

Considerations Design for Cultural Events in the Kingdom of Saudi Arabia.**Researcher. Taghreed Hazza Alzahrani****Master's student in Space Design, Department of Interior Design and Furniture, College of Human Sciences and Designs, King Abdulaziz University, Jeddah, Saudi Arabia.**tsalemalzahrani@stu.kau.edu.sa**Dr. Douha Youssef Attiah****Assistant Professor, Department of Interior Design and Furniture, College of Human Sciences and Designs, King Abdulaziz University, Jeddah, Saudi Arabia.**dattiah@ku.edu.sa**Abstract:**

Saudi Arabia is multicultural, and this mixture allows it to be a fertile ground for contemporary cultural events. Cultural events, thus, became very important at the present time for Saudi Arabia to keep pace with the directions of Vision 2030 in improving the quality of individual's life. To draw a clear picture of the most prominent design considerations that must be available in cultural events, this study investigates: What are the most important design considerations for cultural events? How successful is the application of these design considerations to cultural events in Saudi Arabia?

The study too further aims to identify the level of application of such design considerations in cultural events in the Kingdom of Saudi Arabia. The research highlights the importance of supporting organizations that design and implement cultural events, and raise the quality of applied design considerations to cultural events in the Kingdom of Saudi Arabia. Descriptive and analytical approaches were followed to obtain answers to the study questions. To analyze the current situation of cultural events in Saudi Arabia, various sizes of communities that work with cultural events have been studied.

The results showed the success of cultural events in Saudi Arabia in designing and building an integrated and harmonious visual identity with the content of each event. Designing a customer journey map that provides ease of access and movement for the visitor, and good activation of social media and official websites for cultural events were some of the best attributes as well.

In addition, this study further showed the effectiveness of targeting different categories of visitors and providing an appropriate content for each. Moreover, the commitment of cultural events to the precautions imposed to defeat the Covid-19 pandemic led to building trust between the visitor and cultural events. It was observed that there is a weak transportation link in events with multi locations. Moreover, recommended is the need to study services surrounding exhibitions and halls designated for cultural events. Also, service design and user experiences must be designed by specialists to avoid simple mistakes that affect the customer's journey in cultural events.

Keywords:

cultural events - design considerations - user experience - visitor.