



# STACY BARTON

Story Lead. Experience Designer. Scriptwriter. Author.

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Stacy Barton

## Profile

I love a good story—hearing it, seeing it, shaping it, sharing it—how it comes to life with an audience. I thrive in all forms of collaboration and am known for my authentic approach to experience design, narrative development, and scriptwriting. For 22 years I've specialized in story development for themed entertainment, including major projects for Disney, SeaWorld, Ringling Bros. Circus, and others around the world. I'm equally at ease imagining new content, using folklore and fairytales as structural forms, or transforming films and books into compelling live experiences. I'm also the award-winning author of three books of literary fiction and poetry, five children's picture books, and over thirty magazine publications.

## Experience Highlights

Taking an idea through creative design and development, into narrative treatment and scripting, I deliver excellent quality with a fast turn-around that exceeds client expectations. As an independent contractor, I'm *inside* the trends of the themed entertainment industry—both as scriptwriter and experience designer—and this keeps my work innovative, fresh, and adaptable. Always a team player, I'm known for my easy laugh, collaborative spirit, and boundless creativity.

### PARTIAL CLIENT LIST 2000-PRESENT

- The Disney Company
  - Walt Disney Imagineering
  - Walt Disney World
  - Disney Cruise Lines
  - Disneyland Paris
  - Disneyland Resort
- Ringling Bros. Ringling Bros. Barnum & Bailey Circus (Feld Entertainment)
- Shanghai Haichang Ocean Park
- DreamVision (Soundscape)
- Bollywood Parks Dubai (Riva Creative)
- Magic Makers Group
- SeaWorld Parks & Entertainment
  - San Diego
  - Orlando
  - San Antonio
  - Busch Gardens
- BRC Imagination Arts
- IDEAS
- Riva Creative
- Designers Creative Studio (Theron Skees)

### WALT DISNEY WORLD 2000-PRESENT

- Building multimillion dollar “pop up experiences” for high-net-worth individuals—story lead, writing and designing large-cast Disney musical spectacles and elaborate immersive experiences that recreate the worlds of *Alice in Wonderland*, *Haunted Mansion*, *Mary Poppins*, *Monsters Inc* and many others
- Building immersive escape rooms with Disney IP, shaping/writing the story to make the technology disappear
- Interfacing with Disney Intellectual Property stakeholders: Disney Animation, Lucasfilm, Pixar, Marvel, and Avatar
- Using technology in the story of highly-interactive experiences—RFID, Augmented Reality, apps, social media
- Reimagining theme park areas, on story teams for Epcot's *Future World*, the venues for *Disney Junior Live on Stage*, *Epic Stunt Show Theater*, *Pleasure Island*, *Lights*, *Motors*, *Action!* and others
- Developing story-based merchandise for custom events as well as to drive revenue, including a first-ever *Star Wars* Augmented Reality mission that took guests on an interactive *Rebels* experience from their resort room into the Park and back
- Creating live-show scripts for musicals, immersive experiences, firework spectacles, interactive comedy shows, children's theater, street theater, parkwide special events, hard-ticket seasonal events, press events, attraction openings
- Creating video scripts for Disney heritage short films, animated short films, press event trailers and teasers

### DISNEYLAND PARIS 2017-2019

- Reimagined venues, including indoor/outdoor stages—both the design of the space and the concept for the show to inhabit it
- Created the original story designs and narrative pitches for *Forest of Enchantment* and *Disney Junior Dream Factory* and *Mickey's Jammin' Jungle Parade*
- Wrote story concepts, treatments and scripts for live shows, water shows, parades, festivals, seasonal overlays, and special events
- Created immersive experience designs and scripts for luxury brand, *Selection by Disneyland Paris*
- Redesigned the interactive show and script for *Hisses Pavillon*, *Mousillons with Jack Sparrow*

