

ANALYZING FAN ZONES HIERARCHY IN THE CITY AT FOOTBALL MEGA EVENT; APPLIED ANALYZING FAN ZONES HIERARCHY IN THE CITY AT FOOTBALL MEGA EVENT; APPLIED STUDY: BORG EL ARAB STADIUM, ALEXANDRIA, EGYPT

*Yoseph, Walaa El-Sayed*¹

Abstract

Fan Zones is not just a seat in the amphitheater; it is a holistic concept deals with fans motions and requirements since their involvement in the city. Since the beginning of football game and championship; fan zones had witness a series of upgrading sequential mega events; this upgrading or development was according to contemporary aspects and age requirement. By the beginning of the Third Millennium; fan zones were the main motive that shaped and developed stadia characters; whereas fans were the spirit of the mega event and the first priority in designing the national & international stadia as well as designing the events. Designing of football fan zones at mega events depended mainly on directing fans through a sequential spaces; starting from cityscape scale till they reach the stadium site. The design considers fans' nature and their practical needs throughout this journey at events' time; also the design differs in the scale according to the zone scale in the city. So by analyzing the impact of fan zones hierarchy in the city, it was easy to conclude the of design criteria in order to analyze one of internationals stadia that failed to host World Cup2010; Borg El-Arab Stadium, Alexandria, Egypt. The analytical study clarifies the points of weakness and strength of the Stadium, especially the shortage of capability to attract fans sense. The paper outcomes provide the recommendations for future stadia design "especially in Egypt", which suggests the design starts with good choice of functional location that fulfill fans expectations and emotions. The weakness of international stadium in attracting fans around the year is an evidence of its failure in appropriate hosting for football mega event; lack of amities and attraction point has bad influence on the event atmosphere and its success.

KEY WORDS:

Hosting Facilities, Stadium Design, Football Fans Zones, Fan zones history, Mega Events.