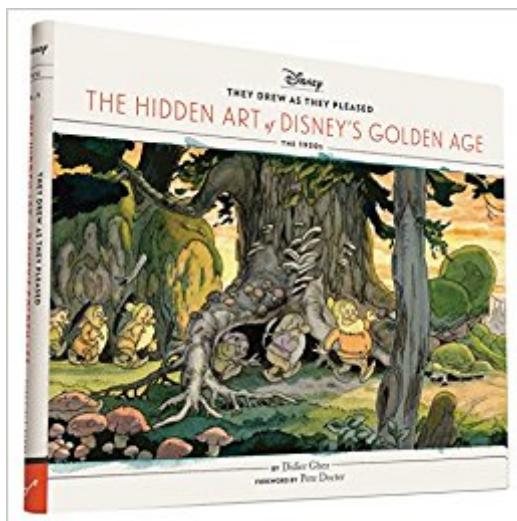


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# They Drew As They Pleased: The Hidden Art Of Disney's Golden Age



## Synopsis

As the Walt Disney Studio entered its first decade and embarked on some of the most ambitious animated films of the time, Disney hired a group of "concept artists" whose sole mission was to explore ideas and inspire their fellow animators. They Drew as They Pleased showcases four of these early pioneers and features artwork developed by them for the Disney shorts from the 1930s, including many unproduced projects, as well as for Snow White and the Seven Dwarfs, Pinocchio, and some early work for later features such as Alice in Wonderland and Peter Pan. Introducing new biographical material about the artists and including largely unpublished artwork from the depths of the Walt Disney Archives and the Disney Animation Research Library, this volume offers a window into the most inspiring work created by the best Disney artists during the studio's early golden age. They Drew as They Pleased is the first in what promises to be a revealing and fascinating series of books about Disney's largely unexamined concept artists, with six volumes spanning the decades between the 1930s and 1990s.

## Book Information

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## Customer Reviews

[View larger](#) Historian Publishes Never-before-seen Artwork from Disney's Golden Age They Drew As They Pleased: The Hidden Art of Disney's Golden Age by Didier Ghez focuses on four artists who all worked for Disney in the 1930s: Albert Hurter, Ferdinand Horvath, Gustaf Tenggren, and Disney's first female concept artist, Bianca Majolie. These early pioneers developed art for Disney shorts and many unproduced

projects, as well as art for *Snow White and the Seven Dwarfs*, *Pinocchio*, and some early work for later features such as *Alice in Wonderland* and *Peter Pan*. The volume introduces new biographical material about the artists and largely unpublished artwork from the depths of the Walt Disney Archives and the Disney Animation Research Library; Didier offers a window into the most inspiring work created by the best Disney artists during the studio's early golden age.

[View larger](#) **Behind the Scenes with Didier Ghez** Initially, I got access to Disney historian John Canemaker's files, which are stored at New York University. They contained interviews conducted by John when he was researching his book *Before the Animation Begins*. One of the interviewees mentioned the diaries of Ferdinand Horvath, which had just been sold to a Los Angeles dealer. Was this lead worth following? I followed the trail and finally made contact with the dealer: "I am the son of the dealer to whom you left a message last week," was his reply. "Is your father still alive?" I asked. "He is and he is with me right now." "Does he still have the documents?" "He does and he would like to sell them." Not only did the dealer still have the diaries, he had also preserved a whole pile of letters that I did not know existed. Part of the material that I purchased was in Hungarian, part in German. All of it was utterly fascinating and helped me write a chapter filled from start to finish with brand new information from Horvath himself. *They Drew As They Pleased* relies heavily on correspondence, diaries, and interviews, which act as small time machines; uncovering the only known interview with artist Gustaf Tenggren was particularly exciting. In the interview, Tenggren discussed his work on one of the scenes of *Fantasia*, "The Sorcerer's Apprentice." However, I knew that no artwork on this by Tenggren had even been located. Weeks later, an animation art dealer asked if I wanted to check out a few Leica reels from *Fantasia* that he had just acquired. One had been created with early story art from "The Sorcerer's Apprentice," complete with four pieces that had been unmistakably painted by Tenggren! Another piece of artwork by Tenggren still makes me smile. One of the most beautiful and moving pieces of art planned for the book was a black-and-white of Geppetto lifting an apparently lifeless Pinocchio. Two weeks before the book was sent to the printer, the color artwork was offered for sale and I was able to get a high-resolution scan from the auction house that was selling it. It thrills me to this day to see it in the book in color. I could tell similar stories for almost all of the 350 never-seen-before

illustrations and for each never-released-before story in the text. This treasure hunt will remain fascinating for a long while, since there are still so many hidden Disney artists and so much hidden Disney art to re-discover.

