

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Culture – Public Engagement in Space through Culture (9)

Author: Mr. Sathesh Raj
World Space Week Association, Malaysia

SCI-FI CONVENTION: OF SUGAR, SPICE AND EVERYTHING SPACE

Abstract

The KL Sci-Fi Convention is an event organized by the National Creative Industry Trust Foundation Malaysia (YAIKK) with the aim to promote science fiction contents and programs in the country. The event is supported by Kuala Lumpur City Hall (DBKL) and the National Film Development Corporation (FINAS) of Malaysia. The convention serves as a platform for thousands of science fiction enthusiasts to converge and immerse in the experiential learning of space science through talks, workshops, screenings and exhibitions.

Meanwhile, World Space Week (WSW) is the largest public space event on Earth. WSW is organized by World Space Week Association (WSWA) with a mission to strengthen the link between space and society through public education, participation, and dialogue on the future of space activities. People across the globe celebrate the benefits of space and the excitement of space exploration for a week during the UN-declared WSW, from October 4 to 10 annually. Many space events are synchronized over this one week to provide the space community the needed leverage to raise public awareness, grow media attention and inspire youth.

This paper will look specifically into the space science activities of YAIKK and WSWA in local and global level respectively in terms of outreach to the general public against the backdrop of popular culture. Science communicators often tap into popular culture for space science education and engagement. Hence, the WSW celebration and the KL Sci-Fi convention as parts of contemporary lifestyle will be excavated to highlight the different ingredients needed for an effective and exciting outreach to the general public.