

Based on the theme packaging of the theme park

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Abstract: As urban cultural tourism gradually integrates into people's lives, the development of theme parks enters a new era. The evolving development concepts emphasize the sensory effects, theme packaging, and ambient scenes, making them crucial communication media in theme park development. Theme packaging stands out as the primary means to concretely present imaginative themes. This paper, starting from the theme packaging and scene creation of theme parks, distills common techniques in packaging scene design. The research focuses on the forms of packaging in parks, spatial experiences, visual creations, scene ambiance, and scene colors.

1. Introduction

In recent years, the rapid development of theme parks in China, coupled with the increasing variety of park categories, has made theme packaging an ongoing point of discussion among visitors. To create thematic scenes and foster a modern "immersive play" atmosphere, the author, through in-depth practical experience, comprehensively reflects and systematically summarizes the packaging of scenes in design and construction. By combining theoretical knowledge of theme packaging with the creation of ambient scenes, a professional technical system is formed through a deep interpretation of packaging scene practices.

2. Theme Park Theme Packaging Study

2.1. Overview of Theme Park Theme Packaging

Theme packaging, narrowly defined, refers to the decorative covering of conventional buildings or equipment with functional purposes to match the thematic style. Broadly, packaging includes not only surface decoration but also elements such as scents, music, lighting, and emotions experienced by visitors in the park, all contributing to the creation of the thematic ambiance [1]. Immersive and identifiable themes are the "soul" of a theme park, and continuous creativity and imagination breathe "life" into it.

Building on the foundation of theme packaging, scene design systematically shapes the narrative scenes of theme parks, creating a distinct scene creation method [2]. By packaging scenes with different visual symbols, it enhances the dissemination of urban culture, allowing visitors to perceive and experience the story, deepening their overall park experience and fostering a sense of

identification.

2.2. Theme Park Theme Packaging Styles

Different theme parks exhibit unique packaging styles due to their diverse thematic ambiance techniques. Each theme can employ various packaging methods, which determine the weight of the packaging. The establishment of theme packaging styles further clarifies the components of packaging, providing broader space for dynamic and interactive aspects of theme packaging. Different themes, such as science fiction, nature, sports, humanities, marine, and ice and snow, cover various thematic styles.

The theme packaging style within theme parks is a key element in creating a unique visitor experience. Different themes, like science fiction, nature, and sports, demand unique packaging designs to shape specific packaging styles. Science fiction themes seek a futuristic and high-tech feel, natural themes emphasize the integration of natural elements, and sports themes may highlight vitality and a sense of movement. Humanities themes emphasize historical and cultural elements, conveying specific cultural information through architecture and decoration, creating an immersive historical experience. Marine themes create a tranquil and dreamy underwater atmosphere through elements like blue tones and marine life shapes. Ice and snow theme packaging focuses on a sense of cold, utilizing blue and white tones, ice crystal patterns, etc., to craft a visual effect of an icy world. The choice of packaging weight directly influences visitors' emotional experiences, while dynamic and interactive design in theme packaging provides a richer sense of participation for visitors. This diversity not only influences the park ambiance but also offers further innovative space for theme packaging in dynamic interaction, ensuring each theme park leaves a profound impression in a unique way.

2.3. Theme Park Theme Packaging Ambiance Creation

The core goal of a theme park is to create a world full of stories and content through meticulous design and packaging, offering an immersive experience. Theme packaging design emphasizes not only visual impact but also interaction with visitors, encouraging their active engagement in the thematic story.

Perfecting theme packaging is crucial for carrying the ambiance and worldview of the park, focusing on creating an immersive experience. The essence of theme packaging lies in recreating reality, not merely duplicating it. Instead, it shapes reality into images within the theme story, creating a world that feels authentically present in fantasy, allowing visitors to feel as if they are in the story scenes.

The types of scene packaging are diverse, encompassing not only buildings but also landscape elements, equipment, and indoor spaces. The overall principle is to create a unified packaging form, providing visitors with an immersive entertainment experience within the same storyline.

