

Belgium sends an astronaut to the International Space Station...

*... at the Planetarium in Brussels **de pinxi** has created the "Mission Information Centre", a digital, interactive exhibition that allows the public to accompany the astronaut on his voyage and gives a real insight into space research!*



A project for the Federal Belgian Scientific Policy Department and the European Space Agency (ESA).

The project.

During the 14 days of the Odissea mission (from 28/10/02 to 10/11/02), the public was guided through the different stages of an ESA astronaut's mission as experienced by Belgian Frank De Winne:

- training in piloting the spacecraft;
- explanation of the scientific experiments;
- docking with the International Space Station (ISS);
- the events of the mission from day to day;
- motivation for Odissea and implications of the mission.

Set in darkness, illuminated by the blue glow of the Earth, *de pinxi* has created a discovery tour in which information is conveyed exclusively through images and light, in every possible form: screens, interactive theatre and kiosks, stereograms, slides, information signs and multimedia shows.

The educational content, gathered from many different sources (scientific research centres, space agency, federal policy department) has been created and organised in such a way as to immerse the visitor in the space mission.

It is apparent from the dozens of articles and broadcasts devoted to the event that the public and the media particularly enjoyed the interactive theatre and the planetarium show.

The interactive theatre:

The show "ISS Interactive Discovery Tour" represents a world first for the general public, who are invited to board the station and discover its functionalities in 3D. The *argoGroup* system allows visitors to select their own language and gather information from the various different objects and modules that they encounter, using their individual control units.

The installation consists of 24 interactive seats and presents the international station in 3D, in three languages (French, Dutch and English).

Note: the technology of the argoGroup interactive theatres won the "Best new show product" award at the 2001 IAAPA convention.

The planetarium show

In the planetarium dome (diameter 23 metres) visitors watched a spectacular multimedia show combining real-time computer-generated images, video (through six digital channels) and planetary projection (stars).

Thanks to a live satellite link with the station, the show was continuously updated as the mission progressed!

The dome was also the venue for four live night-time events, attended by a full house at 3 a.m. The highlight of these was the contact between Prince Philippe of Belgium and the Belgian astronaut.

The Odissea Mission Information Centre was a resounding success among the people of Belgium, with unprecedented media coverage and more than 10,000 visitors in fifteen days.

Facts and figures for the "Mission Information Centre".

Exhibition occupying 350 m².

1 interactive theatre with 24 places: ISS Interactive Discovery Tour.

1 planetarium: Odissea, the Mission, show broadcast through 6 channels.

4 events via live satellite link to space, screened in the dome.

2 press conferences.

20 illuminated information panels.

6 multimedia booths.

13 educational videos.

13 illuminated signs.

1 urban advertising campaign across 5,000 billboards throughout the country.

24,000 copies of magazine "Space Connection"

5,000 invitations.

12 road signs directing people to exhibition.

Facade of planetarium: 200m² fresco.

Web pages (www.odissea.be) : 440 000 hits in 2 weeks.

Documents available on request.

Plan of the exhibition "Odissea Mission Information Centre".

The exhibition in photographs.

High definition photos and video.

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