

Employing theatrical decoration techniques in the public festivities of commercial centers

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Research summary:

The researcher conducted a new experiment of its kind, which is the use of techniques for implementing theatrical decoration in a public celebration for the opening of a commercial center in one of the commercial markets.

And the research problem was identified in the question; Is it possible to employ theatrical decoration techniques to change the building environment of a place and transfer it to another place, especially with the use of hand-drawing due to its closeness to the credibility of printing? The researcher also asked several questions, including how to create an actual image that suggests moving to the old Italian alleys and achieving this, bearing in mind that the place is not equipped for this purpose? Is it possible to find an accurate way of implementation that is expressive to move the audience in the place and create a dramatic atmosphere, bearing in mind that the audience's role here is different as they move within the decor from place to place unlike the role of the spectator in the theater from a distance only?

The aim of the research is to try to design and create an expressive and realistic artistic image that contributes to confirming the feeling of the attendees and succeeds in moving them to a different place outside Egypt. Rather, he moved to one of the old Italian alleys to integrate the decor with the rest of the elements to achieve credibility.

The importance of the research is due to presenting an actual experience of employing techniques for implementing theatrical decoration in the public celebrations for the opening of commercial centers, as well as defining the limits of the place of research in employing theatrical decoration techniques at the site of the Plaza in Galleria Mall in Sheikh Zayed City.

The researcher has followed an applied empirical approach to an analytical presentation of how to collect information and images and then design them in a way that suits the place, and the implementation that takes into account the application of designs, taking into account the sizes, methods of transportation and assembly, and the appropriate place for the installation of the work and after the opening and the interaction of the public with the event, the researcher reached several results, the most important of which are the results of the research that theater techniques must be employed as a temporary decoration for events or celebrations, and designers seek to use theater decoration techniques in various other fields, with the success of the experiment to a large extent.

Any place can change its nature by using theater techniques, with the integration of modern technologies using the computer in favor of the quality of implementation, emphasizing that the theater's decor, techniques and manual drawing have its peculiarities that still win the admiration of the audience in public places or on the stage and still an attractive work that fascinates and delights them.

The research also recommended the use of theater techniques to make designs suitable for public occasions and that the integration of printing technology with hand drawing is characterized by creating a plastic vision characterized by artistic richness with the use of computers in the work of executive drawings to facilitate the design process and the calculation of raw materials faster and easier, decoration is an important element of the scenography elements of any place because it contributes to enriching the scene and creating an artistic link between the audience and what they see.

Keywords: techniques - decoration - implementation - shops.

One of the problems that we faced is the use of theatrical decoration techniques to change the structural environment of a place and transform it to another place, especially with the help of hand-drawing due to its closeness to credibility than printing. By moving to the old Italian alleys and achieving this, bearing in mind that the place is not equipped for this purpose, and finding an accurate method of implementation and expressive of the scenes to move the attendees in the place and create a dramatic atmosphere, bearing in mind that the role of the audience here differed as it moves inside the decor from one place to another, unlike the role of the spectator from a distance only. He moved to one of the old Italian alleys to integrate the decor with the rest of the elements to achieve credibility, and the nature of the place where the celebration was held is modern and based on the idea of sharp straight lines with its glass windows with the material of glass and metal surrounding the place and a group of shops.

The nature of the place where the celebration is held is modern in style and based on the idea of sharp straight lines with its glass windows with raw glass and metal that surround the place and it has a group of shops, and what is required is to turn this place into a joyful day in one of the alleys in the local streets of Rome in the old architecture with the European atmosphere of restaurants and cafeterias.



