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Anyone who has ever walked through the gates at a Disney Park knows that there is a magical experience waiting to be had on the other side. All of the telltale signs are there: the sound of joyful music pipes across the promenade; the smells of popcorn and cookies waft through the air; and the colorful attraction posters depict all the wonderful rides and shows created for Guests by the Imagineers. Poster Art of the Disney Parks is a tribute to those posters, which begin telling the story of each attraction even before Guests have entered the queue area.

Disney attraction posters have been an important means of communication since Disneyland began displaying them in 1956. Not only are they eye-catching pieces of artwork that adorn the Parks with flair and style, they are also displayed to build excitement and disseminate information about the newest additions to the Disney landscape. When the first attraction posters made their debut at Disneyland, one such piece of art proclaimed that Guests could have a “true-life adventure” on the Jungle Cruise. And in 2012 at Disney California Adventure, a poster announced the grand opening of Cars Land—the newest thrill-filled destination at the Disneyland Resort. Both of those posters are reproduced within this book, along with posters from every decade in between.

As evidenced by the evolution of the attraction posters, art styles and design techniques have certainly changed over the years. These characteristics also differ from continent to continent. Posters from Tokyo Disneyland, Hong Kong Disneyland, and Disneyland Paris exhibit the nuances in presentation that give each Park’s pantheon of posters its signature look. But while artistic interpretations and color palettes may vary from Park to Park and from year to year, the spirit of Disney storytelling is a constant that ties them all together.

Poster Art of the Disney Parks Details

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From Reader Review Poster Art of the Disney Parks for online ebook

Katrina says

I need to check the dates on the transition from "countdown to extinction" becoming "Dinosaur" as I think the author of this book might have the date wrong on that poster.

Bianca says

This is a great book for all those Disney fans who appreciate the wonderful art of Disneyland that sometimes gets overshadowed. It's an awesome book to read when you have free time so you can really divulge yourself into the magic and processes that were put into the park posters. Also! Towards the end, a double-sided smaller print of two posters are able to rip out of the book, so you can tack it to your wall, frame it, gift it! Loved LOVED this book!

Sarah says

I'm at least glad that I read this. It was very informative, and I enjoyed seeing the process of how the posters are made and the posters themselves.

Jennifer Louise says

It was interesting to learn a little bit about Disney poster art, and to see some of the different styles and concepts. It would have been better if they added more to it, maybe given background on the artists, or art styles. They had one page where they broke down how the screen printing would have happened, but that was it. I just wish there was a bit more information to the book. I did like that they were a lot of full page images, and various concept drawings.

Adrienne Organa says

A lovely overview of attraction posters for the Disney Parks around the world. While a bit dated now with the opening of Shanghai Disney and the changes in Disney's California Adventure, it is none the less enjoyable and a great book for the Disney Parks Enthusiast.

Jessica says

This is a huge, beautiful book showing the wonderful poster art displayed in the halls as you enter the Magic

Kingdom parks around the world. There are also posters from when they were displayed on the Monorail pylons in the Magic Kingdom parking lot in Disneyland. It's cool to see the early drafts of the posters and how they have changed over time. It's also neat to see how the artists change them for parks in different countries where they might not be as familiar with the concepts of the rides as Americans are. They added scenes of the people in the ride vehicles for those parks.

The first chapter is a little dry as it explains how they produced the art, but after that it gets a bit more interesting as they start really showing the posters more. There is just enough text and interviews to make it interesting.

Sharon Kingmartin says

Everything you might expect as far as the beautiful art included within its pages, though I do wish more text was included for context. Still, a worthy inclusion to your Disney library.

Jeff Schmitt says

What a great book! Highlighting poster art from the various Magic Kingdom parks around the world (with California Adventure and DisneySea thrown in for good measure), the book goes land-by-land, comparing art for the duplicated attractions, highlighting unique attractions, and giving just a hint (no more than a page per land) of the thought process behind how the posters were designed. Gorgeous art on oversized glossy pages, this would be a great book to release as an adult coloring book that are all the rage these days

Caitlin says

While I've owned this book for years, I had never actually read it front-to-back before. Currently, though, I'm missing the parks a lot so I decided to give it a shot.

Having browsed through the book periodically over the years, I wasn't shocked that there were only about 16 pages of actual text to be found, however the quality of the information that those pages held was surprising. Even a relatively well-read Disney fan like myself can find new information in this book and that's definitely a plus. That being said, though, the title is a little misleading. Aside from very short chapters at the back about Tokyo DisneySea and California Adventure, the book focuses on the "Magic Kingdom" flagship parks found at each resort.* I would have really enjoyed seeing and learning about the posters for additional parks at each resort, especially Epcot and Animal Kingdom which were never addressed. The actual writing in the book was generally good, but the authors certainly liked their hyperbolic language which could get pretty annoying at times. I understand that this book was made by Disney about Disney to promote Disney, but words like "masterpiece" can only be said so many times before they lose all meaning.

