

Scenography of the rehabilitation of architectural heritage (Opening of Rams Road as a model)

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Abstract:

The exploitation of archaeological areas as one of the elements of scenography is not new. Attempts have continued for a long time to employ them across different countries of the world (either in concerts or musical performances ... etc., but the method of exploiting them and integrating between the live elements of theatrical performance and the filmed elements, and the use of non-professional youth as a kind of active participation among the audience and the performers in the performance of parts of the ceremonies and the combination of all these elements with lighting and filming for some parts of the show and the preparation of unprepared places such as the road of Rams and ancient Egyptian temples in the pursuit of achieving communication with the public and gaining a new audience to bring about social changes represented by drawing attention to the importance of our cultural heritage, which will remain, through the ages, an important and pivotal factor in emphasizing national belonging. Supporting a sense of national identity and a sense of pride among the new generations due to focusing on showing the beauty and grandeur of the ancient Egyptian architectural monuments, which witnessed the greatness of the Egyptian artist through the ages. This celebration was able to stir the stagnant waters in a new experience represented in a great celebration attended by the President of the Republic, the ministers, and many ambassadors of countries and important personalities, in addition to conveying the events of this celebration to the whole world in a way that differs from what was previously presented by parties in archaeological areas. It is prepared as a theatrical model and mechanisms that have been invented based on which this heritage area has been re-exploited by holding this opening under the auspices of the state and adopting and nurturing the creative talents of the Egyptian youth who have creative energies in various fields.

Keywords:

scenography - rehabilitation - architectural heritage – opening