



Japan



Walt Disney World®
EPCOT
CENTER

WALT DISNEY WORLD EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW

For millions of years, people have searched for ways to improve their life. Through creativity and hard work, innovations have emerged that helped provide more effective ways of dealing with the challenges of life.

These innovations were the creations of dreamers and doers; of people who think in terms of the "possible" rather than "impossible."

Walt Disney was a dreamer and doer, a man who cared about the world and its problems. He believed that people could develop solutions to problems if equipped with information, technology, and opportunity.

The dream of Epcot Center originated with Walt Disney nearly 20 years ago. Yet the "Spirit of Epcot" played a major role in the development of all of Walt Disney World. We have leading edge transportation, communications and safety systems; solar and biomass energy experiments; and innovative master-planning and agricultural developments. In 1981, Walt Disney World was selected from among 200 projects nationwide to receive the Urban Land Institute "Award for Excellence" . . . the top national award for all projects in America.

With this foundation, Epcot Center has been created as a demonstration and proving ground for prototype concepts and technologies. It showcases new ideas and systems that may someday serve people everywhere.



And it provides an ongoing forum where the creative thoughts of many disciplines, including industries, governments and universities, are exchanged to help provide practical solutions to the needs of people.

Epcot Center communicates this knowledge to the world. By showcasing innovations—yesterday, today and tomorrow—Epcot Center encourages the development of even better systems for the future.

The richness and diversity of the human family is highlighted in World Showcase. This unprecedented people-to-people exchange brings people from nations throughout the world together to share their cultural

heritage, arts and entertainment. It offers a new look at what our world can be through understanding, cooperation and better knowledge of each other.

It has required the efforts of thousands of people to bring this dream called Epcot to reality. Years of research, testing, development, patience and determination are at its foundation. And yet, its real value lies in its human spirit: the people who inspired it; the people who have created it; the people who experience it; and, the people who play its host.

This is the essence of Epcot Center: a collective endeavor by people . . . for people, in the hope for a better world.

THE HARMONY OF JAPAN

Japan is a country of harmonious contrasts, where the modern and the ancient, the bold and the gentle, the hectic and the serene coexist and interact in a distinctive, dynamic society. It is a land of tradition and innovation, where new technology advances while an age-old aesthetic principle is preserved.

Japan's most precious cultural values have remained constant throughout centuries of development and change. Those cherished values include an appreciation for natural beauty, evident in the gardens to be found everywhere in Japan, even in the heart of bustling industrial cities. They include a reverence for knowledge and learning, apparent in a highly educated,

accomplished population. And they include a devotion to the arts, demonstrated by a bevy of museums, a long-established theatrical tradition, and a flourishing cinema.

A network of four main islands, Japan today is recognized for its superior accomplishments in communications, transportation, and computer technology. China helped to foster Japan's early development. The Japanese studied Chinese architecture, sculpture, painting, music, and political systems, adapting them for their unique needs, and assimilating them into their distinct society. Buddhism was perhaps the most influential Chinese import. A religion with high moral and ethical prin-

ciples, it became Japan's predominant faith.

Eventually, trade relations with the Portuguese brought elements of European culture to Japan. Mistrustful of Western ways, particularly Catholicism, the Japanese closed their country to most of the outside world.

From 1600 until 1868, when the American Commodore Matthew Perry negotiated key diplomatic treaties bringing Japan back into the world trade market, the Japanese excluded most foreigners from their islands. During their period of isolation, the Japanese cultivated unique national attributes. Consequently, a mystique enshrouded the islands, which still exists today, giving Japan the fascinating quality of intrigue.



THE JAPAN EXPERIENCE

Sailing toward Japan on the World Showcase Lagoon, we pass a flaming red Torii. Resembling a giant calligraphic character, the Torii (or "Gate of Honor") is a popular good luck symbol, wishing us well as we begin our Japan experience.

GOJU NO TO

On the shore beyond the Torii stands the majestic Goju No To, a five story pagoda, nearly 83 feet tall. Each of the five stories on this graceful structure represents one of the elements which, according to Buddhist teachings, produced everything in the universe. The first level represents the earth, the second water, the third fire, the fourth wind, and, finally, the sky. If we listen as the breeze blows, we'll hear the wind chimes from the sorin, the spire reaching from the roof.

