

Sustainability | Individual communication

IC - (20917) - ART-CULTURAL APPROACH - RE-BRANDING THE PLACE - RE-AWAKENING IDENTITY

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Background and objectives

Egypt's well-known historic culture has been considered a magnet for tourism attraction; hence, a marketplace strength. However, nowadays the Egyptian destination faces great competition due to other countries' strong city branding campaigns. A 'Holistic Art-Cultural' approach including forms of interior design has created a powerful impact on the community, it acted as a method that fostered Egyptian ancient-modern revival; it benefited in 'Rebranding' some places thus, re-awakening self-identity and uplifting the sense of belongingness in the minds and feelings of the Egyptian People.

Process and methods (for empirical research)

This exploratory study aims to affirm the previous hypothesis and to investigate mega events and their influence on people 'Glocally'. In 2021, Egypt witnessed the happening of three mega-events: The Pharaohs' Golden Parade in Cairo, the Opening Ceremony of the Sphinx Avenue in Luxor, and Art D'Égypte 'Forever Is Now' Egyptian/international exhibition by the Pyramids in Giza. A multi-method of enquiry is adopted in which data is gathered through: 1)- interviews with the Egyptian designers who carried out those events; 2)- analysis of each event in relation to spatial mapping as means of place re-branding and cultural approach (identity); and 3)- two online surveys, one with a random sample of Egyptians to capture the events' perception and its relation to national confidence feelings, and the other with a random sample of tourists to inspect how these events encourage their future visits; 4)- additionally, interviews with tourism industry representatives to measure the effects of those events.

Main results (or main arguments in the case of critical reviews)

Findings review statistics measuring the perception of local citizens, international audiences, and tourism industry. Results highlight the contribution of interior design as a part of a holistic art-cultural approach in mega-events which when successfully staged, can stimulate growth over an extended period, thus achieving place rebranding and re-awakening identity.

Implications for research and practice/policy | Importance and originality of the contribution

To verify the relationship between a boosting economy from achieving a place re-branding

Palavras-chave : art-cultural approach, re-branding the place, re-awakening identity