



Innovative Tile and Stone
Installation Systems

Buena Vista Street, Disney California Adventure Project Spotlight: June 2012



LOCATION:
Disney California Adventure
Anaheim, CA

ARCHITECT
Cunningham Group Architecture
Marina Del Ray, CA

INSTALLER:
Continental Tile and Marble
Corona, CA

LATICRETE SUPPLIER:
Daltille
Corona, CA

LATICRETE Products Work Street Magic at Disney

By Ron Treister

Disney Theme Parks, "Where Dreams Come True," are the most famous destinations of their kind in the world. A good example of this is since its opening, close to 600 million guests have experienced the magic at Disneyland in California. Many factors contribute to the allure of these parks: world-class service of employees, well-known family-friendly attractions and association with highly recognizable cartoon characters who have been a part of the lives of so many generations of children. Every aspect of each park is meticulously planned out to fulfill a very specific, detailed look. Whereas each section has its own particular visual theme, without question the most focal and important visual area of each park is the inviting front entrance. This first impression must creatively and confidently portray the hallmark Disney magic in store for visitors.

Because of the success of Disneyland in California, in 2001 a new theme park owned by the Walt Disney Company named Disney California Adventure was built. After experiencing success in its first decade similar to its sister park, Disneyland, in October of 2010, construction began on a re-imagined, completely renovated entryway to Disney California Adventure. And, on June 15, 2012, its Buena Vista Street entrance was completed.

The overall design of Disney California Adventure was initially created to resemble various aspects of California culture, modeled to look like a postcard of the Golden State. To continue to best serve visitors as well as keep up with the desired "feel" of the park, ongoing renovations were called for. For example, it was decided that "Sunshine Plaza" (as it was previously called) would be

re-worked into "Buena Vista Street," modeled after the location of the original Walt Disney Studios. The goal of the new project was to create a look reminiscent of the 1920's in Los Angeles, homage to when Walt Disney first arrived there. The park's major street would be similar to "Main Street USA" in the sister-park, Disneyland.

To create the desired look, every detail of the construction and the products used had to be perfect, as creating a 1920's three-dimensional visual almost 100 years later was no easy task. The project required an enormous amount of tile and stone to accurately depict the era. Continental Marble and Tile out of Corona, CA was contracted to handle the task of installing the tile, an extremely crucial component of the job. A family-owned company, which has been doing business since 1924, Continental's all-knowing experience made the firm a natural fit for such a large job. "Our company did all the tile installation," stated Curtis Ballantyne of Continental Marble and Tile. "This was a huge project in every account. For example, there were over 578 types of tiles and 26 types of stone. These various tile products came from a number of different manufacturers, but we handled all the installation." Because Disney was so specific on what it wanted, in some cases Continental installers were often times working with handmade tiles. "It would get tough sometimes because handmade tiles are not always uniform in size. You are inevitably going to come across tiles that are not completely straight, or the exact same size as the others," said Ballantyne. "This made it very difficult, because it can be such a tedious job that if one item is off size-wise, it throws the whole alignment out of whack."



