

# THE D FACTORY



**DISNEYLAND PARIS**  
**Disney Jr. Stage Reimagined**  
**600 Guests with retractable stadium seating**

## **"THE D. FACTORY"**

*A well-hidden imagination laboratory  
a.k.a. The Disney Dream Factory*

*This document from 2018 was an early treatment for the show that just opened at Disneyland Paris in summer 2021. The concept went through various iterations, two Creative Directors and more than one Show Director and Show Writer, but much of the groundwork I laid as the original Concept Writer can still be seen in the show.*



## **The Big Idea**

The D Factory is not the place where dreams are born, or even the place where dreams are made; in fact, this isn't even the place where dreams come true... well, not exactly. You see, the magic of the Disney Dream Factory is one of a kind; it's the place where dreams come together to exponentially expand. The science of this laboratory is this: one dream has a magic all its own, but when two or more dreams are mixed together, the force of its concoction creates a magic far greater than the sum of its parts. And so it goes that two dreams mixed are six, eight dreams mixed are 512 and a room full of 600 individual dreams captured and mixed in the Disney Dream Factory? Why the alchemy of this creates a magic in the millions! 216 million to be exact.

## **A Radically Immersive Setting**

From the moment our Guests—young and old—walk through the doors, they find themselves not in a theater, but in a timeless place full of imagination and limitless possibilities. With one glance around the room they know they have arrived inside a working factory that Jules Verne himself must have created with all his fantastical, imaginative science. Even the side walls and the back of the house are recreated in this "Steampunk" style, painted like the brick a Victorian boiler room with shiny copper tubing curling at intervals around the room. In some corners whistling pipes gush forth steam, in others, giant cogs and wheels wait to be turned.

The lighting is golden, the colors across the stage and house both whimsical and metallic; brilliant jewel tones peeping from copper pipes, enormous sparkling geodes perched atop oil drums, wooden barrels against brick walls splashed with shelves of gilded books and vibrant vegetation, and stacked with outrageously colorful jars of potions.

The platform near the front is the hub of sorts, holding the main controls for this Steampunk laboratory. Indeed, the machinery begins and ends on this platform, but the factory’s enormous copper pipes with bolted couplers rise up from the stage and wind along the ceiling over the steeply raked audience seating. These exposed pipes meet overhead, joined by magnificent orb that hangs like a glorious Steampunk chandelier, a contraption that reminds you of a hot air balloon crossed with a mechanical blimp, but curiously in the shape of Mickey’s head. Inside this projection orb many magical mixtures are soon to be seen. Extending from this central orb, more arms of piping descend over four distinct areas of the audience. Likewise, in some of the aisles, other large copper pipes rise up out of the floor as integral parts of the factory’s inner workings.

These structural devices in the audience serve several purposes. First of all, they immerse our audience in the factory setting. Our guests are not static observers of a show *about* a factory, but rather they are *inside* the magic of the Disney Dream Factory. And what’s more, our Guests’ participation is very real. From the stage into each of the four sections of audience travels some kind of colorful contraption that enables the audience to participate in the alchemy of dreams. Each audience section plays a very different role in the working factory, inspired by four distinct elements of earth, wind, water, and fire.

Perhaps the most magical of all sights in this factory is the enormous clock face in the center of the stage. A magnificent projection surface or LED screen, it seems to be made of glass and serves as the factory’s portal into all of time and place. The clock face on this portal actually reads backwards, as it is facing the outside world. There is one other curious thing about this timepiece—it is forever stopped at quarter to twelve, eternally captured in the magic before midnight.

Those lucky enough to be allowed inside the factory, peer out at the wonders of a hundred dimensions from behind this magical timepiece. Other portals, also LED screens, offer wondrous views into inspiring locales that change at a moment’s notice... deep blue seas, cotton candy clouds, mystical forests, and galactic star fields. More canisters and tubes, beakers and coils, giant wheels, cogs, bookcases of gilded manuals, shelves of hydroponic plants, stools, easels, and all manner of necessities to the imagination are scattered about, obviously in mid-use, all across the stage. This factory is never idle or silent, not so long as dreams are shared...

*(This retro Steampunk atmosphere also creates a unique venue for special events, allowing for group gatherings in an unusually immersive setting. This locale inspires innovation and out of the box thinking, while encouraging imagination and limitless*

*possibilities. And with retractable audience seating, soft Edison lighting, live music and classy Jules Vern tablescapes, this space can also be transformed into an elegant dining experience)*

### **The Show**

At the top of the show, all is right with the world. The opening number is in full color and this glorious factory is pulsing with life, issuing whistles and steam, and gurgling with delightful alchemy. A cast of six triple-threat performers introduces the audience to the Disney Dream Factory. Each member of this ensemble serves a different role in the factory. Perhaps one tends the plants, another the cogs of the clock, a third studies the leather bound books, a fourth checks the temperature and chemistry of the steam, another studies charts and guides the portal's sight, and the sixth navigates the journey with a compass. By the time the opening number is through, we have seen the cast of six at their factory stations all throughout the stage and house and understand that the work of *this* factory is the alchemy of shared dreams.

But alas, something pops and fizzles and falls apart at the end of the opening number. And with that, we learn that the factory has been struggling because—according to our cast of six—people in the outside world have forgotten how to dream together. Just like that, another catastrophe of sound and dysfunction brings the entire factory to a screeching halt. The lights flicker and lose their color. Through the giant timepiece portal we see Sleeping Beauty's Castle blink to black and white just as Mickey and Minnie come rushing in, worried and dismayed. They too appear washed of color, only shaded in basic black and white!

Without the Dream Factory to ensure the proper alchemy of shared dreams, the color is washing away from Disneyland Paris... and time is running out! With a charge to the cast and the audience to work together to restore the dream factory before the stroke of twelve, Mickey and Minnie hurry off to ask their other Disney friends for help. With that, the giant clock on stage begins to tick tock toward midnight, while everyone eagerly awaits the arrival of Mickey's friends, each of whom comes to offer his or her assistance.

### **Visiting Characters**

This show is designed with the ability to use (and eventually change) four, story-based Disney Characters. Inspired by these character's stories and songs, the audience discovers a set of shared dreams, and working together they bring the D Factory back to life. Every six months a new set of four Characters brings their unique contributions of music and inspiration to the Disney Dream Factory.

Each story-based Disney Character comes into the factory bringing with them a musical number from their story that coincides with a dream for the audience to share. Every time the audience adds their shared dream back into the malfunctioning factory's machinery, there is a spurt of hope and color, motion and

song, but not until all four sections have shared all four dreams does the factory return to full speed.

In a grand finale production number, Mickey and Minnie return in full-color glory to join the entire cast in a rousing custom song about the power of sharing dreams. With that, glorious rainbows shoot from the Steampunk chandelier (like a high-tech mirror ball) emitting prisms of color that wash over the entire audience. Through the enormous clock on stage, the color of the Sleeping Beauty Castle is restored, and all is right with the world once again.