



Disney's poor designs

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In this project...

I will be discussing the
Environmental, mental and cultural
design choices of Disney

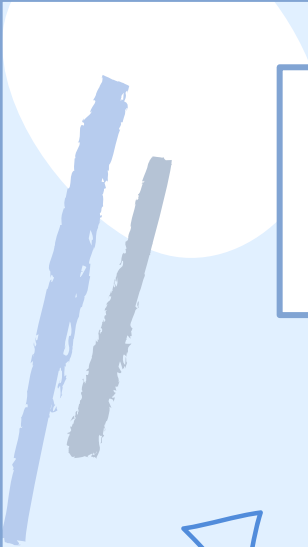




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Economy, Ecology,
Resilience, Regeneration



“That’s the real troubles with the world, too many people grow up.”

—Walt Disney





INTRODUCTION

Disney's background





Disney's History



Disney Brothers Cartoon Studio was founded on October 16, 1923, by Walt Disney and his brother Roy in Hollywood, California. Walt Disney drew cartoons for various publications and he finally sold a short film produced by Laugh-O-Gram, *Alice's Wonderland*, in 1923. In 1928, Disney release *Steamboat Willie* which introduced Mickey Mouse, Disney's most iconic character. The popularity of the Mickey Mouse shorts had Disney start creating *Snow White and the Seven Dwarfs* which debut in 1937 and was another hit. Since then, the Walt Disney Company has produced dozens of films. It has evolved into a empire for all manner of media/entertainment and shortly opened up theme parks across the world in 1955. Throughout the years they have brought out dozens of companies in the '90s and 2000s and now owns and operates ABC, ESPN, Pixar, Marvel Studios and Lucasfilm. Now they are one of the biggest corporations in the world.



Walt Disney and Mickey Mouse in Disneyland, 1950s





02 Design of Bodies

Body dysmorphia

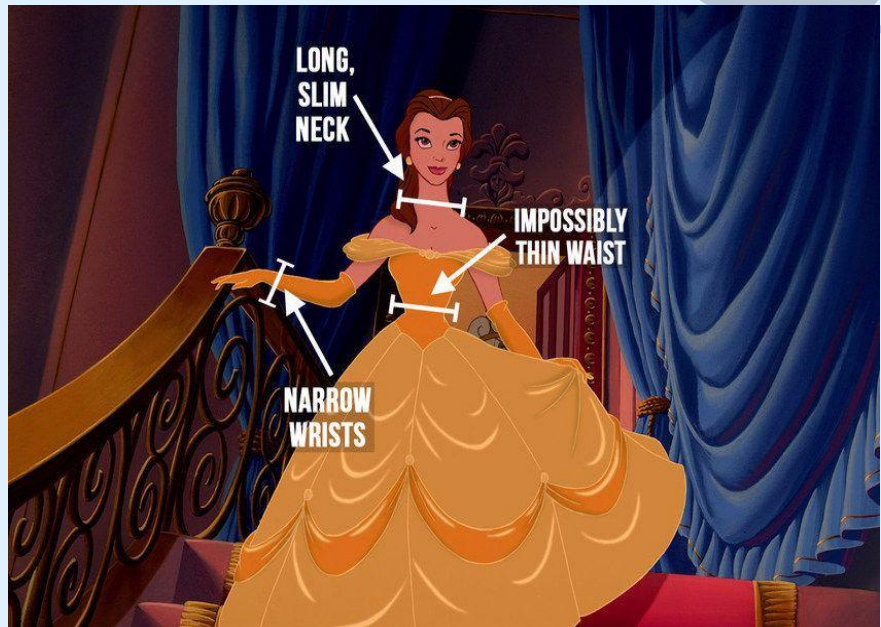




Princess Culture PT. I



As we grow up we realised that Disney princesses have been depicted with impossible body types, but the damage has already been done. Ever since the debut of Snow White in the 1937, Disney has been teaching little girls that their value is in their femininity, devaluing them to only their bodies. Yes male physical appearance is talked about, but it's significantly less talked about (female bodies were talked about 0 to 114 times per film, male bodies were talked about 0 to 35 times).





Princess Culture PT.2



On top of showing young girls these unrealistic standards, Disney has reinforced this ideal by associating 'skinny beautiful' princesses with heroes, and 'fat and ugly' characters are always villains. Along with making them conventional unattractive, villains like Ursula, are clever and independent. It teaches young girls to follow patriarchal ideals like these princesses otherwise they'll be associated with ugly villains.



