



STACY BARTON

Experience Designer. Story Consultant. Scriptwriter. Author.



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[Stacy Barton, show writer](#)

Profile

Stacy loves a good story—hearing it, seeing it, shaping it, sharing it—how it comes to life with an audience. She thrives in all forms of collaboration and is known for her authentic approach to experience design, narrative development, and scripting. For 22 years she's specialized in creating experiences for themed entertainment, including major projects for Disney, SeaWorld, Ringling Bros. Circus and others around the world. Stacy is equally at ease imagining new content, using folklore and fairytales as structural forms, or transforming films and books into compelling live experiences. She is 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

As an independent contractor, Stacy has always been *inside* the growing trends in the industry—both as scriptwriter and experience designer. As a career 'work-for-hire,' she's faster, more adaptable, and necessarily more innovative than most. Always a team player, she's known for her fresh ideas, easy laugh, collaborative spirit, endless creativity, and fast turnaround.

PARTIAL CLIENT LIST 2000-PRESENT

- The Disney Company
 - Walt Disney Imagineering
 - Walt Disney World
 - Disney Cruise Lines
 - Disneyland Paris
 - Disneyland Resort
- Ringling Bros 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

Taking an idea from inception, through creative design and development, narrative treatment, scripting and eventually production, Stacy delivers excellent quality with a fast turn-around that exceeds creative expectations and budgets

- Builds multi-million-dollar "pop up experiences" for high-net-worth individuals—from large-cast Disney musicals to elaborate experiences that create the immersive worlds of *Alice in Wonderland*, *Haunted Mansion*, *Monsters Inc* and others
- Builds immersive escape rooms with Disney IP
- Interfaces with Disney Intellectual Property stakeholders: Disney Animation, Lucasfilm, Pixar, Marvel, and Avatar
- Uses technology to create highly-interactive experiences—RFID, Augmented Reality, apps, social media Works on story teams—such as reimagining Epcot's *Future World*, the venues for *Disney Junior Live on Stage*, *Epic Stunt Show Theater*, *Pleasure Island* and others
- Develops story-based merchandise that drives revenue, including a first-ever *Star Wars* AR mission that took guests on an interactive experience from their resort room into the Park
- Creates live-show scripts for musicals, immersive experiences, firework spectaculars, interactive comedy shows, children's theater, street theater, parkwide special events, hard-ticket seasonal events, press events, attraction openings
- Creates 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 story concepts, treatments and scripts for live shows, water shows, parades, festivals, seasonal overlays, and special events including show concepts for a Disney Villains festival, a *Coco* seasonal overlay, and a Pixar arena show concept
- Created story designs for *Forest of Enchantment* and *Disney Junior Dream Factory* and *Mickey's Jammin' Jungle Parade*
- Created experiences designs and scripts for luxury brand, *Selection by Disneyland Paris*
- Scripted *Hisses Pavillon*, *Mousaillons with Jack Sparrow*

DISNEY CRUISE LINE 2004 and 2019 - PRESENT

- Designed new stories for reimagined restaurants and themed dining
- Worked on the Disney Wish story team, designing live experiences and narrative development for a variety of new shows, interactive experiences, kids programming and themed dining
- Created seasonal shows, interactive experiences, premium events
- Developed and wrote Disney Wish interactive experiences, shows, deck parties and premium events
- Wrote the Disney Wish Christening Ceremony

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 webisode and live show across all three parks
- Educational Shamu Show *Killer Whales Up Close* for San Diego Park
- Animated characters for print and 'webisodes' as well as as live characters in the parks
- Story team for 13th year of Busch Gardens Howl-O-Scream

Sample Work

ATTRACTIONS

- *New Arabian Nights*—360 theater (Bollywood Parks Dubai)
- *Jadoo*—walk through attraction (Bollywood Parks Dubai)
- *Christmas in Hollyville*—12-screen surround (P2P)
- *The American Dream*—Holodeck experience (Magic Makers Group)

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 "TV" webisode/live show with name talent Bindi Irwin)
- *Jambo Amigos* (Lampstand Productions)

LIVE SHOWS

- *Illusination* (Ringling Bros. 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
Mark Huffman, former Creative Director, Disneyland Paris Entertainment: mark.huffman@disney.com
Denise Case, Creative Entertainment Director, Disney Cruise Lines denise.p.case@disney.com
Dennis Wirzman, former Corporate VP Entertainment Sea World dwirzman@bellsouth.net