

WALT DISNEY ARCHIVES PRESENTS

HEROES &  
VILLAINS

THE ART OF THE DISNEY COSTUME

EXHIBITION OVERVIEW



“Most people are not aware that it’s about designing a total person, not just clothing. I’m designing a character from head to foot.”

—Three-time Academy Award®  
nominee Judianna Makovsky

---

# EXHIBITION OVERVIEW

- Across nearly every medium Disney has touched, since the earliest days of animation, through innovations in live-action filmmaking, pioneering efforts in television, location-based entertainment and retail, and even gaming—one creative aspect of Disney has been seldom-recognized, but ever-present: that of costume design.
- This exhibition explores nearly six decades of films produced by The Walt Disney Studios, Walt Disney Television, and Disney Theatrical Group, in an effort share with guests the level of craftsmanship and artistry required to produce every costume presented across stage and screen. Incorporating 79 costumes from 32 films, and representing 24 different designers worn by 71 different actors, *Heroes & Villains: The Art of the Disney Costume* exhibition will prove to be truly unique and magical experience for guests of all ages.



# EXHIBITION HIGHLIGHTS

## ● GALLERY 1: THE CINDERELLA WORKSHOP

- Possibly no other costume in the library of Disney films is as iconic as Cinderella's Ball Gown. Throughout the years, The Walt Disney Studios has produced many variations of this iconic dress which provides the perfect opportunity to show guests the multitude of ways a costume can be developed and produced.
- Utilizing interviews produced specifically for this exhibition and never before seen by the public, the Walt Disney Archives had the opportunity to personally ask these designers what it was like to create and develop a gown that would ultimately become instantly recognizable and yet unique to the project they were involved with.
- Combining a short film with five immersive vignettes incorporating the original costume from the film, guests will have the chance to learn about the costume design process like never before.

## ● GALLERY 2: HEROES, VILLAINS AND SPACES BETWEENHOP

- As guests enter the main gallery, they are greeted by seventy-five of Disney's toughest villains, kindest heroes and those memorable characters that we love to hate and hate to love.
- With the help of thirty-eight custom mannequins, the costumes on display embody the characters that they were originally created for.
- Each costume stands behind a panel that tells the garment's story through the designer's point of view using text, sketches, quotes and media.
- As the villains are lined up to the left of the guests, and the heroes to the right, directly in the middle of the gallery is where seven heroes and villains are frozen in custom poses that represent the epic final battle every protagonist and antagonist must face. Battles such as the Beast vs. Gaston, The White Queen vs. The Red Queen, Balthazar vs. Horvath, Red Riding Hood vs. the Wolf, Giselle vs. Queen Narissa, and a Dalmatian puppy vs. Cruella De Vil.



# THEME AND CONCEPT

- LOOK AND FEEL

- To help immerse guests into the world of costume design and development, the overall aesthetic of gallery one ("The Cinderella Workshop") and gallery two ("Heroes, Villains and the Spaces Between") should give a feeling of construction vs. finished product, development vs. "show-ready."
- Gallery one gives guests an opportunity to view the process of costume design as told through the eyes of the designers themselves. The area should have a feeling of being active and worked in, just as a costume workshop on a film set might feel. Each of the four designers featured in this gallery represent various stages of the costume design process, and are showcased via via with specific staging and set decoration for each vignette.
- As guests step into gallery two, they are transported to an environment where the final costume is on display in a clear and concise manner, with every effort taken to accurately display the work of the designers represented throughout the exhibition. With meticulous precision, each costume is shown exactly as it was intended to be seen on screen, allowing for the opportunity to be only a few feet away and freely able to examine design details typically overlooked in the final product.