Princess Culture in Action



A study of 198 preschool children by parents and teachers, found 96% of girls and 87% of boys had watched Disney princess movies. More than 6 in 10 girls played with dolls of these characters at least once a week but only 4% of the boys played with the same toys. Later in life this becomes problematic for young girls as they tend to avoid learning and being in more masculine fields since they were taught by these movies, it is not perceived as feminine. Interestingly enough, the boys in the study who played with princess toys had better body esteem, and were overall kinder to others later in life. We believe that playing as princesses toned down traditional hyper-masculinity taught to them. Additionally girls with the worst body esteem played more with the Disney princesses.

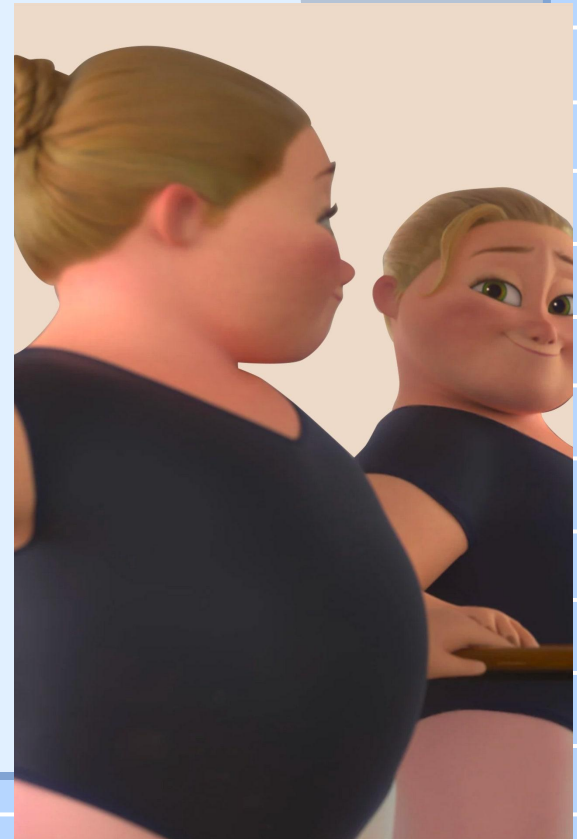




Counteracting Princess Culture



Lucky, Disney is starting to wake up about their effects of young people's bodies. A short film was recently released called "Reflect," starring a young plus-size ballet dancer as the protagonist. It's about her struggle of not fitting in with the other kids in her dance class as her bodies is different from theirs (body dysmorphia). As she dances, the mirrors all around her make her more and more insecure of her body. She combats this by finally accepting and love herself the way she is. This short film took the world by storm, finally giving plus size people the representation we needed. When I saw the film, I actually cried; finally chubby little girls don't have to feels inadequate to their peers like I did growing up. We should be celebrated just like everyone else. However, disney still has a lot of work to do and this is just the beginning. Representation is key, that being said I think there should be a Disney film with a plus-size protagonist to combat against fat-phobia and princess culture. If a short film can make this much of a difference in the plus-size community, imagine a movie!





03



Design of Culture

Racism in Disney





Most Famous Racist Disney films



Lady and the Tramp (1955)

Two Siamese cats, Si and Am, are depicted with anti-Asian stereotypes. Other animals had heavy, stereotypical accents like Pedro the Mexican Chihuahua.

The Aristocats (1970)

A Siamese cat named Shun Gon, is drawn as a racist stereotype of an Asian person, even playing his piano with chopsticks

Dumbo (1941)

A group of crows that help Dumbo learn how to fly have exaggerated AAVE manner of speech (voice actor was white). The lead crow is named Jim Crow in reference to racist segregationist laws in the south.

Jungle Book (1968)

The character King Louie, an ape with poor speech skills, is a racist caricature of black men. The character also only sings jazz style and is known to be lazy.

Peter Pan (1953)

Native people are called a racist slur the entire film. Peter and his friends take part in cultural appropriating dances in headdresses, which Disney admits to be a form of mockery. The song they danced to was called "What makes the red man red" which is the racist cherry on top.

Song of the South (1946)

This is Disney's most controversial movie, and has never been released on video or DVD in the US. It follows a slave, Uncle Remus, who depicts an old racist myth that slaves were happy in the cotton fields.



