

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. Is it possible to employ theatrical decoration techniques or 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 and expressive of the viewer to move the audience in the place and create a dramatic atmosphere, bearing in mind that the role of the audience here is different as it moves 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 public celebrations for the opening of commercial centers ,The researcher has followed an applied empirical approach to an analytical presentation of how to collect information ,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, the appropriate place for the installation of the work after the opening , 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, that any place can change its nature using theater techniques, with the integration of modern technologies using the computer in favor of the quality of implementation, with an emphasis that the theater's decor, techniques and manual drawing have its own peculiarities that still impress the audience in public places or on the stage and do not Attractive work continues to fascinate and delight 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

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and easier, decoration is an important element of the scenography elements of any place This is because it contributes to enriching the scene and creating an artistic link between the audience and what they see.

key words:

Techniques, theater, decor, audience