



STACY BARTON

Show Writer. Experience Designer. Author. Creative Consultant.



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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 has been called the ‘swiss army knife’ of storytellers; if you can only have one writer, she’s the one you want. For 20 years she’s specialized in story development for themed experiences, 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. As a heart project she mentors young writers.

Experience Highlights

As an independent contractor, Stacy has always been *inside* the growing trends in the industry—both as a live entertainment scriptwriter and immersive 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 World
 - Disney Event Group
 - Walt Disney Imagineering
 - Disney Cruise Lines
 - Disneyland Paris
 - Disneyland Resort
- Ringling Bros Circus (Feld Entertainment)
- Shanghai Haichang Ocean Park
- DreamVision (Soundscape)
- Bollywood Parks Dubai (Riva Creative)
- SeaWorld Parks & Entertainment
 - San Diego
 - Orlando
 - San Antonio
 - Busch Gardens
- BRC Imagination Arts
- IDEAS
- Riva Creative
- Imagination House

WALT DISNEY WORLD 2000-PRESENT

- Taking an idea from inception, through creative development, narrative treatment, scripting and eventually production, Stacy delivers excellent quality with a fast turn-around that exceeds creative expectations and budgets
- As a creative catalyst on many story teams—such as reimagining Epcot’s *Future World*, the venues for *Disney Junior Live on Stage*, *Epic Stunt Show Theater*, *Pleasure Island* and many, many others.—Stacy not only participated in the ideation process, her engaging way with words enabled her to capture the creative vision of the group and craft creative concept summaries for executive review
- Stacy has written everything from scripts for the Cinderella Castle Stage such as *Cinderellabration* and custom fireworks shows for the *Cast Service Celebration*, as well as press event openings for *Mission: SPACE!* voiced by Walter Cronkite, parkwide seasonal special events, intimate shows with Madame Leota on the Haunted Mansion lawn and comedic street theater at Epcot
- Innovative visionary and original writer for Disney’s affluent market at Disney Event Group. Her contributions encompass both treatments and scripts for multi-million-dollar experiences for affluent families. These experiences range from spectacular, custom Disney musicals to elaborate experiences where ballrooms are transformed into the immersive worlds of *Alice in Wonderland*, the *Haunted Mansion*, *Monsters Inc* etc., she even wrote the story/script for a theatrical *Agents of Shield* Marvel-inspired escape room.
- On the revenue generation team for Disney Floral & Gifts, she spent 10 years developing and marketing story-based merchandise that drove revenue by “Giving the Gift of a Memory” via Guest experiences that linked Disney IP to Resort Rooms and Theme Parks. These “In-Room Celebrations” (including a *Star Wars* AR mission) drove so much revenue that Disneyland asked for guidance in developing their own program
- At ease with Disney Intellectual Property stakeholders, she interfaces with teams from Disney Animation, Lucasfilm, Pixar, Marvel, and Avatar, welcoming their guidance on live interpretations of cinematic stories
- Her story-based use of screens and technology in conjunction with live entertainment sets her apart—using mobile apps, social media engagements, RFID, Augmented Reality, and Virtual Reality to enhance Guest experiences; her work also includes Disney heritage short films, animated short films, trailers and teasers for press events, and on-screen elements in hundreds of live shows

DISNEY CRUISE LINE 2004 and 2019 - PRESENT

- Show Writer for *Disney Dream*
- Show Writer for new entertainment experiences on the new *Disney Wish*
 - Writer on multiple story teams, creating concepts, narrative pitches, and executive reviews to get funding for a variety of new shows, interactive experiences, kids programming and themed dining
 - Scripts for welcome aboard/kiss goodbye experiences, themed dining, interactive shows, deck shows, premium events

DISNEYLAND PARIS 2017-PRESENT

- Worked directly with Creative Director to reimagine venues, including indoor/outdoor stages
- Original writer on the story team for *Forest of Enchantment* and *Disney Junior Dream Factory*
- Creative concepts for live shows, water shows, parades, festivals, seasonal overlays, and special events including a show concepts for *Disneyland Paris Villains After Dark*, a *Coco* musical and seasonal overlay, an arena show concept *Totally Pixar*, a new character show *When You Wish: With Minnie* and the script for a street theater show *Hisses Pavillon, Mousaillons with Jack Sparrow*
- Led the Creative Entertainment Team in a week-long workshop, "How to tell a Disney Story in a Theme Park"
- Continued show writing and creative concepts for Selection by Disneyland Paris

SEAWORLD 2012-2016

- Worked directly with Corporate VP of Entertainment to create experiences for all three SeaWorld Parks and Busch Gardens.
- *Generation Nature, Live!* with name talent Bindi Irwin, a blend of webisode and live performance across all three parks
- Educational Shamu Show *Killer Wales Up Close* for San Diego Park with interactive screens and social media engagement.
- Led the creative development of animated characters to appear in print, on webisodes, and as live characters in the parks, creating engaging fun for kids while supporting SeaWorld's conservation messages
- Show Writer for the story team brainstorming the 2012 retrospective of the 13th year of Busch Gardens Howl-O-Scream

FELD ENTERTAINMENT 2009

- Story developer/writer for *Illusination*, the Gold Unit for Ringling Brothers and Barnum & Bailey Circus

Sample Script Work

ONE ACTS

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

ANIMATION/ATTRACTIONS

- *New Arabian Nights*—360 dome theater (Riva Creative)
- *Jadoo*—walk through alien attraction (Riva Creative)
- *Christmas in Hollyville*—12-screen surround (P2P)

CHILDREN'S TELEVISION

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

LIVE SHOWS & EXPERIENCES

- *Illusination* (Ringling Bros. Barnum & Bailey Circus)
- *Killer Whales Up Close* (SeaWorld San Diego)
- *Club Evil* (Disney Event Group, later became "Club Villain")
- *Disney Musical: Live on Stage!* (Disney Event Group)
- *Room for One More: Haunted Mansion Experience* (Disney Event Group)
- *Stone of Stones: Escape Room* (Disney Event Group)

Sample Published Work

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"



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