

I: Would you perceive the location as an integral part of the experience, or mainly as an atmospheric backdrop?

P7: "At first, I might perceive the location more as an atmospheric backdrop, especially if my attention is focused on the smart glasses and the film itself. But if the location is well integrated into the event—through thematic design, storytelling, or interactive elements—it could become a meaningful and memorable part of the experience. In that case, the place would contribute not just visually, but emotionally, creating a stronger connection with the film and making the overall event more unique."

P8: "I would perceive the location as an integral part of the experience. Being in a historic place would strongly influence my emotional involvement and make the event feel unique and unrepeatable. The atmosphere and character of the location could enhance the narrative of the film and make the experience more immersive overall. I imagine that even small details—the architecture, the decoration, the outdoor setting—could affect how I feel during the movie and create moments that stay in my memory longer than just the film itself."

P9: "I think it could be both, but ideally it should be an integral part of the experience. If the event is designed thoughtfully, highlighting the history, art, or identity of the location, it adds cultural value and emotional depth. In this way, the venue doesn't just serve as a nice backdrop; it becomes a partner in the storytelling, enhancing the meaning of the film. When the space is connected to the experience, it can make the event more immersive and memorable, instead of being simply visually pleasant."