The structure of this book has mixed results. While it's nice and certainly familiar to travel around the Magic Kingdom parks in a land-by-land way, learning about the stylization used in each specific locale, I couldn't help but wish that they had gone in a chronological order instead. The book makes a point of explaining how the poster design and production processes changed over the years, decade by decade, and that's left me wondering why we didn't learn about the posters in that way instead. Additionally, it seems like learning about the posters from each specific resort separately would have been better as well. As someone who's only ever been to the American parks, I really enjoyed learning what I could about the different challenges

and points of inspiration that the Imagineers dealt with when creating posters for the international parks. Those parts of the text could have been even more drawn out and in depth, especially if they changed the book's layout.

Overall, though, this book was never meant to be the tome of detailed information that I maybe wish it was. At its heart, this is a coffee table book meant to show off the beautiful posters of the Disney parks and a little bit of the process that went into their creation, and it does so perfectly. The prints of the posters included in the book are big, colorful, and detailed. Everything looks amazing and is laid out in a clear and easily readable manner. As someone who loves seeing concept art for films, I really enjoy that concept art for some of the posters is included as well, giving a peak into the creative process even if it isn't fully addressed in the text. Also, there are a few quotes from Imagineers interspersed among the artwork that were a great addition, and usually really funny or heartwarming. I just wish there were more of them, along with more artwork and more information in general!

*Other than Shanghai, of course, because this book was published before that resort's opening (and I think even before its construction). That being said, if there ever were an updated version of this book with all of the information I wanted out of this edition, I would love to see what went into creating posters for that park as well, given how different it is from its preexisting equivalents.

Louis Prospero says

A beautiful coffee-table book featuring lots of amazing artwork from the Disney parks that should be in the library of any Disney theme park fan.

This book compiles hundreds of attraction posters from the Walt Disney Imagineering archives, and presents them in a gorgeous large-size format. Aside from being great pieces of art on their own (which they are), attraction posters also serve a couple of other roles in the Disney parks.

The posters in this book are great examples of the Imagineering practice of simplifying complex subjects so that they can be "read" quickly by Guests (what I call "Read-ability"). This is the same technique employed in many Disney attractions where the Guests have only a few moments to "read" a scene and understand the scene's part in the overall story of the attraction. Examples of this technique are common in the classic Disney dark rides, including Pirates of the Caribbean (my favorite example being the jail scene, where the pirates try to get the key to their cell from a nearby dog) and Haunted Mansion.

Guests typically glance at attraction posters quickly as they move through the parks, often not paying them all that much attention. The magic of these posters is that they communicate the essence of their subjects quickly and effectively, so that Guests can understand what awaits them if they choose to experience the attractions elsewhere in the park.

Attraction posters also serve as a form of "weenie" (the term Walt Disney used to describe something that says to people 'come this way'), enticing Guests to check out the various attractions throughout the parks.

As a fan and student of Imagineering, reading this book helped me appreciate how the Imagineers use these posters to lead and guide their audience into and through the Disney parks.

As you might guess from this review, I strongly recommend this book to any Disney park fan, as well as to graphic designers and illustrators.

Amy says

Since my first trip to Disney World in 1974, I have always enjoyed looking at the poster art lining the walls under the bridge going into Magic Kingdom. If there weren't so many people funneling through that area, I could stand and admire the work as if I were in an art museum. While I truly loved looking at this book, I wish there had been more representation of poster art from WDW as that is the only park I am completely familiar with. Just a personal preference, but a very enjoyable nostalgic book.

Ms Threlkeld says

Quick and interesting read for fans of the Disney parks. I was just in Disneyland and now wish I had paid more attention to all of the posters!

Marion says

I remember being a child and going to DisneyLand Paris (or Euro Disney as it was known back then) and being absolutely mesmerized by everything around me. I also remember waiting a while in the lobby/entrance, before you officially are admitted into the park, and looking at all the incredible posters that cover the walls. They were obvious adverts for the different attractions, but they were just so pretty! My lovely friend Candice gifted this incredible book to me, and once in a while, when I need some lightness and beauty, I open it and revel in the gorgeousness of these posters, and for a little while, everything in the world is hugs and kisses.

Katie Shepherd says

A neat look at the evolution of Disney Parks poster over the years.

Cale says

How you rate this book will depend entirely on how you read it. If it's something you have as a coffee table book, with illustrations to peruse through at random, then this is wonderful - the posters included are vibrantly presented and given space to be appreciated, even if everything is by force of spacing shrunken from the original posters.

But if you're trying to find something in specific, or see progressions in art and style, this is very poorly laid out - the choice to present the posters by theme land is questionable, especially when you're trying to compare between multiple parks, where the same ride may be in a different land. And then it ends with separate parks getting their own chapters, even if they have crossover rides - it's really badly organized. It has indices by artist and attraction, though, which is at least a step in the right direction.

And if you're reading this straight through to get a sense of the progression of poster art for Disney, you'll be disappointed - there is some good information included, but it is sparing in its information and dispersed in

an uneven manner. I was actually intrigued by the descriptions of how posters were created pre-digital age, and there are some useful nuggets here, but I couldn't point you to the right pages to read them. So what we have here is a book of beautiful posters and somewhat interesting information that kind of looks like the pages were shuffled before put together in the book. It's great for a casual pick up and peruse, but not the kind of book you'll want to read straight through.