JAPANESE GARDEN

Heading clockwise away from the pagoda, we begin a leisurely stroll through a typically tranquil Japanese garden. Landscaping is an art form in Japan, with rocks, plants, and water as the essential mediums. The path is defined by bamboo screen fences, lined with "cloud pruned" evergreens, willow trees, and flowering shrubs. We will pause at the "view perfecting pine," to admire the way it frames the view of the waterfall which graces this garden. We linger at the water's edge, captivated by the koi,



colorful fish known for their longevity and brilliant colors. Around each corner is a lovely sight, either an engaging rock composition or a splendid view of the waterfall.

YAKITORI HOUSE

Having found our way to the top of the garden, we will be lured into the Yakitori House, perhaps by its structural charm, but it's just as likely that the promise of a scrumptious, satisfy-

ing snack will tempt us inside, as well. A replica of a renowned 16th century villa in Kyoto, the Yakitori House is a restaurant serving authentic Japanese "fast food." The menu features a beef-rice bowl (marinated beef served over boiled rice) and yakitori chicken (chicken marinated in soy and ginger, skewered, then broiled). Sitting outdoors, surrounded by traditional lanterns and umbrellas, we will savor the atmosphere as much as the food.

ENTRY CASTLE

Now, we proceed through the "Entry Castle" which will eventually lead us into the carousel theater for the principal show, *Meet The World*. In the Main Castle is an enthralling exhibit: an authentic Bunraku doll and a genuine Raku bowl, two examples of the finest traditional Japanese artwork. The Bunraku doll, on loan to World Showcase from UCLA, is made of wood, and stands four feet tall. The art of Bunraku making is centuries old, and has been handed down from artisan to artisan through the generations. Bunraku artisans are rare; in fact, there are only two or three in Japan at any time. The dolls which take over one year to make are used in performances in Bunraku theater, an age old form of drama in Japan. This Bunraku doll is in all of her splendour while her display case rotates, allowing us to see her from all sides.

In a case opposite the doll is

a sample of Raku pottery which is constructed from slabs of clay, rather than molded on a potter's wheel. The bowl is immense, nearly three feet in diameter, and represents one of the finest examples of this ancient craft.

On a screen between the two display cases, we can watch a video presentation about the "National Treasures," or artisans, of Japan. The presentation also describes "Meet the World," the sensational multi-media show which will open in 1983.

SHISHINDEN

Next we will move on to the Shishinden ("Hall of Ceremonies") which is molded after a portion of the Goshu Imperial Palace, built in Kyoto in 794. Here, the Shishinden is a department store and restaurant complex, where we can choose among some of the finest representative Japanese merchandise, and enjoy two distinct styles of Japanese cuisine.

On the ground floor, Mitsukoshi, one of Japan's oldest and

largest department stores offers an impressive stock of Japanese goods including original artwork, tea ceremony supplies, folk crafts, kimonos and accessories, jewelry, and antiques. The second floor offers a choice of two types of cuisine: tempura or teppanyaki. A breathtaking view of World Showcase greets us from the Matsu No Ma ("pine tree") lounge.

Those opting for tempura will take a seat at a bar in Tempura Kiku (*Chrysanthemum Tempura*). Each piece of tempura is made to order by an expert chef. Our choice of shellfish or vegetable is dipped in batter then quick fried and served to us the moment the batter has crisped.

In each of the five teppanyaki rooms, we will find the performance of the chef every bit as exciting as the food is enticing. With consummate skill, our chef prepares beef, poultry, seafood, and vegetables on an open grill, and serves them to us in true, gracious Japanese style.

THE JAPAN STORY

A country of quiet splendour, Japan has long intrigued people from other lands. In the Japan pavilion visitors are introduced to many of the traditions and much of the culture of this ancient alluring island nation.

