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# An Analysis of the Innovative Development of Immersive Situation Experience Drama in the Age of Intelligence

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ZHAO JINGRU<sup>1</sup> AND LI JIA<sup>2</sup>

## ABSTRACT

*With the development of modern tourism, the traditional form of walking around the city is no longer able to meet the psychological needs of consumers, and tourists are increasingly focusing on the multi-level returns of consumption. As a major project of cultural transformation and upgrading in Shanxi Province during the 12th Five-Year Plan period, See You Again is the first project of the See You Again team in the north, which was successfully screened in 2013 and has become a successful example of indoor live-action experience. This paper takes a look at the current status of "See You Again Pingyao" and analyses the innovative development of the live-action experience through field research and visits.*

**Keywords:** Pingyao, immersion, innovation, scenario

## I. INTRODUCTION

### Background

A chance opportunity, introduced by Guo Xiang, the director of China Women's Activity Center, invited Wang Chaoge to Pingyao, thus kicking off the creation of "Seeing Pingyao Again". The production was planned and signed in March 2011, and the cooperation agreement was officially signed on October 13, 2013, and was officially performed on February 18, 2013 with the support of local provincial and municipal leaders.

"See You Again Pingyao" is the first large-scale indoor performance of the "See You Again Series of Performing Arts Projects" in the north, and is the highlight of the transformation of Shanxi from a traditional energy province into a cultural province. In recent years, Jinzhong City has continued to promote the transformation and upgrading of the cultural tourism industry, the establishment of special development funds for the tourism industry, committed to creating a distinctive, bright and classy tourism industry. By comprehensively sorting out Jinzhong's

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<sup>1</sup> International College, Krirk University, Thailand.

<sup>2</sup> College of Music, Shanxi Normal University, Linfen, China.

cultural heritage and digging deep into its historical and cultural connotations, the large-scale live-action performance project "Seeing Pingyao Again" provides visitors with an all-weather tourism experience of "viewing scenery during the day and watching theater at night", and promotes high-quality products from different angles, features and carriers. From different angles, different features and different carriers, we promote fine tourism lines and form new tourism highlights.

### **Current situation**

"Seeing Pingyao Again" is led by the famous director Wang Chaoge.

As of September 25, 2021, there were more than 6,000 performances, with more than 4 million people watching the show and ticket revenue of more than 600 million yuan. "See You Again" has not only achieved high box office, but also focused on promoting its social benefits, providing free theater viewing for specific groups of people on some special holidays, which has well realized the win-win strategy of economic and social benefits.

## **II. "IMMERSIVE" ART IN THE AGE OF INTELLIGENCE**

With the development of new media technology and virtual reality technology, theater design and stage presentation are showing high-tech features, we often say that 3D, 4D, VR and other virtual intelligence provides immersive experience, creating an atmosphere for participants to enjoy a certain state, so that the participants have a feeling of being in the virtual world.

### **1. The concept of "immersive experience"**

"Immersive experience" is a new form of business that emerges from the fusion of contemporary and diverse cultures with the new era of smart technology.

The "immersion experience" is a kind of whole body and mind into the experience and feeling, in this immersion process to make the experience from the sensory experience into the cognitive and emotional experience and mingling, better make the experience of the experience can not miss to immerse in it.

### **2. Space design to create "immersive" experience**

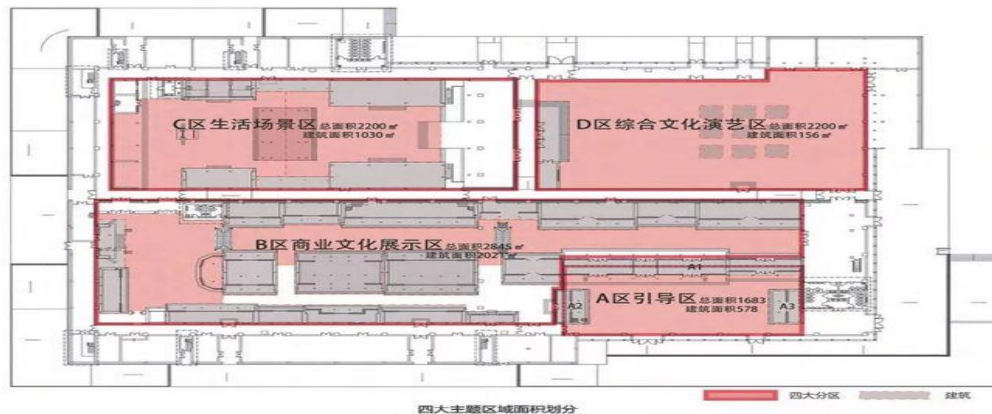
Above we can see the development of the original form of performance and the current form of performance.