Silence is Violence



I don't think Disney can ever make up for the impact this made especially in Black and Navtive communities, at least not by slapping a warning sign on these old racist movies. Disney's lack of responsibility not only has a bad influence on young minds in the fandom but affects future attempts of diversity within its media. For example, when it was announced that Black actress Halle Bailey is going to play Ariel in The Little Mermaid Live Action, fans violently harassed her with bigotry. Disney didn't do anything to defend her, and only made a small Instagram post that was deleted soon after posting. The silence over this issue only reassures Disney's racist fans.





Change the Algorithm



Not shockingly, social media is a large part of the blame for racist ideals in fandoms. The algorithm that most social media platforms use, Twitter, TikTok, Instagram and Youtube, are inherently anti-black and generally racist. Since people are being flooded with racist content, even if it's subtle, the more likely consumers will become more apathetic towards this racist content. Yes, Disney has a large responsibility for this unacceptable behavior but these large internet corporations are truly the core of it as they are the ones who spread this information. Hiring people of color to market on these platforms could be a great way to change the algorithm on the inside. Just giving POC fans a platform to speak would change not only the content but how other fans interpret content.





04

Design of earth

Firework pollution





Disney's fireworks



In 1955, Disneyland began doing weekly shows with fireworks. At first, the park's firework displays were lit by hand, but that all changed in the 1960s when the park added an electronic system to launch them. Between Disneyland and Disney World, Disney is the largest fireworks consumer in the U.S. According to 2003 reports, the parks use around 90,000 pounds of fireworks every year and over 230 firework shows per year. Disneyland has received numerous smoke and noise complaints from nearby residents as well, especially from Anaheim. These residents would wake up every morning after a firework show to ash covering their lawns and their air, water and soil riddled with harmful chemicals.