# EXHIBITION DATA

## • TECHNICAL INFORMATION

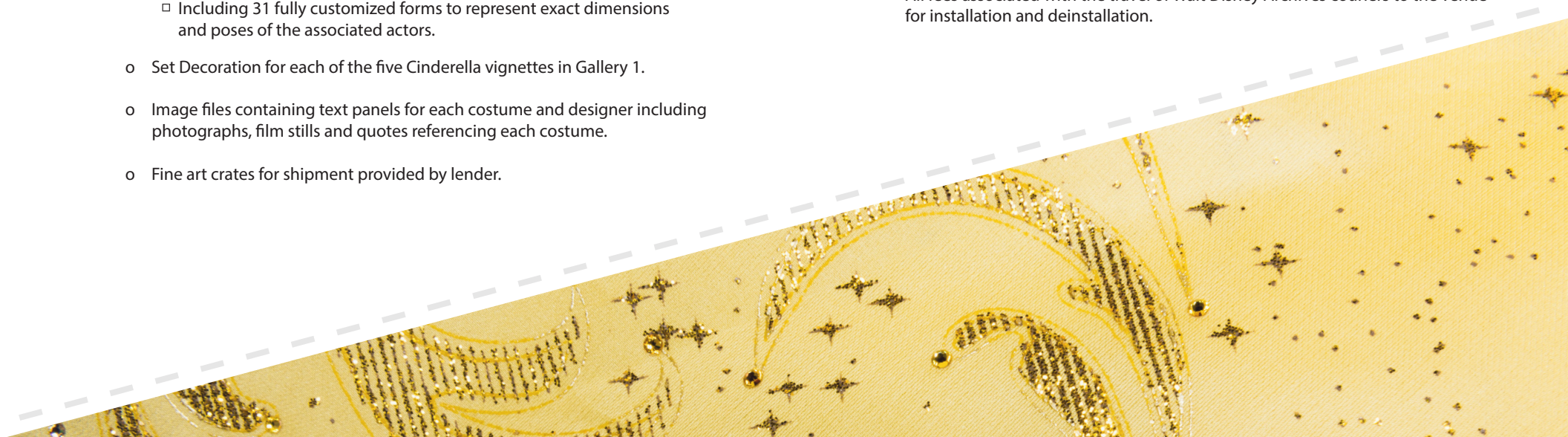
- o Venue: 8,000sf – 12,000sf
- o Participation Length: 6 Months

## • LENDER RESPONSIBILITIES

- o Five-minute video produced by the Walt Disney Archives and shown exclusively with this exhibition including never before seen footage featuring costume designers Sandy Powell, Ellen Mirojnick, Eduardo Castro and Colleen Atwood.
- o 75 total costumes
  - 5 Cinderella Ball Gowns
  - 31 Disney Villains
  - 33 Disney Heroes
  - 6 Disney Anti-Heroes
- o 75 Total Mannequins
  - Including 31 fully customized forms to represent exact dimensions and poses of the associated actors.
- o Set Decoration for each of the five Cinderella vignettes in Gallery 1.
- o Image files containing text panels for each costume and designer including photographs, film stills and quotes referencing each costume.
- o Fine art crates for shipment provided by lender.

## • BORROWER RESPONSIBILITIES

- o Exhibition loan fee
- o Insurance coverage for all objects
  - Specific insurances may be required based on geographic location
- o Outgoing shipping costs
  - Borrower is responsible for all costs associated with shipping to the next venue. This includes, and is not limited to the following; shuttle service, local transportation, storage fees, etc.
- o Marketing materials
  - Borrower is responsible for gaining approval directly from the Walt Disney Archives on any material that will be used for marketing or publicity of the exhibition (including localized markets of any size).
- o Additional Media
  - If the borrower requests additional media (photographs, video, etc.) it is the borrower's responsibility to gain clearance through The Walt Disney Company's Legal clearances team. All additional materials added to the exhibition must also be approved by the Walt Disney Archives. Guidance on this additional review and approvals process will be provided by lender, if needed.
- o Courier Fees
  - All fees associated with the travel of Walt Disney Archives couriers to the venue for installation and deinstallation.





**FOR MORE INFORMATION PLEASE CONTACT:**

MATTHEW ADAMS

Manager, Exhibitions, Walt Disney Archives

818-669-5765

[Matthew.B.Adams@disney.com](mailto:Matthew.B.Adams@disney.com)



WALT DISNEY ARCHIVES