

INNOVATIVE APPROACHES IN ORGANIZING SHOWS AND FESTIVALS: THE ROLE OF ART AND NEW TECHNOLOGIES

Kopysava A.I. (Republic of Belarus)

*Kopysava Alena Igorevna - Master of Management,
PUBLIC JOINT STOCK COMPANY "MUSIC UP CENTER",
MINSK, REPUBLIC OF BELARUS*

Abstract: *the article explores the impact of new technologies on the organization of shows and festivals. The article discusses several innovative approaches, including virtual reality, augmented reality, projections, identification and control technologies, and interactive applications, and their role in creating immersive experiences for guests. The article also highlights the importance of art in the organization of shows and festivals, as it adds a unique and authentic touch to event experiences. Overall, the article concludes that the integration of new technologies and art can lead to the creation of unforgettable and impactful events.*

Keywords: *organizing shows, festivals, events, modern technology, virtual reality, augmented reality, projections, interactive applications.*

ИННОВАЦИОННЫЕ ПОДХОДЫ В ОРГАНИЗАЦИИ ШОУ И ФЕСТИВАЛЕЙ: РОЛЬ ИСКУССТВА И НОВЫХ ТЕХНОЛОГИЙ

Копысава А.И. (Республика Беларусь)

*Копысава Алена Игоревна - магистр менеджмента,
Публичное акционерное общество "Music up Center",
г. Минск, Республика Беларусь*

Аннотация: *в статье исследуется влияние новых технологий на организацию шоу и фестивалей. В статье обсуждаются несколько инновационных подходов, включая виртуальную реальность, дополненную реальность, проекции, технологии идентификации и контроля, а также интерактивные приложения, и их роль в создании впечатлений от погружения для гостей. В статье также подчеркивается важность искусства в организации шоу и фестивалей, поскольку оно придает событиям уникальный и аутентичный оттенок. В целом, в статье делается вывод о том, что интеграция новых технологий и искусства может привести к созданию незабываемых и впечатляющих событий.*

Ключевые слова: *организация шоу, фестивалей, мероприятий, современные технологии, виртуальная реальность, дополненная реальность, проекции, интерактивные приложения.*

Organizing shows and events is a complex and time-consuming process that requires organizers to come up with many new and fresh ideas. To attract a large number of guests and surprise them with unusual and original solutions, innovative approaches must be used.

Art and new technologies play an important role in creating an unforgettable atmosphere at an event. The use of various artistic elements in the design of the venue, costumes and makeup of actors allows creating a unique atmosphere and immersing guests in a magical world.

According to Ticketmaster's report, approximately 300 million tickets were sold for music and various entertainment events such as concerts, festivals, and other events worldwide in 2019. However, this number may vary as not all events sold their tickets through Ticketmaster. Nevertheless, it can be said that hosting shows and festivals has become a popular phenomenon in different countries and regions of the world, and the number of events is growing every year. It varies depending on various factors such as location, size, type of event, and so on.

Often, event organizers use theatrical performances with multiple characters, focusing attention on the scenography created based on artistic design. Such solutions help create an exciting atmosphere and immerse guests in the atmosphere of an unforgettable holiday [1, 8-9].

Art not only allows creating a unique atmosphere that helps guests feel unique and create a sense of participation in the action happening right in front of them, but also helps guests learn more about the cultural and aesthetic traditions of regions and countries, skills and expertise of collectives, and other performers.

In addition to this, art can be used for guest entertainment. For example, street artists or grandiose performers can perform at the event and create live works of art right during the event, allowing guests to become not only spectators but also participants of the event. For example, in theatrical performances, scenography created based on artistic design can be the key to success.

Modern technology is an integral part of event organization. They allow creating new effects, visual solutions, and personalized approaches, making events more individual and comfortable for each guest. In this

section, we will look at what new technologies are used at events and how they affect the organization process [2, 19].

The use of virtual and augmented reality is one of the most effective ways to create an unforgettable atmosphere at an event. These technologies allow guests to enjoy a unique experience and look at the reality that surrounds them in a new way.

Also, virtual and augmented reality technologies can help event sponsors benefit from participation in them by providing them with new opportunities for regular monitoring of statistics and marketing [3].

Light shows and animation effects are excellent tools for creating an atmosphere at an event. They allow you to create a unique visual atmosphere on stage and make the event more spectacular and memorable.

Light and sound effects can be used in conjunction with artistic solutions, creating large works of art in real-time, both in realistic and virtual forms.

The use of digital inputs and tickets helps simplify the process of registering guests at the event and reduces the time spent organizing. Such solutions are useful for events of any scale, regardless of the number of guests.

Modern technologies allow event organizers to create unforgettable impressions on guests and make the event more personalized and convenient. Virtual and augmented reality, light shows and animation effects, as well as digital inputs and tickets, are just some of the many new technologies that help create an unforgettable atmosphere at events [4, 242-257].