Science behind firework pollution

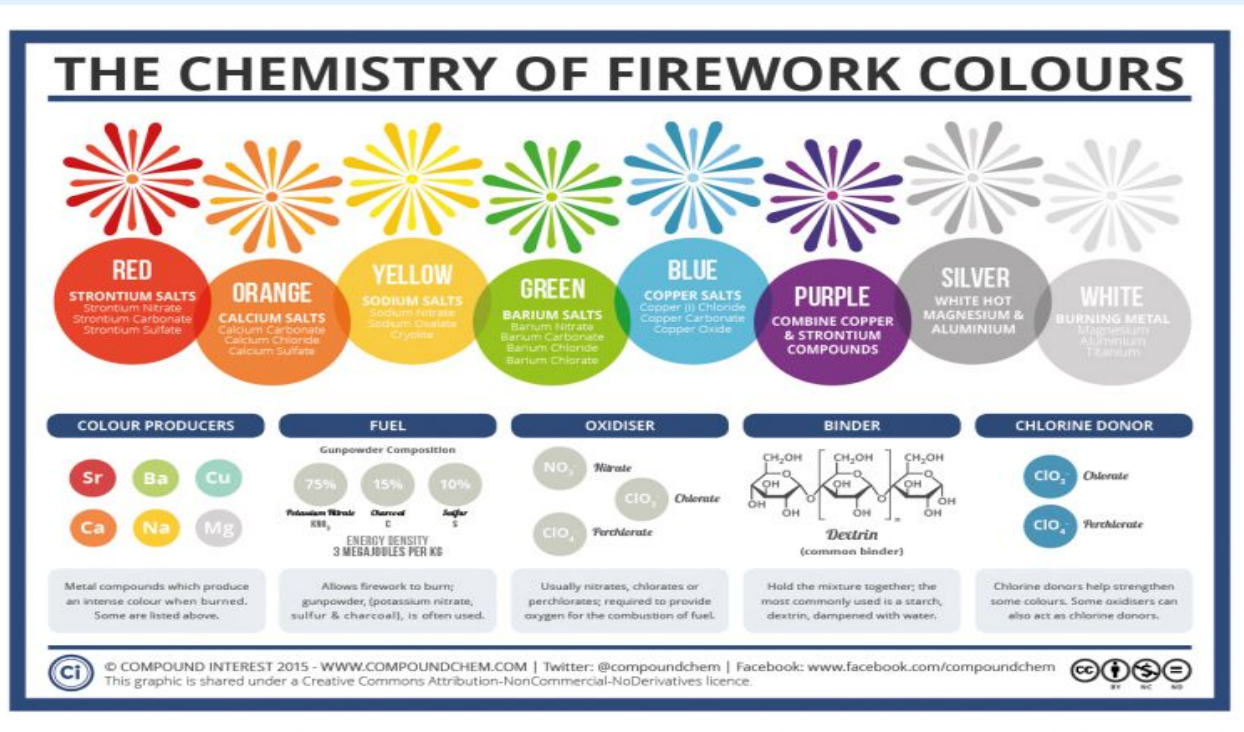


Fireworks are made up of oxidizers, propellants, fuels, binders, and coloring agents. The pyrotechnic, black powder, blends an oxidizer such as potassium nitrate or perchlorate, with a charcoal and sulfur fuel. Furthermore, When set off, smoke and gases such as carbon monoxide, carbon dioxide, nitrogen oxides, sulfur dioxide, and particulate matter are released. They react in the atmosphere to create even more pollution like ozone. Barium, strontium, magnesium, and copper are added as well to give fireworks different colors. These metals alone emit toxic aerosols that not only pollute the air, but the water, and the soil too. When consumed it can cause vomiting, diarrhea, and asthma attacks. Studies have shown that it can also lead to kidney disease and cancer. No wonder the residents are complaining!





Firework Infographics





Firework infographics pt.2



THE CHEMISTRY OF FIREWORK POLLUTION

Fireworks displays can be spectacular, but they can also have some negative effects on the environment. Here we take a look at some of the issues.

PARTICULATE MATTER

PM₁₀

Particulate matter 10 micrometres or less in diameter

PM_{2.5}

Particulate matter 2.5 micrometres or less in diameter

Fireworks produce a lot of very small particles, which can remain suspended in the air for some time after the display. This significantly increases the concentration of particulate matter in the air. Inhalation of these particles can have adverse effects on the respiratory and cardiovascular systems.

METALS

Sr

Ba

Cu

Pb

Cr

Sb

Ca

Na

Mg

COLOURS

OTHER METALS

Metal compounds give fireworks their vivid colours and can also be present in oxidiser or mixtures. These metals persist in the environment. Small particles of toxic metals such as lead, chromium and antimony show increases in atmospheric concentrations in the days after fireworks displays.



PERCHLORATE POLLUTION



Perchlorate concentration increase after a fireworks display in Albany, New York



PERCHLORATE ION

Source: Data of perchlorate in a rain sample reflecting post fireworks display in Albany, New York, USA. Quarterly and others, 2010, Environmental Toxicology and Chemistry, 29, 11, 2009-2010.

Perchlorate compounds are used as oxidisers in some fireworks to aid the combustion reaction. These perchlorates can contaminate bodies of water near fireworks displays. Elevated concentrations of perchlorate in water can affect wildlife and it may also affect human health if it contaminates drinking water.

POLLUTING GASES



Fireworks lead to elevated levels of well-known polluting gases in the atmosphere. These gases include nitrogen dioxide and sulfur dioxide, which can cause respiratory problems, or exacerbate existing health problems such as asthma. They can also react in the atmosphere to form particulate matter.



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Disney's Attempt



In the late 1990s, Disneyland asked the Los Alamos National Laboratory (LANL) to develop eco-friendly fireworks after complaints from residents in Anaheim. They replaced the carbon in black powder with nitrocellulose and perchlorate which emits hydrogen, nitrogen, and carbon dioxide instead of harmful smoke. The air we breathe is made up of 78% nitrogen, 21% oxygen, and other gases such as hydrogen and carbon dioxide, making what the new fireworks emit cleaner compared to the original. Additionally, these fireworks only need a small amount of metal salts to make the colors so, the metal content of the fireworks is reduced by 90%. In 2004, Disney also developed a smokeless firework launcher by using compressed air instead of black powder to launch them.



< > ⚙️ Can Fireworks ever be eco-friendly? - 📄 ✕

The perchlorate-free pyrotechnics was originally made by the US military. They did replace chlorates, but have an even higher chlorination potential leading to dangerous dioxins. Neighborhoods close to military training areas started to report high concentrations of these perchlorates in drinking water and if consumed, it can affect thyroid function. Now how does this relate to Disney? Starting in 2006, nearby residents filed complaints of waste and groundwater contamination finding chromium in the water supply. Chromium in fireworks is in fact banned in western countries, but these new 'eco-friendly' fireworks are made in China, that uses chromium as an inexpensive cheap material in pyrotechnics. Bottom line, you can never use fireworks without affecting the environment around you. The only solution is too simple, just stop using fireworks weekly! Only use them for holiday and special occasions. For now on these parks should use drones for the display. The carbon footprint is significantly less and its beneficial to the parks as employees can control and make these displays better/more elaborate.





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