THE FACILITY

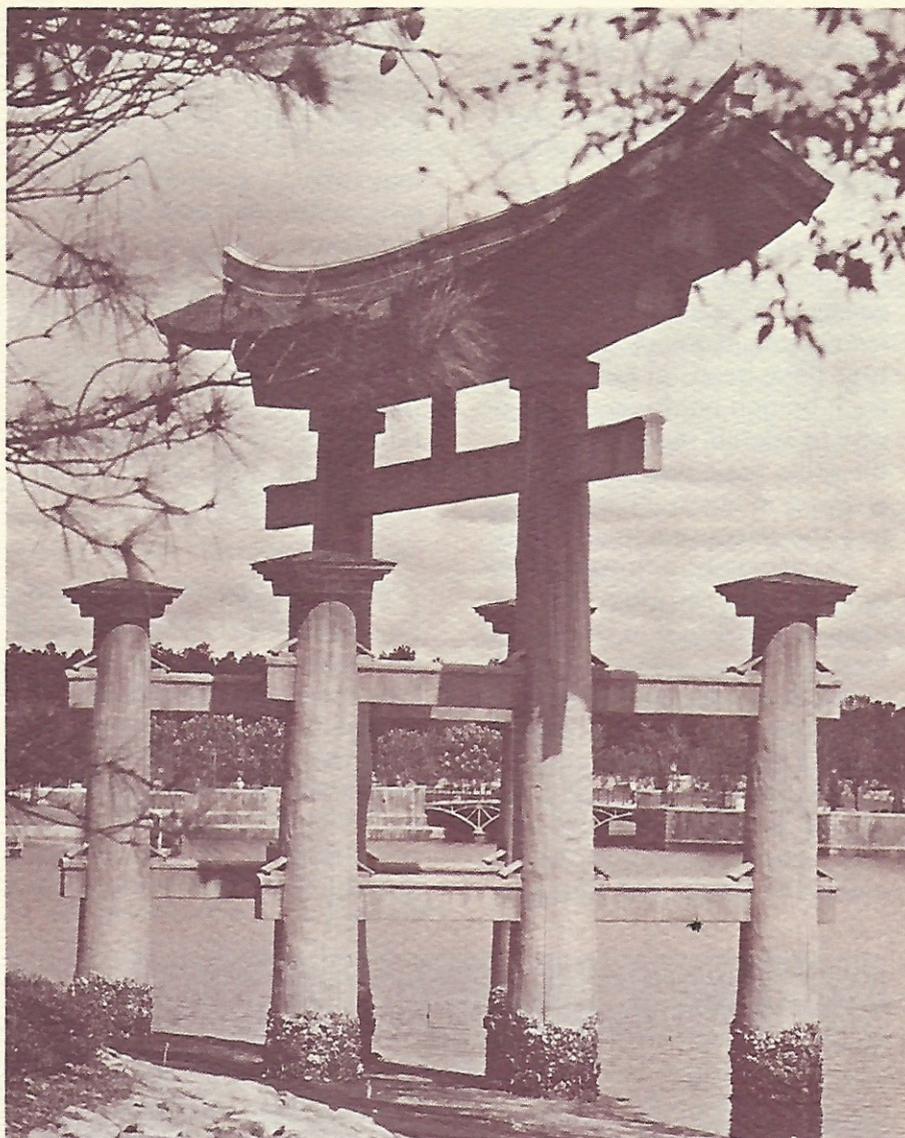
The buildings which stand together so harmoniously here at World Showcase Japan were inspired by structures which can be found in far distant parts of Japan. Rather than reproduce a single Japanese region, Disney

planners, with consultants from Mitsukoshi, designed the Japan pavilion to provide visitors with a representative sampling of a variety of traditional structures. This meant, for example, using a replica of a Torii found off Hiroshima Bay and a pagoda which, in reality, can be found in Nara.

The structures which were chosen as models for World Showcase buildings were picked both because they are stunning samples of traditional Japanese architecture and because they

could be adapted for practical purposes here at Epcot Center. Aside from the Torii and the ornamental pagoda, all of the buildings at the Japan pavilion have contemporary functions which are well-concealed by their traditional exteriors.

The Torii which welcomes us to Japan is modeled after the one which stands at the Itsukushima shrine in the tidal waters of Hiroshima Bay. The site at Itsukushima is considered by many to be one of the most beautiful in the inland sea, and



so it provided the inspiration for the entrance to the Japan pavilion.