"Didier Ghez has brought to light numerous discoveries, from early Jiminy Cricket designs by Albert Hurter to documents by Gustaf Tenggren for *The Sorcerer's Apprentice*. With material culled from personal letters, journals and anecdotes from friends, family and coworkers, this unprecedented portrait of these artists comes to life, revealing how they helped shape the Walt Disney Studio, and how they continue to inspire us to this day." - *Animated Views*"Didier Ghez is a brilliant illuminator of the often unexplored corners of the art and artists behind the Disney films, and he's brought that the unique and wonderful skill to *They Drew As They Pleased: The Hidden Art Of Disney's Golden Age*, which explores the works of a quartet of Disney's first concept artists as the company's horizons broadened rapidly in the 1930s." - *A Site Called Fred*"Disney devotees will admire 'They Drew as They Pleased: The Hidden Art of Disney's Golden Age: The 1930s' by Didier Ghez (Chronicle Books, 208 pages, \$40). This is the first in a planned series of six works exploring the revered studio's output. The edition is loaded with scenes from classics such as 'Snow White and the Seven Dwarfs,' 'Pinocchio,' plus lots of previously unpublished artwork." - *San Jose Mercury News*  
*Holiday Gift Guide Pick* "Feast your eyes on the fantastic lost art of Disney's 1930s concept artists." - *Entertainment Weekly*  
*Holiday Gift Guide Pick* "This is a gem for film buffs and Disney enthusiasts looking for an absorbing title to fill out their collections." - *Library Journal*"Now, indefatigable Disney chronicler and aficionado Didier Ghez has dug even deeper for the first in a series of books, focusing on four key figures: Hurter, Ferdinand Horvath, Gustaf Tenggren, and Bianca Majolie. Their sketches, doodles, drawings, and paintings are inventive, whimsical, and sometimes breathtaking. Ghez sets their work into context with his informative essays. This is not the kind of book to be swallowed whole but savored." - *Leonard Maltin*"It's an important examination of Disney's key concept artists of the 1930s. The fact that it's also lavishly illustrated, well-written (loaded with new information) and entertaining is icing on the cake...buy this book." - *Jerry Beck, Cartoon Research*"If you're looking for in-depth Disney history, you honestly can't do better than Didier Ghez...If you have a plethora of Disney animation history books on your shelf, you probably have several images that are burnt into your mind, because you see them over and over. Not here. Thanks to Disney's ARL (i.e., Animation Research Library), you're going to be seeing art that the public has never, EVER seen before..."*They Drew As They Pleased -- The Hidden Art of Disney's Golden Age: The 1930s*' is a treasure, and a gift to future generations of art students." - *Jim Hill Media*"Early Walt

Disney Studio animation has a special, glowing magic familiar to anyone who has seen classics such as 'Snow White and the Seven Dwarfs' or 'Pinocchio.' Credit the Disney Story 'Department, and the artists 'including a woman, Bianca Majolie" whose stories and artwork are collected in a lovely coffee-table book..." -Newsday

Didier Ghez is the author of Disney's Grand Tour and Disneyland Paris: From Sketch to Reality, and the editor of the Walt's People book series. He lives in Florida. Pete Docter is vice president of creative at Pixar Animation Studios and the writer and director of Disney's Pixar's Inside Out. He also directed the Academy Award® winning feature films Monsters, Inc. and Up. He lives in Piedmont, California.

I was amazed as I thumbed through the book at the diversity, quality, and sheer beauty of the artwork contained in this volume. I have over 300 Disney themed books in my collection, and I am used to seeing the same art work "recycled". Not so with this book!! Most of the art I have never seen before! The text is lively and informative, giving insight into the artists' lives and influences. I will return to this beautiful book again and again to enjoy all it contains.

