

Ways of perceiving essay

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Creative advertising

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This event shall be named “The drop” and will be a film festival dedicated to horror and more specifically its purpose will be to outline the reasons we as people love a genre designed to scare us as laid out in the theories written by Psychologist Glenn D. Walters which states “there are three primary factors of the allure of horror films. First is tension, which is created through, suspense, shock and terror. The second is relevance, which means the film must be relevant to potential viewers. The last is unrealism. When viewers watch a horror film, they know, at least to some degree, it's not real” this theory alongside the reasons people watch horror as stated by Filmmakeriq.com which are in a list form, gore, thrill, independent watching, these all work as my rationale for this event to take place.

This event shall take place in the lobby of the Timberline lodge in neighbouring Oregon, this is the lodge used in the film The Shinning and will in turn act as an attraction and exhibition piece itself for the film festival as stated by Jonathan Crary “Vision and the act of looking is a strong theme in many horror films” and having such an iconic venue helps forward that ideologies the festival shall be made up of one main 2 main screens, one on the inside being suspended from the ceiling of the lobby and one on the outside being held by a rig, this will make it so it doesn't get too cramped inside the lodge and allows both screens to not interfere with each other when both screens are going, in the lobby itself there will also be a variety of sections dedicated to horror film props and memorabilia and a section to meet and greet horror legends and the bar area itself shall work as a makeshift stage so many horror writers and theorists can come and talk to a crowd



Figure 1

Inside the lobby shall be a screen hanging from the ceiling and shall work as the anchor point for the whole inside event and work as a reference area for people to work their way around the event, the screen itself shall show a variety of horror films that focus on the themes of psychological and suspense building, this will vary from the outside screen that will focus on the themes of gore and slasher. This screen shall show many films which include The Shinning, Psycho, it follows and the

silence of the lambs. The screen shall be around 30ft wide and around 25ft high so it will fit in the lobby comfortably.



Figure 2

A larger screen standing at 34 ft wide by 30ft high shall be placed outside and act as a screen designed and dedicated to the gory side of horror and to show case the slasher in all its glory, This screen shall show, Halloween, Texas chainsaw massacre, The thing, Friday the 13th and A nightmare on elm street, as these films are likely to attract a larger audience due to the popularity of the slasher “we have found that the reward pathway in the brain becomes engaged in response to an aggressive event and that dopamine is involved” professor Craig Kennedy. This screen was required to go outside not to make the lobby uncomfortably crowded and to stifle flow through the lodge a little.

The lodge itself is going to act as a vital part of the exhibition as it in itself is in fact an item of interest, there will be a tour taken throughout the lodge that along the way will showcase horror artefacts in various rooms in the lodge, this is to make the event more interactable and make the attendee feel like they are a part of something and not just a spectator to something, the tour will end at room 237 “There aint nothing in room 237. But you ain’t got no business going in there anyway, so stay out. You understand. Stay out” Dick Hallorann character from the shining.



Figure 3



Figure 4

The first stop on our journey shall take us to an enclosed room with two mannequins dressed as the original slasher Mike Myers and the follow up Jason Voorhees, the rooms adjacent to this one shall also have various props from these franchises in them such as mikes sisters tombstone and Jason's mothers head, these too figures are the prime examples of the slasher sub-genre incarnate as one basically started the genre and the other brought it to a new level of popularity, modern horror has since moved away from the slasher film but it's important to remember where the genre of horror

peaked for many “People are often wary of reading or watching anything in the horror genre because in their minds, it's just senseless gore, death and violence. Well, I can tell you from avid experience, that's not what horror is about. The horror genre teaches us that sometimes really bad things happen to good people, but that hope always prevails in even the darkest of situations. That's a very important lesson, no matter how frightening you think the teacher is, and to be in the top of her class, all you need is to do is go in with an open mind” quote by Rebecca McNutt.

The classic slasher represents a real human threat that isn't out of the realm of possibility for the average person to experience which makes the threat very real and very scary when this sub-genre took off.



Figure 5



Figure 6

The next stop on the route to room 237 shall have the theme of gore and to push that theme across it shall be mainly be made up from props from 2 franchises, The Texas chainsaw massacre and A nightmare on elm street, both of these films embody gore as a key to its horror potential and both of its main villains are horror icons, the room shall be made up of two mannequins one dressed as Leatherface and one dressed as Freddy Krueger, these rooms will also have props from the movies

around the place such as many of the physical Freddy kill props such as the TV in the torso Freddy and also many of the bits of gore from the Leatherface films such as the human skin masks.

The hope of this is to portray many aspects of horror that people like and made them fall in love with the genre.



Figure 7



Figure 8

The last stop before room 237 is a showcase of how the genre got its footing and a tribute to the classic horror monsters that built the genre up to be as popular as it is today, alongside sculpts and costumes of the classic horror monsters, Dracula, Frankenstein, the wolfman and the creature from the black lagoon there will also be props such as Dracula's coffin and the machine that gave Frankenstein life to help symbolise the life given to this genre from these iconic films.

This path through horror that the audience is taking is meant to represent how far the genre has come and how varied it can be when enough imagination is put into it and how we as a society have become de sensitised to many of the horrors that these films portray over time just due to over saturation, which led to the over the top gorefest many horror films became just to shock its audience.



Figure 9



Figure 10

The final stop room 237 showcases the iconic set from the shining along with props and items from the silence of the lambs, this room represents the slow burn of good horror and the power of tension as this entire journey of this festival has led you to this room not knowing what's inside just like the film itself the lodge creates a sense of unease in the people in it and acts as much of a character than any of the characters shown in previous rooms. "Tension in the long run is a more dangerous force than any feud known to man" Criss Jami, Killosophy.

Though I understand many won't get the journey to room 237 as anything more than just an end goal with props along the way my goal is to instill a sense of purpose to those who understand the meaning of the journey to get to the end a keep their attention every step of the way with the allure of an mysterious end goal that the tension of the journey has been leading up to, to may though this event will only be seen as a place to watch some films and see some cool props and while that completely breaks down the story I am trying to tell throughout i can fully understand that not everyone is going to look upon this festival the same as me.

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