Figure (1, 2): The place designated for placing the lane before execution

It was agreed with the staff to create a large Roman gate that gives a sense of Roman history. The ancient Romans accomplished so much throughout the life of their amazing empire, and of course the Romans were always eager to build a memorial for their achievements. They built triumphal arches in every Roman province as a means of embellishing the achievements of Roman emperors and recognizing new territorial gains. Rome itself contains a huge number of such Roman triumphal arches, such as the Arch of Titus and the Arch of Constantine, and it was chosen to make a gate through which the invitees pass at the entrance to the commercial center to move them from modernity to that ancient era in the streets of Rome. The researcher was inspired by one of the pictures as shown in Figure

(3), then the researcher determined the sizes as in Figure (4) with Maintaining the same proportions, taking into account the space and proportions of the place and the final shape that was implemented in Figure No. (5)



Figure No. (3)



Figure No. (4)

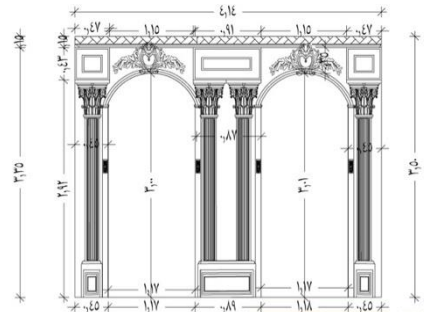


Figure No. (5)

In the Al-Hara scene, studies were made from real images as in Figure (6,7,8,9) and the dimensions designated for the decoration of the lane were raised, which is 33 meters and 3.5 meters in height, and it is a storefront and is completely covered with painted pans, and the pans were drawn by hand with credibility until the invitees thinks that it is real walls to represent the Italian neighborhood, and adding some treatments to suit the design and appropriate sizes for the place, then determining the location of the car in front of the house as well as the motorcycle.



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Figure (6,7,8,9) are examples of sources of inspiration
 The implementation steps started using mdf wood, then drawing the details on the chassis, as shown in the following pictures (Fig. 10,11).



Figures (10), (11)

In the end, the day of the celebration came, when the goal was achieved by gathering the audience in front of the decoration, which used the techniques of theatrical decoration and photography in front of it, as if they were in one of the alleys in Italy, and the following pictures of some of the scenes after the implementation and on the day of the celebration and the audience took places for photography and forms from the researcher's photography Figure (12, 13,14,15,16).





Figures (12,13,14,15,16 pictures of the audience gathering in front of the decoration during the celebrations

Research results:

- 1 .Theater techniques should be employed as a temporary decoration for events or celebrations.
- 2 .The success of the project by a large percentage, and this is evident in the public's keenness to take memorial photos in front of the drawings that suggest the old alleys in one of the streets of Italy, and this is evidence of the public's feeling of moving to a different tourist place.
- 3 .Any place can change its nature using theater techniques.
- 4 .It is necessary to strive to devise ways characterized by ease and speed in changing the decor and work to create an impressive image.
5. The designer must overcome the difference and diversity of the place using different theater techniques and methods of deceiving the eye through shadow and light and making different textures to give credibility to the place. Computer programs should be used to design the scene, where the designer dealt with the background of the gondola in Photoshop to create a realistic background that gives real depth by processing the perspective and then printing it.
- 6 .Printing the banner as a background for a gondola executed in real scales made the audience take background pictures and the presence of an actor dressed as a sailor confirmed this.
7. Theatrical decoration work and its techniques and hand-drawing still have its own peculiarities that still win the admiration of the audience in public places or on stage. It is an attractive work that fascinates and delights them.
8. The designer must know that the use of the computer in making executive drawings facilitates the design process and the calculation of materials faster and easier.

Search recommendations:

- 1 .The research recommends the use of theater techniques to make designs suitable for use in public events.

- 2 .The research recommends integrating printing technology with hand drawing, as it is distinguished by creating a plastic vision characterized by artistic richness, in contrast to the complete dependence on the banner and the implementation of decoration, whether by hand drawing or using a computer.
3. The research recommends using the computer in making executive drawings to facilitate the design process and the calculation of materials faster and easier.
- . 4. Paying attention to decoration as an important element of scenography, because it contributes to enriching the scene and creating an atmosphere of artistic link between the audience and what they see.
5. The researcher recommends for the ministries and authorities in the country, especially the Ministry of Culture, the Ministry of Education, the Ministry of Tourism, those in charge of teaching in art colleges and graduate designers, to employ theatrical decoration techniques in public celebrations.