## DISNEY CRUISE LINE 2004 and 2019 - PRESENT

- Designing new experiences and writing narrative pitches for reimagined restaurants and themed dining
- Opening team for the Disney Wish, designing live experiences, and writing narrative pitches and scripts for a variety of new shows, interactive experiences, kids programming and themed dining
- Developing and writing fleetwide seasonal shows, deck parties, and premium events
- Developed and wrote the Disney Wish Christening Ceremony, including in-depth music and video department collaborations

## SEAWORLD 2012-2016

Created experiences for all three SeaWorld Parks and Busch Gardens including:

- *Generation Nature, Live!* with name talent Bindi Irwin, a blend of live show and video streaming across all three parks
- Educational Shamu Show *Killer Wales Up Close* for San Diego Park
- Created children's characters for print, website gaming, animated video, and park meet 'n' greets
- Development team for 13th year of Busch Gardens Howl-O-Scream

## Sample Work

### ATTRACTIONS

- *New Arabian Nights*—360 theater (Riva Creative)
- *Jadoo*—walk through attraction (Riva Creative)
- *The American Dream*—Holodeck experience (Magic Makers Group)
- *Great Wolf Lodge*—immersive film experience (BRC Imagination Arts)
- *Christmas in Hollyville*—12-screen surround (P2P)

### ONE ACTS

- *A Child's Christmas in Wales* (Mad Cow Theater)
- *Dear Father Christmas*. (Bob Carr Perf Arts Center)

### CHILDREN'S TELEVISION

- *Generation Nature: Live!* (SeaWorld Kids webisode/live show with name talent Bindi Irwin)
- *Jambo Amigos* (Lampstand Productions)

### LIVE SHOWS

- *Illusionation* (Ringling Bros. and Barnum & Bailey Circus)
- *Killer Whales Up Close* (SeaWorld San Diego)
- *Club Evil* (Walt Disney World)
- *Disney Musical: Live on Stage!* (Walt Disney World)
- *Santa's Workshop: The Musical* (Walt Disney World)

### IMMERSIVE EXPERIENCES

- *Room for One More: Haunted Mansion Experience* (Walt Disney World)
- *Stone of Stones: Escape Room* (Walt Disney World)
- *Falling Into Wonderland* (Walt Disney World)

## Sample Publications

### RETAIL BOOKS

- *Lily Harp: Novella & Stories* (2015)
- *Like Summer Grass* (2014)
- *Surviving Nashville: Short Stories* (2007)
- *Babba and I Went Hunting Today* (2004)

### BOOKS ON ASSIGNMENT

- *The Family Who Saved Christmas* (2019)
- *The Magic Snowflake* (2012)
- *Auntie Jingle's Merry Christmas to All* (2010)
- *Santa and the Royal Magic* (2005)
- *Creative Script Series - 8 Volumes* (1998)

## Teaching & Speaking

- Disney Institute (hard ticket event to the public), "The Elements of Story"
- National Association of Writers and Writing Programs (AWP) Panelist, "Writers Sidestepping the Adjunct Trap"
- F. Scott Fitzgerald Literary Conference, "From the Stage to the Page: Using Theater in Fiction"
- Themed Entertainment Creative Academy, "How to Tell a Story in a Theme Park"
- Disneyland Paris Creative Entertainment Team, "Storytelling for Themed Entertainment"
- Disney Event Group, "The Elements of Story for Immersive Experiences"
- Full Sail University, themed entertainment panelist for "Industry Speaks" series



## References

Theron Skees, former Portfolio Executive, Walt Disney Imagineering: [theron@designerscreativestudio.com](mailto:theron@designerscreativestudio.com)  
Mark Huffman, Creative Director, Disney Live Entertainment: [mark.huffman@disney.com](mailto:mark.huffman@disney.com)  
Denise Case, Creative Entertainment Director, Disney Cruise Lines [denise.p.case@disney.com](mailto:denise.p.case@disney.com)  
Dennis Wirzman, former Corporate VP Entertainment Sea World [dwirzman@bellsouth.net](mailto:dwirzman@bellsouth.net)