2020 Disney Imaginations Shanghai Champions Announced

Shanghai Disney Resort announces ‘Galaxy Valley’ from Donghua University as the 2020 Disney Imaginations Shanghai Champions

Shanghai, July 9, 2020 – Shanghai Disney Resort today announced ‘Galaxy Valley’ from Donghua University as the champions of the 2020 Disney Imaginations Shanghai design competition. Held with support from the Shanghai Municipal Science and Technology Commission and the Shanghai Municipal Education Commission, the second Disney Imaginations Shanghai design competition featured a record number of universities and colleges participating from across the country – each showcasing innovative designs and creativity for the chance to win prestigious internships.

“Today’s presentations showcased incredible creativity, innovation, and an impressive understanding of what it takes to design the kind of industry leading attractions that Disney offers our guests worldwide,” said Joe Schott, president and general manager, Shanghai Disney Resort.
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“Shanghai Disney Resort has always been committed to developing local talent, and the exceptional quality of the work produced by today’s participants is a testament to the limitless potential of students across China. We look forward to working with more universities in the years to come to bring the Disney Imaginations Shanghai design competition to more students than ever before.”

The 2020 Disney Imaginations Shanghai final took place at the Shanghai Disneyland Hotel, where in-depth pitches were given by the finalists, including ‘Star Wander’ from Shanghai Institute of Visual Arts, ‘X’ and ‘Star Beat’ from China Academy of Art, ‘Glitter’ from East China University of Science and Technology, and ‘Galaxy Valley’ from Donghua University. The judges looked for excellence in conceptual design, technological innovation, creativity and storytelling, and after questioning the teams on their designs, made their first, second and third place selections based on the teams’ ability to work together and to tell a compelling and engaging story.
While each team demonstrated vast amounts of innovative talent, after the presentations and a thorough deliberation, it was ‘Galaxy Valley’ from Donghua University who were victorious, becoming the 2020 Disney Imaginations Shanghai champions, thanks to their creative vision, design prowess, and presentation abilities. In recognition of their efforts, they will receive a cash award and a fully sponsored, three-day trip to Shanghai Disney Resort, where they will go behind the scenes for a once-in-a-lifetime learning experience with Imagineers at Walt Disney Imagineering Shanghai. The team will continue their creative journey by interning at Shanghai Disney Resort, where they will be able to learn from some of the most creative minds in the industry. The second and third place teams, ‘Star Wander’ and ‘Star Beat’, will also receive cash awards and the chance to interview for internships at Shanghai Disney Resort.
’Galaxy Valley’ from Donghua University announced as winners of the 2020 Disney Imaginations Shanghai design competition

The second Disney Imaginations Shanghai design competition was launched in 2019 with a series of roadshows held at various universities and colleges across the country, for the first time featuring universities outside Shanghai. Over 100 applications were submitted by students from Shanghai Jiao Tong University, Tongji University, East China Normal University, East China University of Science and Technology, Donghua University, Shanghai University, Shanghai Theatre Academy, University of Shanghai for Science and Technology, Shanghai Institute of Visual Arts and China Academy of Art. From the applications, the five finalist teams were selected by a diverse panel of international judges with differing areas of expertise from Shanghai Disney Resort and Walt Disney Imagineering Shanghai.

“All of the judges were deeply impressed by the quality of the designs and presentations we heard,” said Howard Brown, general manager and site portfolio executive, Walt Disney Imagineering Asia. “Imagineers are all about creating innovative and immersive experiences, and these students demonstrated a keen understanding of how to achieve this. This program is an incredible way to inspire and encourage local talent, and I can’t wait to see these young designers grow — they all have extremely bright futures.”

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The Disney Imaginations Design Competition was originally started in the United States in 1991 by Disney Legend and former Walt Disney Imagineering executive, Marty Sklar, with the purpose of seeking out and nurturing the next generation of diverse Imagineers, and has grown around the world. Committed to bringing the best of Disney’s creative practices to local industries and to cultivating young talent in China, Shanghai Disney Resort launched the Disney Imaginations Shanghai design competition in 2018 with support from the Shanghai Municipal Science and Technology Commission.

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