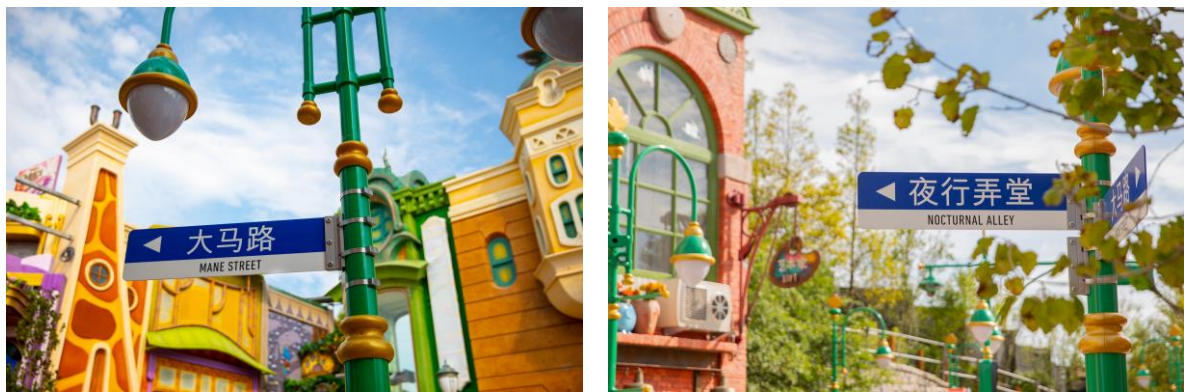




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## **Shanghai Disney Resort Brings Zootopified Experiences to Life with Cheerful Local Humor and Cultural Elements**

**Shanghai, September 5, 2023** – The unique blend of Disney magic and Chinese culture, referred to as **Authentically Disney, Distinctly Chinese**, has been the guiding principle of Shanghai Disney Resort since the early stages of the resort’s development. This approach continues at Shanghai Disneyland’s latest expansion – the world’s first Zootopia-themed land. The creation brings the hit Walt Disney Animation Studios film to life, aiming to tell instantly recognizable stories that resonate with guests and fans in China while embodying the humorous spirit of the original film.



*Street signs immerse guests with special local touches*

From the stories and concepts found in each experience to design details and offerings, the principle of Authentically Disney, Distinctly Chinese is reflected and incorporated throughout the land. The blend creates a Zootopified guest experience themed to scenes from the film but with distinct local cultural influence, including some Shanghai-inspired surprises.

### **Street and traffic signs immerse guests with special local touches**

As a vibrant city made by mammals for mammals, Zootopia has extensive systems for housing, businesses, facilities, and of course, transportation. Guests will find numerous Zootopified city and traffic signs with local touches, creating a recognizable and uniquely Zootopian twist on everyday urban life.







### A dynamic city where businesses are named with special animal touches and a zany sense of humor

“Storefronts” in a variety of sizes line the streets that lead to a civic plaza. Imagineers designed these “storefronts” to bring this mammalian metropolis and its residents to life. Guests will notice that the “storefronts” cater to mammal residents of different species and sizes, reflecting the metropolitan economy and diverse population. The names of the “stores” are humorously designed, playing on puns and homophones in the Chinese language.

- Gazelle’s big concert is about to start tonight. To warm up, Zootopians cannot wait to belt out classic tunes at **Howl KTV**, a KTV lounge endorsed by the biggest celebrity in Zootopia, Gazelle;
- Since rodents may need to see dentists for frequent checkups, **Beaver Dentist** is built into the lower portion of one of the road’s busiest stores, Fashions by Fru Fru. Sounds of patients getting their incisors worked on can be heard through the window;
- **Hibernation Hotel** is a modern “pod” style hotel where Zootopia’s bears and other residents hibernate and can even be heard snoring from their cavernous rooms;
- Fog pours out of the **Arctic Spa**, a place specially designed for polar bears who are the Arctic Spa’s loyal customers. Guests who listen closely may even hear a few of Mr. Big’s henchmen humorously discussing their plans to attend tonight’s Zootopia Concert;
- “Ling,” meaning “bell” in English, is a kind of musical instrument, which shares the same pronunciation as the first character of the translation of bongo in Chinese, making it a perfect name for a music shop. **Bongo’s Music Shop** has a Corten steel facade with bongo (the antelope) stripes;
- Indoor climbing is a very popular sport. In the animal kingdom, pangolins are adept climbers. The **Pangolin Climbing Gym** is named after the pangolin, and its vertical structure features many themed elements, including concrete pangolin claws and painted palm frond motifs, which are a nod to the pangolin’s natural habitat;



