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magic of disney

Mickey's friends come alive
in the brand's Toyko hotel

When designing the Tokyo Disneyland Hotel, Walt Disney Imagineers understood that first impressions are everything. "The Tokyo Disneyland Hotel is uniquely situated at the front entrance of the park and gives our guests a magnificent first impression of Tokyo Disney Resort," explains Wing Chao, former executive vice president, Walt Disney Imagineering Resort Development. "Since the architecture for the park's World Bazaar is an urban Victorian style, we wanted the lower floors of the hotel to capture this theme, in order to bring the visual experiences of the hotel and the park closer together. Unlike the other Disney Victorian resorts we have built, the Tokyo Disneyland Hotel presents an eclectic mix of architectural details, colors, and textures from the Victorian era."

The hotel's height—nine stories—meant mass took on critical importance. "We did not try to make it look like a Victorian confection," says Gary Hasell, executive director, master planning, architecture and design, Walt Disney Imagineering. "There is less lacy fretwork, spindles, and brackets, and more substantial brick and stone."

Right: The grand nine-story façade of Tokyo Disneyland Hotel.







Left, from top: The elegant Cinderella Dream ballroom; the grand lobby.

Opposite page, from top: Mickey Mouse silhouettes hang in between the beds in a typical guestroom; the Marceline Salon, for guests staying in the concierge rooms or suites.



Like so much of what happens at Disney, the design of Tokyo Disneyland Hotel appears to be sprinkled with the brand's proverbial magic. Imagineers dealt with a small site (just nine acres) and substantial parking requirements (new hotel parking plus parking displaced by the project) by elevating the hotel above two levels of parking, giving the hotel increased prominence and visibility—and providing tremendous views. But those weren't the only hurdles of the three-year project. "One big challenge was how to build a 700-room hotel without impacting the flow of thousands of guests coming and going to the park each day," Hasell says.

By evaluating every aspect of the guest experience, Imagineers emphasized what the guests love—Disney characters. A Tinker Bell statue atop the hotel's gilded dome holds a wand that also acts as a lightning rod. Inside, a seven-story, skylit atrium with chandeliers nearly four stories tall and wrought iron artistry depicting Disney characters gives guests a "wow experience," says Chao. And guestrooms are themed around four Disney animated movies—*Cinderella*, *Peter Pan*, *Alice in Wonderland*, and *Snow White and the Seven Dwarfs*—showcased in artwork, fabric, furniture, and wallcoverings. Says Chao, "Our guests love Disney characters and storytelling is at the heart of everything we do." **hd**
www.tokyodisneyresort.co.jp



Tokyo Disneyland Hotel

Tokyo Disney Resort, Chiba Prefecture,
Japan

Owner Oriental Land Company
Interior Design and Architecture
Firm Walt Disney Imagineering

**Designers did not provide sourcing for
furnishings shown.*