Torii were originally conceived as perches where roosters would light to welcome the sun goddess Amaterasu. Gradually, they evolved into large "gates." Today, they can be found outside most shrines throughout Japan.

Pagodas are relatively common sights in Japan. The one here is modeled after the pagoda at Horyuji Temple in Nara, built in the eighth century as a center of art, architecture, and scholarship. Based on Chinese designs, Japanese pagodas are less elaborate

and more subtly colored than the ones from the nation which inspired them. In fact, after scrutinizing the original plans for the pagoda at World Showcase, consultants from Japan found that the design was too ornate and, consequently, too Chinese. Epcot Center architects altered the design, refining the colors and adornments, making it consummately Japanese.

It's no wonder Epcot Center designers chose to replicate the Katsura Imperial Villa for the Japan experience. This austere, perfectly balanced building is considered by many authorities

the crowning achievement of Japanese architecture. Admired for its simple elegance, the original Katsura was built by one of 16th century Japan's most revered landscape designers. This designer laid down three conditions before he began construction. Under those conditions, his patron, the dictator Hideyoshi, could put no limit on expense or time, and could not interfere until the building was complete. The result was a summer villa comprised of three distinct sections. The one here is a replica of the smallest section, just the right size for the Yakitori House.

The Shishinden which, here at the Japan pavilion, houses the Mitsukoshi department store and restaurant complex, is modeled after the "Great Hall of Ceremonies," once part of the Gosho Imperial Palace in Kyoto, built in 794. It was chosen for World Showcase because it represents some of the best early Japanese architecture, and because it was easily adapted as an appropriate and adequate facility for the store and restaurants.

The Castle is a replica of the Shirasagi-Jo, a 17th century fortress overlooking the city of Himeji, known as one of the most well-preserved castles in Japan. In feudal times, the castles provided homes for regional kings and protective fortresses for the people of the area. Here, the large facade conceals the workings for the show, and the immense gallery is large enough to house displays of precious works of art and historical objects.

COSTUMES

Although they are cut from new synthetic fabrics, the colorful, graceful kimonos worn by Japan Hosts and Hostesses are easily recognized as symbols of traditional Japan. Consultants

from Mitsukoshi selected the final colors and prints from an array designed by our costumers. True to Japanese design aesthetics, the patterns are subtle while the colors are striking.

THE GARDEN

If landscaping is an art form, and in Japan it certainly is, then the garden at the Japan pavilion is a masterpiece.

In Japan, gardening is a precise art; every object and its placement has a special meaning. Consequently, Epcot Center landscape designers had to do thorough research to ensure the authenticity of the one here at World Showcase.

Unlike European and American gardeners who are concerned only with making their gardens attractive and pleasant, the Japanese do not distinguish between aesthetic appeal and symbolic significance. In their gardens, the Japanese arrange rocks, water, and plants according to symbolism derived from traditional philosophies of Zen Buddhism, Shinto and Taoism. The natural order is always represented by the "imperfect." A symmetrical and odd-numbered arrangement of elements in a garden represent the constant interaction of opposing forces which creates the energy to sustain life.

Perhaps what most distinguishes Japanese gardens from those of the West is the Japanese emphasis on rocks. Symbolizing the enduring earth, rocks are the most essential element of gardens in Japan, and so horticulture experts traveled to Georgia and North Carolina in search of appropriate rocks for our Japanese garden. Each rock you see here has been thoughtfully and deliberately placed.

Water, symbolizing the sea—

a source of life—is another key element in Japanese gardens. Often, colorful, hearty fish, like the koi here contribute to the beauty and enrich the symbolism of the water.

Evergreens, representing perpetual life, are the most prevalent plants in Japanese gardens. Typical of Japanese evergreens, many of the ones here have been "cloud pruned"; each branch has been cut in a way to keep it separate from the other branches. The branches grow up in layers, giving the tree the effect of a huge cloud.