The introduction of packaged scenes transports visitors into specific environments, becoming the primary display method for theme scenes. It lays the groundwork for scene stories, further enhancing the theme and significantly elevating the park's entertainment atmosphere. The significance of scene packaging lies in expressing the environmental ambiance, creating different entertainment effects through the same architectural form in different contexts [3].

3. Artistic Application of Theme Park Theme Packaging

As theme parks have evolved, they have moved away from singular forms and architecture lacking themes. Instead, they have harmoniously integrated theme parks, theme packaging, and the economy,

emphasizing technology and visual effects. Scene design in packaging has become an aspect worthy of in-depth exploration, requiring a dual focus on planning and construction processes. Theme packaging, evolving with advancements in park packaging technology, has become a more complex industry demanding increased technical support for better visual impact.

3.1. Theme Packaging Techniques

The thematic packaging of theme parks can be categorized into three main forms based on different production techniques: Coloring Spray Type, Attachment Decoration Type, and Suspended Overhang Type [1].

Coloring Spray Type: Involves color spray treatment on the main surface to change its original color. Packaging primarily focuses on vibrant colors and thematic patterns.

Attachment Decoration Type: Involves attaching decorations to the main surface, using specific materials for embossed and relief decorations or localized sculptural wrapping. This enhances the layering and thematic imagery of the main structure[4].

Suspended Overhang Type: Ingeniously utilizes the main structure for layered spatial treatment. Through the extension of the main structure, this type of packaging breaks the original form, emphasizing the formal expression of thematic imagery.

3.2. Impact of Theme Packaging on Sightlines

3.2.1. Relationship between Visitor Sightlines and External Building Packaging

When designing packaging, the degree of packaging is usually divided based on whether it is accessible to visitors' sightlines. Heavy packaging is generally done in areas visible to visitors, especially in close proximity, while light or moderate packaging is applied in areas not directly visible or in the distance to ensure project effectiveness and cost-effectiveness[5].

3.2.2. Relationship between Visitor Sightlines, Queuing Areas, and External Building Packaging

To guide visitor flow, the design of queuing areas needs to consider estimated hourly visitor flow, determining area and routes. During the building design phase, the location of queuing areas (indoor or outdoor) affects the degree of thematic packaging. If indoors, both the exterior walls and the interior require substantial thematic packaging. If outdoors, intentional blocking of the sightlines to the building exterior can reduce packaging area and costs, while increasing the interest of the space.

3.3. Application of Color in Scene Space Packaging

In theme parks, the color of packaging is a primary factor in experiencing space, adding vibrancy and entertainment value. The color coordination of packaging integrates buildings into a thematic scene, creating a cheerful atmosphere for the park. The combination of packaging decoration and architectural color determines the scene characteristics of the park, showcasing the playful ambiance.

In the selection of packaging colors, the incorporation of cheerful colors like red and yellow emphasizes the park's entertaining attributes. The use of architectural colors balances the overall tone of the building, enhancing the park's atmosphere while maintaining the building's original appearance. Overall, the clever use of color is crucial for rendering the thematic environment, providing a better immersive entertainment experience, stimulating visitors' desire to explore, and creating a more lively, dynamic park experience[6].

The diverse colors of buildings, equipment, and landscape elements collectively enhance the

diversity of park scenes, forming a comprehensive immersive entertainment experience.

4. Theme Park Theme Packaging Media

4.1. Ride Packaging

As theme parks gain popularity, the demand for amusement facilities has shifted towards personalization and theming from mere stimulation and curiosity. There is a growing preference for facilities with strong interactivity and rich experiential qualities. Emphasis is placed on the aesthetic appeal, creativity, and material texture presentation of ride designs, highlighting the multi-dimensional viewing value.

Each device can be visually and functionally optimized to meet the design requirements. In the example below, the ride packaging adopts unique dinosaur-themed elements with a Jurassic style, creating a distinctive landmark and visual identity[7].

