, Florida (1971) and passes away in December 1971 due to a stroke. 
- 1980s** Disney struggles to stay afloat. Soon, Michael Eisner joins as CEO (1984) to revitalise the company. 
- 1990s** Under Eisner, the studio acquires ABC for \$19 bn and collaborates with Pixar for 'Toy Story'. 
- 2000s** Eisner is succeeded by Bob Iger (2005); under him, Disney buys Pixar (2006) and Marvel (2009). 
- 2010s** Expanding further, Disney acquires Lucasfilm (2012) and 21st Century Fox (2019). 
- 2020s** Iger resigns in 2020, only to return in 2022, making him the face of Disney for the decade. 