

A study on the types of exhibition performance methods used in theme parks -Focusing on Lotte World in Korea-

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Abstract

Theme parks are in the focus of attention as a leisure space for modern people by arousing fantasy according to a certain theme. It appears that the theme park industry is growing every year around the world. Theme park facilities are categorized into six stages: boarding, viewing, performance, food and beverage, convenience, and rest. The elements of exhibition are included in these theme park facilities. The techniques of exhibition directing used in the theme park can be analyzed by the classification of those of the existing exhibitions: Solo, Magnify, Contrast, Representation, Medium, and Reinterpretation. This study aims to analyze the exhibition elements in six stages of the theme park facilities in Lotte World, the representative one in Korea and to develop them into the fundamentals of theme park exhibition directing techniques.

Keywords: *Theme park, Amusement park, Exhibition, Exhibition display techniques*

1. Introduction

Theme parks provide a space that arouses fantasy according to a set theme, and is in the focus of attention as a cultural space as a modern social product where modern people realize self-fulfillment through participation and escape from reality. The theme park is composed of various facilities, such as

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attractions that can be directly enjoyed, restaurants where you can eat and drink, and performance facilities where actors perform. Theme parks regarded as comprehensive leisure facilities, are increasing its industry every year around the world. In the case of Walt Disney Resort, according to the 2022 Q3 earnings announcement, the theme park recorded the highest sales of \$7.42 billion, 36% increase from the previous year.

The exhibition elements are included in the facilities of theme parks. The dictionary defines an exhibition as to display it in a store, exhibition, museum, etc., and think of a general exhibition in a museum or exhibition hall. However, recent popular decoration of Christmas tree in shopping malls, media art wall exhibitions at façades, and a giant Belly Bear placed outdoors are all classified into exhibitions. Likewise, photo zones, special decorations, and event elements displayed at theme parks can also be classified into exhibitions. Therefore, in this study, from the viewpoint of exhibitions, we try to find out the exhibition display techniques in theme parks with a case study and analyze the display techniques used in theme parks.

2 Methods

The method of this study is as follows. First, the theme park is defined and the types of exhibition display techniques are classified. Second, according to the classification of exhibition display techniques, it is analyzed focusing on Lotte World, a local theme park in Korea. Third, the exhibition display technique used in the theme park is derived and analyzed by combining the analysis results and collected as basic data for the exhibition display techniques in the theme park.

2.1 Definition of theme parks

A theme park as a comprehensive amusement facility is a place where people in both any ages and genders can enjoy

various elements such as leisure, entertainment, culture and education are combined. As a basic component of a theme park, the aspect of facilities is emphasized and divided into 6 elements: boarding, viewing, performance, food and beverage, convenience, and rest. A boarding facility is a general term for amusement facilities, a viewing facility is facilities that are watched or participated through video and visual effects, a performance facility is a space where actors show performances, and food and beverage facilities are restaurants serving food and beverage, and providing human services, convenience facilities are facilities for the convenience and safety of guests visiting the park, and rest facilities are complementary facilities to various amusement facilities where guests can take a break.

The previous researches defined the concept of a theme park as follows. Ady (1988) stated that theme parks create an atmosphere distinguished from other places, and the attraction adds on to the particular theme with a combination of architecture, views, staffs dressed in traditional costumes of a particular era, rides, shows, food and beverage services, and souvenirs. Vogel (1984) defined it as a business that sells pleasure and appropriate experiences, not simply selling amusement facility tickets or beverages. Cameron (1981) defined the visitor-attraction industry as one of several major facilities included in the business of attracting tourists, including cultural or other non-profit facilities such as world fairs, regional fairs, amusement parks, zoos, and museums. did Marriot (1994) defined it as a place for family entertainment aimed at a special theme or historical site that combines entertainment, products, customs, and extensions of architectural style to create a fantasy.

2.2 Exhibition display techniques

Display techniques are used to direct the highlight space of a special exhibition or to express representative exhibits. The identical exhibition can be seen different depending on the

display planned by the designer reflecting the expression of the designer's planning. According to the case studies, the types of exhibition display techniques are classified into six and their contents as follows.