4.2. Indoor Packaging

Indoor theme parks comprise six major spaces: entertainment, education, performance, service, dining, and retail. Indoor scenes, being crucial for visitor experience, allow a close encounter with the packaging atmosphere. Through materials and wall murals, indoor packaging creates a playful atmosphere, integrating certain technologies.

Indoor visual creation is vital, serving as an extension of the outdoor entertainment environment. Based on outdoor thematic plots, indoor visuals seamlessly merge with external styles, achieving an organic unity of indoor and outdoor environments. Additionally, indoor packaging varies based on different themes, employing similar techniques as outdoor scenes, using architecture and landscape elements to complement the theme and create a unified indoor-outdoor experience.

4.3. Exterior Building Packaging

Exterior building packaging essentially dresses the park in beautiful "attire" corresponding to various architectural functions. Its primary role is to create a space environment aligned with the theme, enhancing visitors' familiarity and affinity. For instance, the exterior of park buildings is brightly colored with candy elements, reinforcing architectural functionality, and attracting visitors to specific areas, such as restaurants.

Building exterior packaging is a core component of the park's ambient atmosphere. Through different thematic spatial designs, buildings create diverse visual effects, presenting unique scenes. Rendering the architectural packaging style is crucial for the main visual style of the region, showcasing varied design approaches based on region, theme, and cultural concepts.

4.4. Landscape Packaging

The first point of contact for visitors is the landscape environment, initiating communication with the space. Landscape design around packaging needs integrates into every corner of the park, sparking visitors' interest and creativity. Guests become part of the landscape, continuously recreating it and highlighting the park's uniqueness.

Landscape small elements, acting as key embellishments and complements to the environment, inject vitality into the visual creation of packaging. These elements seamlessly connect with architectural scenes, adding energy to visual creation and emphasizing a consistent scene style, enhancing proximity to visitors.

Landscape small elements serve as carriers for conveying information about history and culture, playing a critical role in creating the park's atmosphere. By emphasizing realism, they contribute to the immersive entertainment atmosphere. In shaping the park's landscape, detailed and diverse packaging designs influence visitor behavior, create varied tour paths, and present a beautiful and rich thematic atmosphere.

Taking Disney's Animal Kingdom as an example, its landscape design, rooted in the experience of foreign theme scenes, showcases unique features. The Avatar World redefines "immersive entertainment" through exquisite packaging, such as floating mountains and glowing plants, highlighting the area's distinctiveness and offering a real Pandora world. The iconic "Hallelujah" floating mountain in Pandora, with its unique design and nighttime glow effects, guides visitors deep into the story context, achieving immersive experiences. Nighttime in Pandora accentuates its features, using LED and translucent resin combination technology to create luminous plants, presenting a magical atmosphere. This meticulous and diverse packaging design allows visitors to understand the unique features of the product more profoundly.(See Figures 1 and 2 for reference)



Figure 1: Landscape Scene diagram



Figure 2: Landscape Scene diagram

5. Conclusion

This paper delves into various aspects of theme park theme packaging, ranging from conceptual definitions to practical applications, providing a detailed exploration of concepts, styles, techniques, color applications, and media of theme packaging.

After clarifying both the narrow and broad concepts of theme packaging, the crucial role of theme packaging in theme parks is highlighted. As the "soul" of the park, the paper emphasizes the significance of scene design in creating unique settings and enhancing urban cultural communication.

In-depth discussions cover the techniques and color applications of theme packaging, introducing different forms such as coloring and spraying, attached decoration, and suspended external hanging. The key role of color in packaging, as well as the impact of visitor sightlines on building exteriors, is emphasized. Additionally, the roles of building exterior packaging and landscape packaging in theme parks are detailed, along with the influence of color application on scene diversity and immersive entertainment experiences. Further analysis of theme packaging media includes ride packaging, indoor packaging, building exterior packaging, and landscape packaging. The paper underscores the pivotal role of landscape small elements in creating ambient atmospheres and the significant impact of landscape packaging on park visual effects. In summary, this paper comprehensively presents the integrated role of theme packaging in theme park design, providing rich theoretical support and practical guidance for future research and implementation.

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