Mickey, Donald, Other Disney Characters Jump Off the Screen in Magic Kingdom Attraction

LAKE BUENA VISTA, Fla. — Disney magic meets Disney music in a 3-D film spectacular at Magic Kingdom in Walt Disney World Resort.

“Mickey’s PhilharMagic,” stars Mickey Mouse, Donald Duck and other favorite Disney characters animated in a way they’ve never before been seen: grand, glorious, in-your-face, three-dimension — with the added fourth dimension of astonishing in-theater effects. “Mickey’s PhilharMagic” is also the first attraction to feature classic Disney characters in computer-generated animation.

The “Mickey’s PhilharMagic” cast includes Mickey and Donald, as well as Ariel from “The Little Mermaid,” Aladdin and Jasmine from “Aladdin,” Peter Pan and Tinker Bell from “Peter Pan” and Simba from “The Lion King.”

Set in Fantasyland Concert Hall, the eye-popping musical experience unfolds on one of the largest seamless screens ever created for a three-dimensional film, a 150-foot-wide canvas. Complete with in-theater effects, the attraction immerses guests in the richly animated world of the Disney characters.

The Walt Disney Company has a strong history of animating the Disney characters in 3-D, most notably in “Working for Peanuts,” a 1953 Donald Duck/Chip ‘n’ Dale cartoon short, but never on a scale as grand as “Mickey’s PhilharMagic.” The attraction was produced through the combined efforts of Walt Disney Imagineering and Walt Disney Feature Animation.

Disney has long been at the forefront of emerging theme park technology, leading the way in 3-D spectaculars, and “Mickey’s PhilharMagic” continues that tradition in classic Disney style.

“Mickey’s PhilharMagic definitely delivers a WOW to our guests,” said Tom Fitzgerald, executive vice president and senior creative executive at Walt Disney Imagineering. “From ‘Muppet Vision 3-D’ to ‘Honey, I Shrunk the Audience’ to ‘It’s Tough to be a Bug!’ we keep creating new ways for guests to become a part of the action and story.”

However, the attraction does differ from its predecessors in one very important way. Where other 3-D shows might be a little too edgy for younger guests, “Mickey’s PhilharMagic” features effects that surprise and delight — just right for any age. And while those other 3-D attractions might startle the youngest guests, “Mickey’s PhilharMagic” has been designed to surprise and delight with effects like a 3-D kiss from Ariel, the Little Mermaid, and blasts of popping champagne corks while Lumiere, from “Beauty and the Beast,” sings “Be Our Guest.”

“We developed ‘Mickey’s PhilharMagic’ specifically so that the whole family could enjoy it together — including ones with younger children,” Fitzgerald said. “It’s definitely the most animated, energetic and magical 3-D show we’ve ever created!”

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