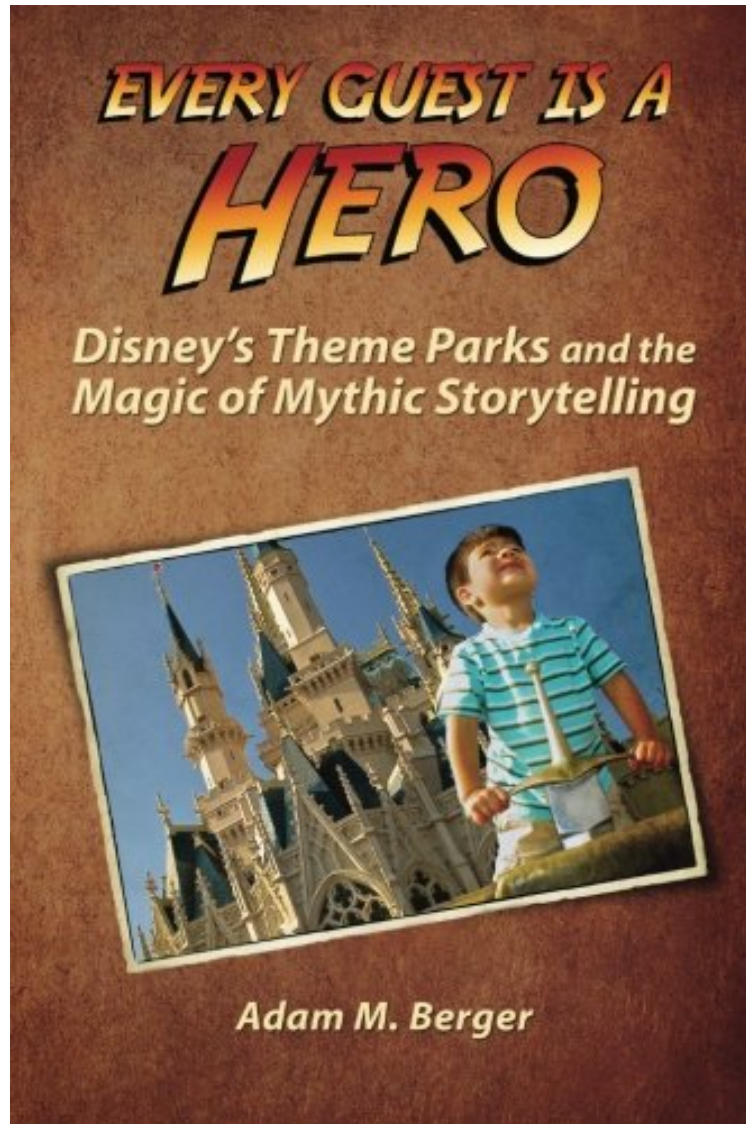


[Ebook free] Every Guest is a Hero: Disney's Theme Parks and the Magic of Mythic Storytelling

## Every Guest is a Hero: Disney's Theme Parks and the Magic of Mythic Storytelling

*Mr. Adam M. Berger*

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**Mr. Adam M. Berger : Every Guest is a Hero: Disney's Theme Parks and the Magic of Mythic Storytelling** before purchasing it in order to gage whether or not it would be worth my time, and all praised Every Guest is a Hero: Disney's Theme Parks and the Magic of Mythic Storytelling:

0 of 0 people found the following review helpful. Some interesting stuff here for fans of the "serious side" ...By The Boxing GuruSome interesting stuff here for fans of the "serious side" of the Disney theme park empire. I see things a