[In this paper, we will discuss the experience mode, space organization, and dynamic connection to better show the characteristics of immersive art.

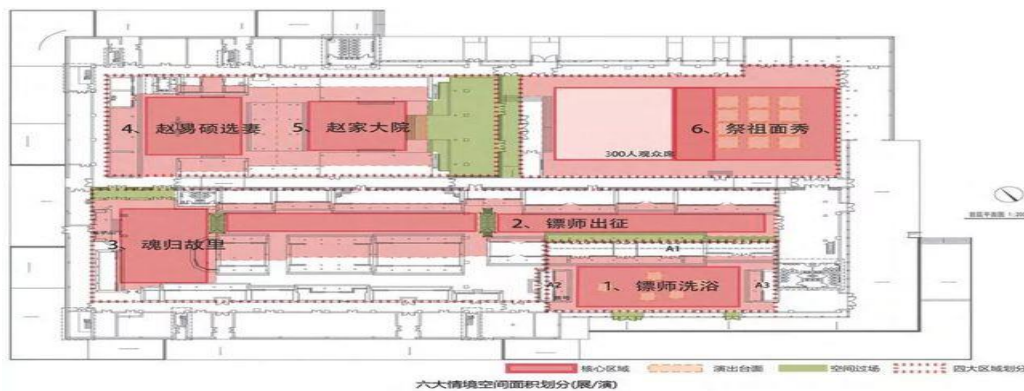
The design is inspired by the undulating roofs of the ancient city, with high and low ceilings,

while using the most representative "earth" and "tile" of Pingyao to form a "dancing theater" with the modern simple techniques such as cleverly interspersed, overhanging, turning and stacking. (Performing Arts Area), further subdivided into six scenarios (Scenario 1: Dart Master Bathing; Scenario 2: Dart Master Departure; Scenario 3: Soul Returning to the Homeland; Scenario 4: Zhao Yishuo Choosing Relatives; Scenario 5: Zhao Family Compound; Scenario 6: Ancestral Face Show).

### Seeing Pingyao Again" Theater



### The four thematic divisions of "See You Again Pingyao



### The six scenes of "See you again in Pingyao" are divided into six spatial zones

居住式空间	空间类型	典型形式	剖面图	平面图	横切面图	示意图	空间关系	空间感受	应用材料
	向心式						1:1.41.1	集中感/围合感	开敞式空间
	穿袖式						1:1.71.1	通透感/无边界感	开敞式空间, 视线无遮挡
	聚合式						1:15.31	聚合感/围合感	围合式空间
	环绕式						1:30.283	围合感/包围感	围合式空间
	传统式						2:70.283	严肃感/仪式感	封闭式空间

### (1) The immersive experience mode under the integration of time and space

First of all, from the perspective of viewing relationship, there are five main types of stage space: centripetal, traversal, convergence, surround and traditional (Figure 3). Scenario 1 is a "centripetal" space, which is the "beginning" of the whole play. Through the actors' emotions, movements, and the guidance of the choreography, the audience is gradually integrated into the plot. Context 2, as the "bearing" of the top and the bottom, adopts the spatial form of "traversal", in which the audience enters the traversal through the transition space of the theater, and the audience and the performers and the whole performance merge together. Scenario 3 uses a "convergence" style of viewing to bring the audience together in the South Square through the transitions, anticipating the return of the dart masters and pushing the play to its first fever. Scenarios 4, 5, and 6 all use the "convergence" approach to move the play to the next turning point, forming a traditional 3-entry courtyard, with the "house building" becoming the transition space of the stage (courtyard), and the performance proceeding one by one, while the play moves from The play moves from the climax to the end. Scenario 6 is a traditional theater with a professional stage lift, where the plot culminates and ends with local specialties and cultural connotations.

The rhythm of the play, the changing lines and rhythms, the different spatial transitions, and the relationship between the audience and each other, form an immersive experience of "initiation-succession-transfer-succession-transfer-combination".

### (2) Dynamic linkage and spatial organization

The entire performance venue is effectively separated from the movers and shakers. As you can see in the picture below, the sound, light, mechanical and other ancillary spaces are in an "enveloping" spatial structure, which makes efficient use of the venue space and allows the space behind the scenes and the corridor to be shared.

The flow chart of the spatial framework of "See You Again" is what I think is most valuable to study.

The flowchart expresses the connection between three major spaces, namely the stage space, the viewing space, and the behind-the-scenes space, which are connected to each other. Unlike the traditional exhibition space, See You Again Pingyao places great emphasis on the "preview" space before the performance, the "transition" space during the performance, and the "exit" space after the performance, each chapter of the play has its own corresponding space. Each chapter of the play has its own corresponding space. The relationship between the contextual space and the space before and after is emphasized, and the narrative dramatic

content is better presented through the space of virtual, real, and sparse string.

