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Adobe and Disney Imagineering Collaborate to Bring Firefly Foundry to the Theme Park Design Toolkit

SAN JOSE, CA — June 16, 2026 — Adobe (Nasdaq: ADBE) — the global technology leader that unleashes creativity, productivity and customer experiences through innovative tools and platforms — today announced a collaboration with Walt Disney Imagineering Research & Development to accelerate the design and pre-production visualization pipeline for Disney Parks and Experiences with the latest AI innovations. This will be delivered through [Adobe Firefly Foundry](#), which enables businesses to work directly with Adobe and create tailored generative AI models that are unique to their brand. With over 70 years of legendary artistry, Disney Imagineers have always pushed the boundaries of technology in service of the story. Customized on existing Imagineering assets, these proprietary models are deeply tuned and can be built on top of commercially responsible Adobe Firefly models to supercharge Imagineering creativity and world-building.

"Storytelling is in Disney's DNA. Empowering creators with the latest AI innovations is in ours," said Hannah Elsagr, vice president, GenAI New Business Ventures at Adobe. "As the teams at Imagineering build new experiences for fans around the world, our tools and workflows will provide a creative foundation to explore bolder ideas and make the best ones a reality."

"At Imagineering, we've always believed technology and human creativity can work together responsibly," said Kyle Laughlin, SVP of R&D, Technology and Engineering at Walt Disney Imagineering. "Our work with Adobe lets us bring Disney stories and characters to life in our Parks faster, and with the emotional quality our guests expect."

For a brand like Disney, every character, every color and every creative decision carry the weight of a century of storytelling. Models trained on scraped internet data offer no guarantees around IP fidelity, brand consistency or the provenance of what they produce. Adobe Firefly Foundry is fundamentally different: a custom model built on Imagineering's own design catalog, responsibly developed on licensed and proprietary assets from some of the world's most recognizable and revered franchises, and deeply tuned to understand the precise visual language of each one. Imagineers will soon leverage Adobe Firefly Foundry models to generate high-fidelity outputs across every medium, directly within the Adobe tools and workflows they already use.

For decades, Adobe has stood at the heart of creativity in the media and entertainment industry, with technology innovations that have earned multiple Academy Awards for scientific and technical achievement. Now with Adobe Firefly Foundry, Imagineers will soon lead the way on custom, responsibly built AI that shortens the journey from idea to theme park magic through these initial workflows:

- A sketch-to-image model that transforms rough hand-drawn concepts into fully rendered 2D concept art, allowing designers to iterate rapidly, refine to perfection and explore dozens of creative directions.



- A custom image model developed on Imagineering assets that generates on-brand, franchise-accurate creative assets across franchises such as Mickey & Friends, Frozen, Moana, Lilo & Stitch and Cars. This will allow Imagineers to speed up their concept and design phase for future attractions.
- A 3D modeling capability which takes 2D renderings and design concepts and transforms them into detailed 3D prototypes, giving designers the tools to plan builds, estimate materials and coordinate with engineering teams long before a single shovel hits the ground.

As Disney grows its footprint across parks, hotels, cruises and more, Adobe Firefly Foundry will enable Imagineering to iterate with much greater speed, accelerating the end-to-end creative process from hand-drawn sketches and polished concept art to detailed 3D renderings and construction-quality CAD models. Teams can scale Disney Parks experiences while maintaining the creative standards and magic that Disney's guests have come to expect.

About Adobe

Adobe's mission is to empower everyone to create by building innovative platforms and tools that unleash creativity, productivity and personalized customer experiences. For more visit www.adobe.com.

About Disney Imagineering

Founded by Walt Disney in 1952, Imagineering is the creative force behind the memorable Disney experiences that connect and inspire across generations and borders.

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