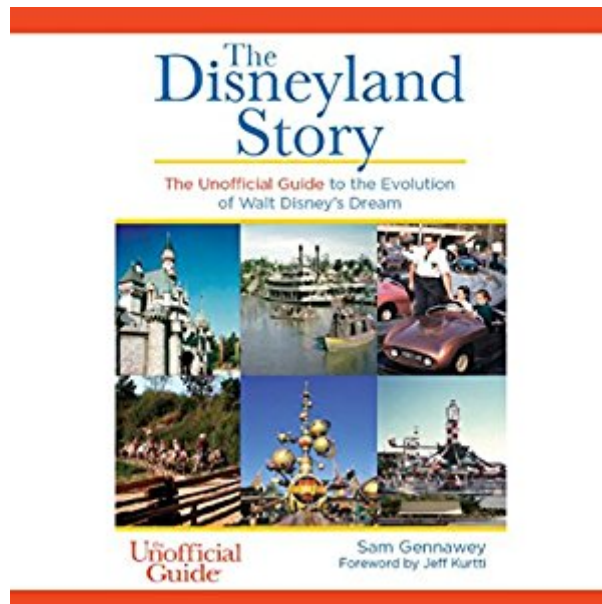


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# The Disneyland Story: The Unofficial Guide To The Evolution Of Walt Disney's Dream



## Synopsis

The Disneyland Story: The Unofficial Guide to the Evolution of Walt Disney's Dream is the story of how Walt Disney's greatest creation was conceived, nurtured, and how it grew into a source of joy and inspiration for generations of visitors. Despite his successors' battles with the whims of history and their own doubts and egos, Walt's vision maintained momentum, thrived, and taught future generations how to do it Walt Disney's way.

## Book Information

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## Customer Reviews

Yep, it's all here. There probably isn't a better, more exhaustively researched and documented history of Disneyland. That's why the story deserved better packaging. It should have been released as a standard-sized work of non-fiction by Keen Communications. But for some reason, it was packaged in "The Unofficial Guide" format (roughly similar to a Fodor travel guidebook). But this is not a travel guide, it's a history. You shouldn't be carrying this pocket-sized book along with you to Anaheim, expecting it to serve as a guide to the park, because it isn't. The cramped formatting of Sam Gennaway's well-done work into a soft-covered, mini-sized volume means that the book is quite text-heavy and printed in smaller-than-usual font, making it harder to read for the average eye. Exhaustive lists of footnotes road-block the transitions from chapter to chapter, which themselves are introduced in unappealing gray tones. Amazingly, the few photographs of all of the marvelous attractions at Disneyland are presented in black-and-white thumbnail half-tones, all jammed together at the front of the book, with nary another photograph to break up the ensuing 400 pages of

text. Come on! NBC and the network's "Wonderful World of Disney" pioneered television's transition to color in the mid-1960s, yet this exceptional history of the Disneyland story is a dreary black-and-white slog through randomly selected and poorly presented historical photographs. In short, this is a great story, poorly packaged. It takes us for a thrilling ride, yet by the end, we wind up wanting our money back.

This is a very interesting and informative history of Disneyland but I don't understand how he could have thought it was complete without maps showing the various stages of the park. This is a very detailed, step-by-step inventory of what went up and what came down and where but without maps or a photographic memory you get lost in where he's talking about. The photos of the early years of the park bunched together in the beginning were good but he should have gone much further. Lost opportunities and disservice to the reader.

This book, by part of The Un-official Guide to Disneyland team (and it's in the same format) is a solid and readable history of Disneyland. Not a hagiography, nor a tell-all, it's a simple and honest tale of the Happiest Place on Earth by a person who clearly loves the parks and knows the subject. It's marred only by its format- due to the book size, it can't have all the wonderful color pictures you would like to see. So, if you can find a copy, get "Disneyland, the Nickel Tour" (which has not much text, but great pictures) and read *The Disneyland Story: The Unofficial Guide to the Evolution of Walt Disney's Dream* while paging thru *The Nickel Tour* to see what Sam Gennaway is talking about. This book even had stuff I didn't know! Very readable, and a MUST for any Disney history buff or fan of the park.

Excellent in depth history of how the Park came to be the way it is and why it is the way it is. Sam takes his passion for Disneyland, his training as an urban designer, his ability to dig deep into the research, and his flair for telling a great story and combines them in this wonderful book. Sam has really gone the extra mile to make what I believe to be the definitive history of the making of Disneyland.

I seldom write reviews, but I really would be remiss if I didn't make note of this book. I downloaded it the other day, and was immediately immersed in what is clearly the most comprehensive work ever created on the Happiest Place on Earth. It is exhaustive, comprehensive, and expansive. It would be a shame if Disneyland didn't sell this book in its stores. Indeed, I think the time capsule buried a

few years ago should be pulled out again, with this book inserted in it. There has never been a book that has truly detailed the park like this book has. Definitely the one you will need in your library.J.

Jeff KoberDisneyatWork.com

Having grown up in Los Angeles, it wasn't easy being unenthusiastic about Disneyland. Sure, my parents took us to the park when we were kids, and I did love the Disney films, and an elementary school friend's dad could get special all-E Magic Kingdom ticket books (which I did think was mighty fine), and my best friend in high school often talked me into going to Disneyland to listen to the music and stroll around Main Street. It was fun—but magical? I was comfortable there, but I couldn't begin to understand my friend's enthusiasm for this place. As a child I would head for Tom Sawyer's island and find a good hiding place so I could avoid my friend's disdain for my apathy. All that changed when I met Sam Gennaway. Initially amused by his love for all things Disney, I took a leap of faith and began to read his blog posts and his first book, *Walt and the Promise of Progress City*. I hoped to experience, as so many people did, the magic. I was not to be disappointed. Through Sam Gennaway's eyes—and his unimpeachable research—I discovered the essence of the Disneyland magic: its elegance and beauty as a space perfectly designed for enjoyment. *The Disneyland Story* adds another delicious layer. Sam Gennaway's enthusiasm for Disney and Disneyland could so easily give birth to a candy-coated biography; but Sam has a larger gift to share: the full picture of Walt Disney's bigger-than-life, often difficult, always brilliant creative genius. This is not just a book for Disneyphiles; *The Disneyland Story* is an important work for anyone interested in American history, creativity, design, leadership—and, yes, magic.

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