If you want access to the raw sketches of the most talented and prolific illustrators in the business, and to see through the eyes of Disney animators, this series is for you. I can't wait for more!

I have been waiting for the release of Didier Ghez's 'They Drew as They Pleased: The Hidden Art of Disney's Golden Age'. The wait was worth it! Through intelligent text and wonderful illustrations we feel as if we are looking over the shoulders of four of the greatest conceptual artists of Disney's period of its greatest animation - the 1930's! The artists: Ferdinand Horvath, Gustaf Tenggren, Albert Hurter, and Bianca Majolica! The title refers to what these four were able to do, drawing images that would give the feeling and inspiration to Disney's animators, Layout, and background artists for the short cartoons whether it be Mickey Mouse or Donald or Goofy, the Silly Symphonies, and his feature length films 'Snow White' and 'Pinocchio'! It could be a character or variations on the look of the film. They designed Props that might be seen in the background. Maybe the audience might not notice a cuckoo clock designed by Albert Hurter, but it would add immensley to the look and feel of the film. This books is a treat for the eyes and the imagination. Even if the reader is only has a casual interest in Disney animation, they will find pleasure in the huge numbers of images. This book is a must for Animation fans and anyone who derives pleasure from the beautiful artwork.

About the best recommendation I can give to this book comes from my wife. She enjoys Disney but is by no means the fanatic that I am. When the book arrived, and she looked at it she said, "Wow, that's really nice. Put it aside when you are done so I can look through it." Just a gorgeous book. Wonderful supportive text on some of the greats from Disney and the art is magnificent. Essential Disney for the serious fan (and even for the casual one).

I think other reviewers have pretty much voiced my love of this book. To say that a book covering the artists whose work never actually appeared on screen but were responsible for that classic Disney look, is long over due is an understatement. This book is a gem. My buying of Disney art books has slowed over recent years because time and time again books claiming to reveal unseen artwork are usually filled with images seen dozens of times before. Didier has done a monumental job of tracking down pieces from private collections all around the world . . . it is a visual feast of rare art.

This book is a wonderful balance between informative text and gorgeously reproduced artwork. It is also printed at a physical size that is manageable. Some Disney art books are so oversized that it makes it difficult to enjoy as you fumble with them. It is a beautiful, designed with care package that contains delights and surprises on every page. No matter how knowledgeable you think you are about Disney, this book reveals how much all of us never knew that we never knew. While knowledgeable Disney fans may recognize some of the names in this book, Didier truly brings these artists to life and shares why their contributions were so important to the earliest Disney animated cartoons of the 1930s. Didier is a well respected Disney historian whose other books including the amazing Walt's People series have enriched Disney history. By leveraging his connections, Didier was able to find not only artwork that has rarely if ever been seen since it was first produced but also information and insights to four Disney's legendary concept artists that have not been previously documented. While the book effortlessly guides the reader from page to page, a quick glance at the acknowledgements will reveal the depth of research Didier went through to find and organize this material. The book is a fun browse for a casual fan interested in Disney art but for those who want something more, Didier has created a valuable reference for further exploration and understanding. For any true Disney animation fan, this is a "must have" for your collection.

Another gorgeous, painstakingly researched book of Disney art history by Didier Ghez. The large

landscape format is a perfect setting for the lavish background renderings, character studies, and concept sketches that went into the planning of every feature--even if, ultimately, the project never reached the screen. A fascinating "fly-on-the-wall" look at the Disney art department's creative process in its most productive years. This is the sort of book you pick up over and over again just to marvel at the incredible artwork on almost every page--and when you do, you find you're late for appointments, missing meals, and up WAY too late!

This is such a beautiful book! I bought it for a friend, but at such a low price I might even buy another for myself. I bought it for around \$8 with free prime shipping, which is kinda incredible for a book of this quality. It's thicker than I thought it would be - around 200 pages, with plenty of informative text and pictures. The drawings are mostly loose concept sketches of characters, with some lavish scenery from major movies like Snow White or Pinocchio. The text is well written and interesting, too - I'm not exceptionally interested in Disney history, but I spent a lot of time reading through the book. Unfortunately, the corner of the book I received was a little banged up when it arrived - I think it was damaged during shipping, but it's not too bad. Overall, it's a lovely book and I'd really recommend it.

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