



# STACY BARTON

Experience Designer. Scriptwriter. Story Strategist. 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 audience-centric 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 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 from 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
  - Disney Event Group
- Ringling Bros. Barnum & Bailey Circus
- Feld Entertainment
- Bollywood Parks Dubai
- SeaWorld Parks & Entertainment
  - Orlando, San Diego, San Antonio
  - Busch Gardens
- Shanghai Haichang Ocean Park
- BRC Imagination Arts
- The Hettema Group
- Magic Makers Group
- Designers Creative Studio
- Astrid Entertainment

### WALT DISNEY COMPANY 2000-PRESENT

As my main client for more than two decades, this one deserved a bit of detail.

- Experience design and writing for multimillion dollar “pop-up” immersive experiences that recreate the worlds of *Alice in Wonderland*, *Haunted Mansion*, *Mary Poppins*, *Monsters Inc* and many others. (Walt Disney World, Disneyland, Disneyland Paris)
- Scripts for stage musicals, escape rooms, firework spectaculars, interactive comedy shows, children's theater, street theater, hard-ticket seasonal events, themed dining, immersive learning, and a *Star Wars* Augmented Reality mission (Walt Disney World, Disneyland Paris, Disney's California Adventure, Disney Cruise Line, Walt Disney Imagineering)
- Blue Sky ideation and writing for theme park venues such as Epcot's *Future World*, *Epic Stunt Show Theater*, *Pleasure Island* (Walt Disney World), and *Disney Junior Live on Stage and Lights, Motors, Action!* (Disneyland Paris)
- Blue Sky ideation, creative concepts, and writing for stage musicals (Walt Disney Imagineering) as well as stage shows, water shows, parades, festivals, seasonal overlays, and special events (Walt Disney World, Disneyland Paris)
- Blue Sky ideation for *Adventurer's Club* and *Comedy Warehouse* for *Pleasure Island* (Walt Disney Imagineering, late 1980s)

## Sample Work

### IMMERSIVE EXPERIENCES

Multimillion dollar “pop-ups” at Walt Disney World:

- *Room for One More* (Haunted Mansion)
- *Club Evil* (Disney Villains)
- *Stone of Stones: Escape Room* (Agents of Shield)
- *Falling Into Wonderland* (Alice in Wonderland)
- *Jolly Holiday with Mary* (Mary Poppins)
- *Monsters In Training* (Monsters Inc.)

### SPECTACLES

- *Mickey's Jammin' Jungle Parade* (Disneyland Paris)
- *Sea Magic* (Shanghai Haichang Ocean Park)
- *Celebrate You!* fireworks (Walt Disney World)
- *How the West Was Fun* fireworks (Walt Disney World)
- *Dream, Wish, Believe!* fireworks (Walt Disney World)

## ATTRACTIONS

- **Disney Junior Dream Factory**—reimagined venue treatment (Disneyland Paris)
- **New Arabian Nights**—dome theater, animated short film script (Riva Creative, Bollywood Parks Dubai)
- **Jadoo**—treatment (Riva Creative, Bollywood Parks Dubai)
- **Flight Simulation (NDA)**—design/treatment (The Hetteema Group)
- **Boat Ride (NDA)**—design/treatment (The Hetteema Group)
- **The American Dream**—immersive media museum attraction treatment (Magic Makers Group)
- **Boo**—interactive Halloween tree on ship (Disney Wish)
- **SCAD Atlanta**—immersive attraction script for educational venue (BRC Imagination Arts)
- **Great Wolf Lodge**—animated short film script for immersive venue (BRC Imagination Arts)
- **Christmas in Hollyville**—animated short film script for surround screen attraction (P2P)
- **Soundscape**—theme park treatment (Dream Vision)

## LIVE SHOWS

- **Illusionation** (Ringling Bros. and Barnum & Bailey Circus)
- **Killer Whales Up Close** (SeaWorld San Diego)
- **Generation Nature: Live!** (SeaWorld)
- **Forest of Enchantment** (Disneyland Paris)
- **Hoist the Sail With Jack Sparrow** (Disneyland Paris)
- **Disney Music, Live on Stage!** (Walt Disney World)
- **Santa's Workshop** (Walt Disney World)

## OTHER

- **A Child's Christmas in Wales** (once act play)
- **Dear Father Christmas.** (one act play)
- **Jambo Amigos!** (children's television show)
- **Astrid Entertainment** (video game world/story building)

## Publications

### RETAIL BOOKS

- *Lily Harp: Novella & Stories*
- *Like Summer Grass*
- *Surviving Nashville: Short Stories*
- *Babba and I Went Hunting Today*

### BOOKS ON ASSIGNMENT

- *The Family Who Saved Christmas*
- *The Magic Snowflake*
- *Auntie Jingle's Merry Christmas to All*
- *Santa and the Royal Magic*
- *Creative Script Series*

## Public Speaking

- Disney Institute, "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 panelist for "Industry Speaks"



## References

Theron Skees, former Portfolio Executive, Walt Disney Imagineering: [theron@designerscreativestudio.com](mailto:theron@designerscreativestudio.com)  
Wendy Ruth, Creative Director, Walt Disney Imagineering DLE [wendy.ruth@disney.com](mailto:wendy.ruth@disney.com)  
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