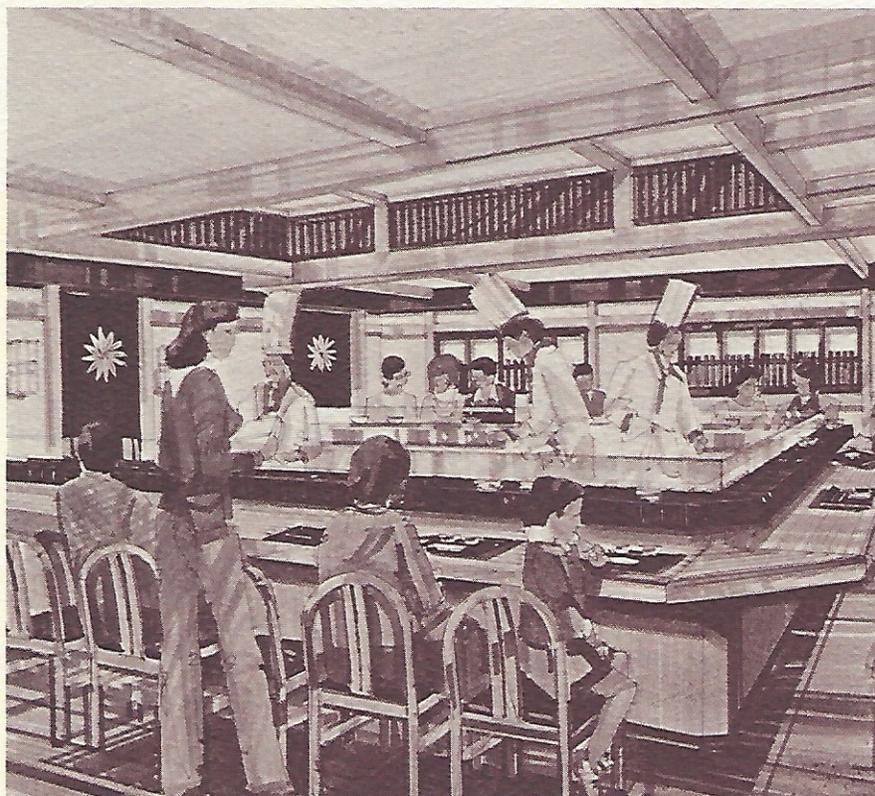
Occasionally, a flowering tree, or shrub, like the cherry or azaleas you'll find in the garden, lend a burst of red or pink to the landscape. But, again unlike European and American gardeners, the Japanese prefer uniformity rather than variety of color, and opt for the earthy tones of the rocks and the shades of the evergreen shrubs and trees.

The "View Perfecting Tree" is often used in Japanese gardens to heighten the aesthetic appeal of a particular sight, in this case, the waterfall. Lanterns, which we may take for granted as simple ornaments, also have special significance, determined by their size and design. The ones here, like the giant Torii in the lagoon, mean "good luck."

Japanese gardens are meant to be traversed slowly, providing a refuge for the senses and spirits from the bustling world beyond, and this is no exception.

FOOD

When it came to choosing the foods which would be served at the Japan pavilion, the most important considerations were acceptability and authenticity. First, the foods had to appeal to Americans, which means, essentially, that they had to be familiar and popular foods in this country. Second, they had to be prepared



in an authentic Japanese manner. As a result, American visitors to the Japan experience find familiar food served in a manner which is new to them.

YAKITORI HOUSE

"Fast food" might strike you as an American phenomenon, but the foods which are served at the Yakitori House—the beef bowl and the chicken brochette—are popular quick snack foods in Japan. "Yakitori Bars" in Japan are the Oriental equivalent of American drive-in hamburger stands. As for "fast," the average time a customer spends devouring a beef bowl in Japan is seven minutes!

TEMPURA KIKU

At Misukoshi's Tempura Kiku ("Chrysanthemum Tempura") visitors find a Japanese version of a popular food: fried fish. Rather than allowing their fish to sit and simmer in oil, the Japanese quick-fry batter-dipped seafood and serve it immediately. The result is sweet-flavored, and light, with a magical texture which truly melts in the mouth.

