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University Students Compete to Reimagine the Future of Attractions

The Third Disney Imaginations Shanghai Design Competition finale saw students from Shanghai Jiao Tong University take first prize, winning a chance to work alongside the creative force behind Disney parks

Shanghai, April 28, 2021 – The finale of the 2021 Disney Imaginations Shanghai Design Competition, organized by Shanghai Disney Resort with participation from Walt Disney Imagineering Shanghai, was held earlier today at the Shanghai Disneyland Hotel. A true celebration of up-and-coming talent, the finale saw five teams from local universities present their ideas to an expert panel, with team “Peach” from Shanghai Jiao Tong University being declared the champions, with their project, “The Arcadia” winning them the chance to gain first-hand experience working with Imagineers from Walt Disney Imagineering Shanghai.



Since 2018, the annual Disney Imaginations Shanghai Design Competition has received submissions from more than 1200 students from participating universities in Shanghai and Hangzhou. This year’s competition challenged students to imagine the daily lives of humans several hundred years in the future, and then create a compelling experience that provides an



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immersive opportunity to a wide range of guests. Five outstanding teams of four students each were selected from dozens of submissions, and were advanced to the final stage of the competition, held earlier today.

The five finalist teams from Shanghai Jiao Tong University, Tongji University, East China University of Science and Technology, Shanghai Institute of Visual Arts, and the China Academy of Art, presented their project proposals to a panel of experts from Shanghai Disney Resort and Walt Disney Imagineering Shanghai during this morning's finale. Each team showcased their projects using a variety of creative assets to enhance their final delivery, including drawings, mock-ups, 3D plans, videos and more.



"Diamond Bubble" from China Academy of Art



"Dwarfs" from Shanghai Institute of Visual Arts



"Team Mirage" from Tongji University



"Bun Shop" from East China University of Science and Technology



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"Peach" from Shanghai Jiao Tong University

After a thorough deliberation among the panel, team "Peach" from Shanghai Jiao Tong University was awarded first prize for their creative concept, strong storytelling, and presentation skills. Second place went to team "Dwarfs" from Shanghai Institute of Visual Arts, and "Team Mirage" from Tongji University placed third.

In recognition of the winning team's excellent work, they will receive a cash prize and a fully sponsored trip to Shanghai Disney Resort, where they will go behind the scenes with Imagineers at Walt Disney Imagineering Shanghai and gain a first-hand learning experience. 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. Team "Dwarfs" and "Team Mirage" will also be awarded cash prizes and the opportunity to interview for internships at Shanghai Disney Resort.

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