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Faux Naturale:

The Reality of Selling Fantasy in a Themed Leisure Utopia

by

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Abstract

The theming of entertainment and leisure spaces is an increasingly popular phenomenon, one that brings together the ideals of the past, the best of the present and visions of the future. Montecasino and complexes like it promote escapism, transporting guests to another time and place, one where they are anonymous, with no past baggage and no future concerns. Their carefree environments and dream-like atmosphere are conducive to consumerism, their ultimate material purpose. These 'timeless' private spaces are being appropriated as public and social gathering places in an environment where the truly public space has all but evaporated, and safety concerns have necessitated a shift to more controlled spaces. They are the modern sites of cultural consumption and consumerism, and are important symbols of what eludes the experience of modern city living. However fleeting the hope, fantasy and escape they offer, their value as a site for cross cultural pollination is undeniable.