

## **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**