little different now.5 of 6 people found the following review helpful. LOVE to look things in a different way!By Randi Kaufman LongI loved this book for so many reasons! First, it is broken down into 2 parts, almost like 2 books in one. So, if you are really time crunched like me, you can put it down and pick it back up with very little "rereading" . The main reason I gave it a high rating was the breakdown of the guest's experience and the comparison to the Hero's journey written about by Joseph Campbell who I knew NOTHING about until I read Adam's book. With the explanation of the Heros journey set up early and plainly in the beginning of the book, it helped me understand all of the comparisons and like I said, I love to look at things in a different way! But the best part was the second part of the book, where Adam takes the ride, (my favorite was the Expedition Everest) and breaks every moment down to show the reader how every guest is a hero! Every guest, that is, except the guests on THIS ride. He did such a good job that i may feel too bad to go on this ride again! Why? Read the book to find out! It was a fun, different read and I cant wait to go back to Disney with my new perspective!2 of 3 people found the following review helpful. This is not a fun read. It mostly comes across as an attempt ...By Simon BelmontThis is not a fun read. It mostly comes across as an attempt to shoehorn everything in a Disney Park into what the author calls, "Campbellian Hero's Journey" philosophy. Admittedly by the author, neither Walt nor any of the Imagineers that surrounded him would have been remotely aware of the whole monomyth principle. The 1st half describes the details of the supposed monomyth ad infinitum and it doesn't take long to see what a stretch it is to make everything fit this principle.The 2nd half tries to describe even more details of specific attractions and here you will see, yes you guessed it, more shoehorning! It is not fun to read the same thing over and over again, chapter after chapter. I'm trying to imagine who might like this book. I am very into Disney and try to consume as much as I can in regard to its history, design, attractions, everything. recommended it to me on its homepage one day and I liked the cover design and title, so I bought it.I would have given it 1 star except that I figured there might be someone out there that can appreciate it.PRO: You get to learn about Joe Campbell's monomyth theory (which basically says every story you ever hear is the same or atleast has the same elements), a principle which you have probably never heard of before.CON: You get to learn about Joe Campbell's monomyth theory (which basically says every story you ever hear is the same or atleast has the same elements), a principle which you have probably never heard of before: much like Walt himself, the nine old men of animation, and the original Imagineering team.Unnecessary reading for Disney enthusiasts, unless you need a play by play of your favorite attractions set to Campbellian monomyth soundtrack. Save yourself time and money and read about Campbell's theory on wikipedia. Decide for yourself if everything at Disney can be put in that box.

Though you may not be aware of it, whenever youre playing in any of Disneys many theme parks, the Imagineers who designed those parks are busy playing with your head. EVERY GUEST IS A HERO reveals for the first time how the artists and technical wizards of Walt Disney Imagineering have harnessed the magic of mythic storytelling to press all sorts of psychological buttons you never knew you had, inspiring you and millions of your fellow visitors to return to the parks again and again. Longtime theme park designer and attraction show writer Adam M. Berger is your tour guide, decoding the mythic themes and archetypes of the Disney parks in an entertaining, engaging, and always accessible manner. Youll discover page after page of ah-ha! moments as you encounter one surprising connection after another. Youll also find a collection of ten Mything in Action case studies that break down the mythic content of some of your favorite Disney attractions, scene-by-scene. Theres even a chapter devoted to the mythic realms of George Lucas, offering tantalizing clues about some of the amazing experiences now being Imagineered for Disneys forthcoming Star Wars-themed lands. Its a must-read volume for Disney enthusiasts and aspiring Imagineers alike. So strap yourself in, keep your arms and legs inside at all times, and prepare to embark on a voyage of mythic proportions. Once youve read EVERY GUEST IS A HERO, youll never look at your favorite Disney attractions the same way again.

Adam has done something very important. He goes right to the heart of what makes things work and why they don't work. If you want to be an Imagineer, are an Imagineer, or enjoy playing armchair Imagineer, then you will want a copy for your collection. - Sam Gennaway, MiceChat.comBerger's central thesis of applying the hero logic to Disney theme park attractions provides a wonderful starting point for analysis. It's always interesting and will certainly provide fodder for further discussion. - Kevin Yee, UltimateOrlando.comEvery Guest is a Herotells how the Imagineers use every resource to tell a story. This is truly an amazing, well-thought out and interesting book that every Disney lover (and even those few non-Disney lovers in the world) should read. - Janice Brady, The Adult Side of DisneyThis book tells us not just how visitors enjoyed the ride but why they enjoyed it and how this enjoyment was brought about. Every Guest is a Hero makes fascinating reading for aspiring theme park designers, psychologists and anyone interested in the visitor experience. - Charles Read, blooloop.comFans that want a deeper look at the attractions will love this, as well as people who are interested in designing attractions. If you have an interest in learning more about what goes on behind the scenes of the attractions, story-wise, make sure you pick it up.- George Taylor, Communicore Weekly PodcastAbout the AuthorAdam M. Berger is president and senior show writer at Berger Creative Associates, Inc., an Orlando, Florida-based creative writing and consulting firm serving the themed

entertainment and attraction design industry. His credits include projects for Dollywood, Disney Event Productions, Kennedy Space Center, Nickelodeon Recreation, Paramount Parks, Ride The Ducks, SeaWorld, Silver Dollar City, Six Flags, Universal Studios Florida, Walt Disney Imagineering, and many others.