Artistic creativity plays an important role in event organization. It allows you to create an atmosphere that will be attractive to guests and creates an unforgettable experience of the event. Without a creative approach to event organization, it may go unnoticed and not arouse interest among guests.

Artistic creativity can take many forms, from music and dance to decorations and video shows. All these elements are combined to create a unique perception of the event by guests and leave bright and unforgettable impressions [5, 465-479].

In modern times, it is impossible not to mention new technologies that are increasingly being used by event organizers. They can be used to improve interaction between guests, manage events and create new opportunities for creative solutions [6, 165-170].

There are many new technologies that can be used in event organization. Some examples of them are:

- Virtual reality: it allows creating immersive experiences and transforming the event space into a digital environment. Guests can explore new places and see things from their own perspectives.
- Augmented reality: it allows mixing virtual elements with the real world, creating interesting and impressive experiences that can be used for exhibitions, original gifts, decorations, etc.
- Projections: they allow creating amazing and dynamic scenography using projection equipment. The use of projections can also turn any ordinary object into an interactive one.
- Identification and control technologies: they help guests easily and conveniently pass through entrance and authenticate at the event without spending time on registration and verification. Security can also be provided through control technologies.
- Interactive applications: they can facilitate communication between guests and organizers and create a convenient platform for exchanging experiences and information. They can also be used for conducting polls and real-time voting [7, 325-338].

An example of new technologies in event organization is mobile applications, which allow guests to share photos, communicate with each other, and get information about the event. They can also be used to provide guests with access to exclusive event features, such as interactive games or audiovisual effects.

As practice shows, the best results are achieved by combining artistic creativity and new technologies. The use of new technologies can significantly enhance the artistic level of the event, allowing more effective effects to be created and influencing the perception of guests [8, 266-282].

For example, the use of VR technologies or audiovisual effects can significantly enhance the artistic effect of the presented show by creating images and effects that are impossible to create using traditional means.

Additionally, the use of AR technologies can give guests the opportunity to interact with elements of the event in real-time, thus creating interactive and dynamic opportunities at the event [9, 123-134].

However, it is necessary to consider that the use of new technologies can also lead to some problems. For example, guests may have difficulties using mobile applications or VR technologies, which can lead to dissatisfaction among some guests.

For this reason, it is necessary to carefully plan and debug the use of new technologies to maximize their potential and avoid unpleasant surprises [10].

In general, the combination of artistic creativity and new technologies can ensure a successful event organization and create a vivid and unforgettable impression for guests. Therefore, organizing show programs and holidays is a labor-intensive process that requires organizers to come up with many new and innovative ideas. Combining artistic creativity and new technologies can not only enhance the effect of the event, but also create unforgettable impressions on guests. To attract a large number of guests and surprise them with unusual and original solutions, it is necessary to use innovative approaches and keep up with the times.

References

1. *Bulycheva N.P., N.P. Bulycheva, A.A. Malkin* Organizatsiya teatralizovannykh prazdnikov v kontekste iskusstva [The organization of theatrical holidays in the context of art] // *Iskusstvo i kultura [Art and Culture]*, 2017. № 4(49). P 8-9 [in Russian].
2. *Ivanova N.A., Kameneva N.G.* Innovatsionnye tekhnologii v meropriyatnoy industrii [Innovative technologies in the event industry] // *Molodoy uchenyy [Young Scientist]* (2019). № 40(194) P 19 [in Russian].
3. *Zumbano D.* "Augmented Reality for Event Experiences". *Event Marketer*, 2018.
4. *Lange P.* (2019). The Digital World in the Events Industry. *Journal of Convention & Event Tourism*, 20(3), 242-257.
5. *Ma H., Qin S. & Lee C.* (2017). Leveraging Virtual Reality Technology to Enhance Guest Experience: An Exploratory Study. *Journal of Travel Research*, 56(4), 465-479.
6. *Amoroso D.L. & Reti S.R.* (2015). The role of technology in event planning. *Journal of Convention & Event Tourism*, 16(3), 165-170.
7. *Beer R. & Nica E.* (2018, May). Event technology against the backdrop of a changing landscape. *Event Management*, 22(3), 325-338.
8. *Lehmann S. & Russell R.* (2015). An exploratory study of virtual reality technology in event experiences. *Journal of Convention & Event Tourism*, 16(4), 266-282.
9. *Zou W., Wang D. & Li J.* (2017). A literature review of augmented reality and its applicability in museums, events, and tourism. *Journal of Hospitality & Tourism Technology*, 8(2), 123-134.
10. *Tussyadiah I.P.* (2019). *Augmented Reality and Virtual Reality Technologies in Tourism*. Springer International Publishing.