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Time for Equal Opportunities”

«ТЕМАТИЧЕСКИЕ ПАРКИ КОМПАНИИ ДИСНЕЙ (USA) И
«ОСТРОВ МЕЧТЫ» И ТЕМАТИЧЕСКИЕ ПАРКИ РОССИИ.
ИСТОРИИ УСПЕХА»

“WALT DISNEY THEMATIC PARKS AS WELL AS DREAM
ISLAND AND OTHER PARKS IN RUSSIA. STORIES OF
SUCCESS”

RUSSIAN LANGUAGE AND CULTURE CENTER OF PHYSICAL
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It's well known that, all stories of success come from a chain of unsuccessful attempts or endless enthusiastic flames burning inside of an individual. So, what are the grounds for success of thematic parks?

“Dream Island”, a quite young, amusement park in Moscow, opened on February 29, 2020, became the largest indoor theme park in Europe. However, its story of success is quite different from those of others.

The story behind its building connects Russian thematic park to the one of the USA. It takes us back to the period World War II and Cold War between USSR and the USA, which can be described as “tense time” for both countries. Not surprisingly, on July 17th, 1955, \$17 million theme park, built on 160 acres of former orange groves in Anaheim, California, opened its doors to those who wanted to forget about all sorrows and stress Americans were under and just “be happy once again” as it was in ‘Roaring Twenties’. It was called “Walt Disney’s metropolis of nostalgia, fantasy and futurism” by foreign media.

That kind of theme park was new to the whole world, so thousands of people rushed to see it with their own eyes. No exception was Nikita Khrushchev, a popular Soviet leader, was denied access to Disneyland during his visit to the United States in 1959. After returning home, he vowed that the Soviet Union would have its own theme park and set about designing a sophisticated Fantasy Kingdom large enough to compete with the one he failed to visit in America. Thus, work on the project had begun, however, in 5 years, after Khrushchev was dismissed, the plan was abandoned, and USSR's pursuit of large theme parks did not come true for 60 years until the opening of "Dream Island", called “first world-class indoor theme Park in Russia”, in Moscow in 2020.

Anna Beloku of the “Moscow Times” spent an afternoon determining whether the creative budget of the park could match Khrushchev's dream. It came to her realization that the money spent on it is comparable to that spent on skyscrapers of the Khalifa tower in Dubai. It has to be said, that being extremely different yet extremely successful, Dream Island and Disneyland were (and still are) frequently compared by Russian and foreign media, however Dream Island has always claimed that it's the only product of Russian engineering industry innovative enough not to be influenced

by foreign ideas, fashion and architecture style.

Uniqueness of Russian theme park lies neither in opposition to the Disneyland, nor in copying it, but in natural coexistence of local Russian fairytale and cartoon characters with foreign Smurfs and Ninja Turtles. At long last, “Dream Island” became a realization of Khrushchev's real wish to create a “Russian Disneyland”, giving audience vibrant ambience of beloved cartoon characters welcoming visitors into the one of the most colorful, “carnival of fun”.

Smiles and laughs on children's and adult's faces explicitly show romance and childlike interest of Russians toward theme park activities, as people of this nation never hide their feelings. Compared with childlike openness, adult world is more complex, reserved and serious, however even adults are given a great opportunity to “let their inner child out” in a theme park.

Thousands of visitors of all ages come to theme parks around the year, summer, of course, is most popular time for visiting them, however midsummer sun has no mercy on visitors. Theme park frequenters often exclaim: “If only there were an indoor amusement park!”. Their prayers were finally answered: Dream Island, located at No. 1 Andropov street in Moscow, meets most people's dreams and requirements as it's was constructed as the largest indoor amusement park in Europe. The whole place has complete facilities and a lot of attractions, so visitors now can let alone worrying about being restricted indoors. Eat it, Sun!

Imagine, once you get inside you see a merry-go-round with its dreamy lights flickering, different gorgeously decorated animal-shaped and pumpkin lamp-shaped figures rotating to an enthusiastic melody, won't you immediately feel like you are a kid in a music box? Moving farther, a roller coaster, a kind of high-altitude slide, rises up in front of you, welcoming you to “feel” the speed. Even though, you might feel dizzy under the high-speed rotation, you won't be able to stop since it's extremely addictive.

Beware! Even if you don't play on the slide, a huge number of other little thrilling things in the venue can kill a whole day of yours! For instance, in a large Jurassic Park, various scattered around dinosaur sculptures will arise your sense of curiosity; huge fountains sprayed in the center of the square, will give you a sense of coolness

and tranquility. The shop around the corner, shaped as a mushroom house, with all kinds of small pendants and animal pillows on display, will appeal to your “inner child”.

Undoubtedly, it is an absolute paradise for children and their family members, bringing every one spiritual satisfaction; it can be labeled as “holy land of relaxation”.

Moscow Dream Island, this giant indoor playground, is a dream paradise for adults and young ones doesn't just share the vibe of the USA Disneyland but brings unique unprecedented cultural coloring to most popular recreational activities.

Such different stories of success have such a common goal: make both adults and children happy!

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Annex

Dream Island (Russian: Остров мечты), an amusement park in Moscow, opened on February 29, 2020. It is the largest indoor theme park in Europe. The park covers an area of 300000 square meters and is expected to attract 7.5 million tourists every year.



First Disneyland opened on July 17th, 1955, had 18 attractions.

Modern Disneyland in Los Angeles Disneyland in California is divided into eight theme areas, each with different characteristics: 1. American Avenue 2, border zone 3, dream kingdom 4, adventure world 5, Mickey cartoon city 6, animal world 7, New Orleans Square 8 and tomorrow world