### **III. THE INNOVATIVE DEVELOPMENT OF "SEEING PINGYAO AGAIN"**

#### **1. Innovation of Experience**

Traditional live-action performances generally involve the audience sitting in a position to watch the actors' performances, and the actors perform on stage with their voices and emotions, which is difficult for the audience to experience and integrate into.

There is no fixed seat, and the audience is constantly walking through each theater with the development of the story, as if they are the mass actors in the play, which greatly enhances the experience.

#### **2. Innovation of the venue**

Unlike other theatres, there is no vestibule or main entrance, and the audience enters the theatre through two different doors without fixed seats. In accordance with the plot development of the story built a modern high-tech venue, the venue is divided into a number of independent spaces, each with its own characteristics, and strive to restore each real story scene.

#### **3. Innovation of content**

"See You Again Pingyao" is innovative in content, director Wang Chaoge uses a real local story to start the choreography. The whole drama of "See You Again Pingyao" is a story about morality and bloodline inheritance with its ups and downs and shocking scenes. In the performance, the dance part of "Soul Return", which is seen in the first act of the theater, fully demonstrates the masculine power of men. Under the modern sound, light and electricity effects, the sky flashes with thunder and lightning, and the soul of the dart master goes up and down in the ancient city walls of Pingyao, appearing and disappearing, interpreting the soul of the dart master floating over thousands of mountains and rivers, passing through the cold city walls, and finally returning to his homeland. "Choosing a Wife", "The Dart Master's Bath", "The Soul's Return", "The Face Show" and other segments, these vivid characters are portrayed by a variety of exquisite art forms such as drama, music and dance, making the whole performance not only a sense of picture, but also a sense of thought.

#### **4. Choreographic Innovation**

The perfect combination of choreography and lighting, this form of second-degree artistic creation effectively helps the stage performance and plays a more important role in the actual stage performance. It is also better to carry out the display of stage effects, to carry out the expression of the emotion of the work, to stimulate the interest of the audience, and to improve

the quality and quality of the stage. In the performance of the link, better play its diversity of functions.

#### **IV. SUCCESS FACTORS OF "SEEING PINGYAO AGAIN"**

##### **1. Policy Support**

[The success factors of "Seeing Pingyao Again" and the inspiration for live-action performance  
Feng Pan 2015]

With the implementation of the national cultural industry policy and the arrival of the economic transformation period in Shanxi Province, the government has introduced a series of relevant encouraging policies. Jinzhong city government around the "comprehensive into the province's first square" goal, the introduction of "on speeding up the city's tourism industry bigger and stronger implementation of the views", the establishment of tourism industry special development funds, committed to create a distinctive, bright and classy tourism industry.

##### **2. Publicity and marketing promotion**

"See You Again" seizes the development trend of the information age, no longer relies on word-of-mouth, enriches marketing methods, and actively uses various channels for marketing and promotion.

Using the modern Internet, we have cooperated with famous Internet companies, such as Racer, Watermelon Video, Jitterbug and Meituan, to warm up the show on the Internet. We have created our own official website and released the performance dynamics in time, especially during the epidemic period, the daily real-time performance time is updated in time. Especially through the Jingdong live broadcast platform, leading more than 1 million people The "Cloud Tour" of the ancient city of Pingyao; with CCTV news live broadcast in Pingyao, leading more than 2 million viewers nationwide to hit the ancient city of Pingyao.

#### **V. CONCLUSION**

As a live audience of "See You Again Pingyao", we truly experience that we are not only a spectator but also a participant of the performance. The theater of "See You Again Pingyao" is in a special modern high-tech live-action theater, the interior of which is somewhat like a historical memorial hall of the ancient city of Pingyao, with no seats and no boundary between the stage and the audience. The audience is in a live-action theater, surrounded by actors dressed in costumes from another era, with the trance of traveling through history. After watching the show "Seeing Pingyao Again", I felt more deeply the touching feeling of the land of Sanjin. The whole show combined the local cultural elements, dug deep into the historical

and cultural connotation, used innovative forms in the performance form of live-action drama, put "immersive experience" and modern VR technology throughout the show, and the visual and aural innovation of the whole show. The innovation of the whole show in visual and auditory has promoted the development of live-action drama. The whole performance is visually and auditorily innovative and promotes the development of live-action drama. It enhances visitors' knowledge and experience of Jin merchant culture and spirit, and better inherits the local traditional culture.

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