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## **THE IMPORTANCE OF MULTIMEDIA TECHNOLOGIES IN MASS PERFORMANCES**

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### **Annotation:**

This article discusses the importance and necessity of holographic technologies in public celebrations and performances.

**Keywords:** Hologram, celebration, performance, public, art, space.

In the 21st century, art and technology have become intrinsically interconnected, giving rise to new means of artistic expression. In particular, mass performances — festive celebrations, concert programs, and theatrical ceremonies — are developing to such an extent that they can no longer be imagined without multimedia technologies. Today, stage design, lighting design, video projection, and sound technologies have become the primary artistic components of a performance.

The term “multimedia” derives from the English words multi meaning “many” and media meaning “means of information,” and refers to the integration of various types of information (text, sound, image, animation, video, and graphics). In mass performances, these technologies enhance the emotional impact of stage events and offer the audience a new experience. “Theatre is a unique world that embodies almost all forms of artistic activity known to humankind. Many talented individuals — such as directors, actors, artists, writers, and composers — have dedicated their lives to the theatre. Recently, however, the theatre has gained a powerful new ally — modern multimedia technologies” [1].

For example, with the help of video mapping technology, an ordinary stage background can be transformed into a moving visual landscape. Through this, the director uses not only real space, but also virtual space as a means of artistic expression.



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In recent years, holographic technologies have been widely applied in mass stage art. They create a three-dimensional image of a real person or object on stage, evoking in the audience the impression of “real presence.”

For example, through the holographic representation of historical figures, a spiritual connection between the past and the present is established during national celebrations. This evokes in the audience a sense of aesthetic pleasure and national pride. Multimedia technologies transform the audience from passive observers into active participants. Through interactive displays, QR code-based voting systems, or AR (augmented reality) technologies, the audience becomes part of the stage action. This further deepens the communicative nature of the performance. In large-scale stage events held in Uzbekistan during the years of independence—such as “Independence Day,” “Navruz,” and “New Year” celebrations—multimedia technologies serve as a means of expressing the national idea in a modern form. Through digital decorations, stage laser effects, holograms, and drone shows, national values are harmonized with global artistic standards.

Multimedia technologies have become a fundamental factor in enhancing the artistic, technical, and aesthetic level of mass performances. They provide opportunities to create new forms of stage expression, activate the perception of the audience, and generate a synthesis between art and technology. There is no doubt that technological innovations in this field will play a significant role in the development of mass culture and art in the future.

The integration of digital technologies into the performing arts has transformed the creative landscape of contemporary mass performances. Among these innovations, hologram technology has emerged as an innovative tool that enables artists and event producers to overcome the physical limitations of the stage. Defined as a three-dimensional optical illusion, the hologram can present virtual images as if they exist in real space, providing the audience with an unprecedented visual and emotional experience.

Y.V. Sheltrekoval and V.L. Prokopov emphasize: “Multimedia technologies hold vast potential in creating the artistic unity of a dramatic performance. However, the ‘animation’ of stage space created through multimedia tools is possible only through the mastery of the actor. Therefore, the primary function of multimedia technologies



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is to serve as a means of expressing the director's concept. They must be applied based on an approach that harmonizes digital and traditional theatrical technologies" [2, p.147].

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