TEPPANYAKI DINING ROOM

In the teppanyaki dining rooms, the theme of familiar foods using novel cooking styles are carried out by Japanese chefs who have been trained to wield a cleaver with flair, presenting an impressive performance while preparing superb food right in front of the diners. Each of the five teppanyaki dining rooms, separated from one another by shoji (sliding screens), serve parties of eight at each table. The names of the rooms correspond to the images on the screens. There is the Tsuru (Crane), Yanagi (Willow), Ayame (Iris), Umi (Sea), and Take (Bamboo). "Teppan" means "grill," which is what is used to cook the food here. Mitsukoshi, which is operating the restaurants, has brought chefs and kitchen managers from Japan, assuring authenticity at each of the food facilities.

LOOKING AHEAD

Visitors to the Japan pavilion in 1983 will enjoy what may well be the most complex multi-media

show ever attempted. Called "Meet the World," the show features an Audio-Animatronics Japanese boy and girl who are pondering their nation's history. A crane, a traditional symbol of historic knowledge, appears and leads them on a journey through Japan's past answering their questions as they go along.

Because the show was designed originally for Tokyo Disneyland where the audience presumably would be familiar with Japan's history, show designers put tremendous effort into presenting that history in a startlingly new way. With the innovative unprecedented use of Audio-Animatronics, live action film, film animation and multi-dimensional staging areas, they have succeeded.

What's more, "Meet the World" will appear in a carousel-style theater which will rotate the audience to a different viewing area four times during the 17-minute presentation. All together, the show is a triumph of Epcot Center "Imagineering" and promises to be one of the highlights of World Showcase Japan.

PRESENTED BY... MITSUKOSHI

The Japan pavilion's only sponsor, Mitsukoshi is one of the oldest and most popular department stores in Japan. Founded 310 years ago, Mitsukoshi has a long history of "Service with Sincerity."

Mitsukoshi has contributed to every aspect of the Japan experience from helping to design the buildings to providing the chefs

and kitchen managers for the restaurants. Their shop here at World Showcase belongs to Mitsukoshi's ever expanding international network of stores, boutiques and affiliates.

According to Mitsukoshi President Shigeru Okada, the company "seeks to fulfill its social role by providing the high-quality products and services which will

enhance the cultural life of its customers at home and abroad. Enriching our customer's lives is our utmost goal, and we shall proceed to do all that is within our capabilities to achieve this goal." Sponsoring the Japan pavilion at World Showcase is an outstanding part of that effort.

THE EPCOT CENTER ADVENTURE

As Host or Hostess to the Japan experience, you will be an ambassador of a country well-known and long-admired for its tradition of graciousness and hospitality. Whether you work at the Yakitori House, in the Mitsukoshi store or restaurants, or on the grounds, you will help to create an atmosphere of

warmth, sincerity, and serenity.

Our guests will have lots of questions about Japan, the pavilion and the country. They're likely to ask about anything, from how the evergreen trees in the garden attained their peculiar shape to where they can find the restrooms. Our roles require that we be as prepared as possible to

answer these questions, familiarizing ourselves not only with the World Showcase facility, but with Japanese culture as well.

Our goal is to make our audience feel good about their experience, themselves and the future. As one of our ambassadors, you can help us meet this goal.

APPENDIX



Koi—Colorful fish belonging to the carp family.

Kimono—Loose fitting wide-sleeved robe fastened at the waist with a sash.

Kyoto—One of Japan's largest cities. An important religious and cultural center with many temples and shrines. It was Japan's capital city from 794 until 1868.

Pagoda—Towerlike building with many stories common throughout China, India, Thailand, Burma

and Japan. Usually a religious shrine or a memorial building.

Perry, Matthew Calbraith—(1794-1858) Sailed first U.S. navy ships into Tokyo Bay on July 8, 1853, opening Japan's ports to world trade.

Samurai—Members of the hereditary warrior class in feudal Japan.

Tempura—Fish or vegetables dipped into special batter and deep fried in sesame oil.

Teppan—A grill for cooking.

PRONOUNCING JAPANESE WORDS

Vowel sounds are soft, consonant sounds are always clear, never muffled.

A—as in father.

I—as in machine.

O—as in rope.

E—as in grey.

U—as in tube.