Table 1. Classification of exhibition display techniques

Type	Content
Solo	Create a special space for representative exhibits so that the exhibits can be individually illuminated and appreciated
Magnify	Directing the space of the exhibit exaggeratedly to increase the value of the exhibit
Contrast	Create a highlight space through the contrast between the past and present, paintings and real objects, etc.
Representation	The architectural characteristics or cultural background of the exhibits are presented together with the exhibits.
Medium	The story or inner meaning of the exhibits is presented using cutting-edge media
Reinterpretation	Reinterpretation and production of the spatial and visual characteristics of the exhibition theme or exhibits from a design point of view

2.2 Exhibitions at theme parks

In this study, Lotte World is selected and analyzed among local theme parks. In Lotte World, the four elements were identified: boarding, viewing, performance and food and beverage and convenience according to the entertainment classification on Lotte World's official website and the analysis are summarized in the Table 2, 3, 4, and 5.

Table 2. Lotte World Exhibition Display Technique Analysis_Boarding





	Riding	Display techniques					
		S	M1	C	R1	M2	R2
A		●	●	◐	◑	●	●
							
							
							
		<p>In the case of boarding facilities, in order to maximize the dramatic immersion and the elements of each attraction theme when composing the space according to the attraction theme, you can see that the elements of Solo, Magnify, Medium, and Reinterpretation stand out in color, shape, and direction.</p>					

Table 3. Lotte World Exhibition Display Technique Analysis_Viewing





	Watching	Display techniques					
		S	M1	C	R1	M2	R2
B		●	◑	◐		●	◑
							
							
							
		<p>In the case of the viewing facility, it is a facility that contains the appearance of a universal exhibition, and is directed as a space for exhibits through exhibits, media art walls, and photo zones, so that the exhibits can stand out.</p>					

Table 4: Lotte World Exhibition Display Technique Analysis_Performance









	Performing	Display technique					
		S	M1	C	R1	M2	R2
C		●	◐	◑		●	◑
							
							
							
		In performance facilities, the main space is the stage where actors perform, and the solo directing technique that makes the stage stand out without focusing on other places is the most important.					

Table 5: Lotte World Exhibition Display Technique Analysis_Food and Convenience

	F&B and Convenience	Display technique					
		S	M1	C	R1	M2	R2
D		●	◐		●		
							
							
							
		In food and beverage and convenience facilities, Solo and Representation elements stand out for inducing purchase of visitors and notification of sold products.					

Display technique: S: Solo, M1: Magnify, C: Contrast, R1. Representation, M2: Medium, R2: Reinterpretation

● : 100%, ◐ : 50% ◑ : 25%

3 Result

The analysis results on the exhibition display techniques used in Lotte World showed that Solo display techniques are mainly used. This shows the characteristics of displaying the space with a specific theme of the theme park, and each space was directed according to each characteristic. The second most used technique is Magnify, which makes good use of the elements that arouse the fantasy of the theme park. The exaggerated appearance of the exhibition gives a feeling of being separated from reality, making guests feel as if they are in a different space escaped from the reality. Finally, Medium, Contrast, and Reinterpretation techniques are used. In the case of Medium, through the recent development of media, it is used as a method that expresses the story of the exhibition more vividly in terms of boarding, viewing, and performances using the digital media. Contrast can be seen in theme parks, which are mainly directed through the contrast between media and physical exhibition. Reinterpretation assumes that the theme of each divided facility in the theme park is an exhibition and display them together by taking advantage of the characteristics and background of the exhibition.

In this study, Lotte World was selected and analyzed among domestic theme parks, and the above results were derived. In addition to the type of exhibition display techniques analyzed by dividing the theme park into six stages, the attraction, performance, and viewing are covered in detail,

If we add and analyze cases of the world-famous theme parks for the future research afterwards, it is expected that we will be able to analyze more diverse ways of using exhibitions techniques applied in theme parks, which were not covered in this study.

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