

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
 Calling Planet Earth - Space Outreach to the General Public (6)

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THE "AROUND THE MOON" EXHIBIT IN DENMARK – CELEBRATING THE JULY 1969
 MOONLANDING AND LOOKING FORWARD

Abstract

In 2019 the Danish Astronautical Society celebrated the 50th anniversary of the first manned landing on the Moon with the project "Space Days 2019: Around the Moon". The main event was an exhibit "Around the Moon" in the Round Tower in Copenhagen, which was open to the public from October 5th - November 3rd. More than 30.000 people from more than 45 countries saw the exhibit. The project was awarded the "Astronomy For All" prize by the International Astronomical Union.

The visitors liked very much the 2.85m high model of the Saturn V rocket made by 77.000 LEGO bricks and the Augmented Reality sandbox where they could make moon-craters in sand, and the living room in 1960-style, where they could sit and watch the Moonlanding. There were also impressive handmade spacecraft models and 3D-printed moon-craters.

Main objectives and achievements of the project:

1. Engaging young people to be interested in and study STEM subjects by: a. Hosting workshops for six schools with LEGO Mindstorm robots in the Round Tower. b. Creating a university course in science communication with Institute for Science Didactics, University of Copenhagen with students as guides in the exhibit and authors of articles for our magazine "Danish Spaceflight" describing their projects. c. Supporting three school girls as interns during the project. d. Having more than 2500 kids participate in arrangements, workshops and lectures (in different parts of Denmark throughout 2019).

2. Inspiring the general public in spaceflight and natural science by: a. Creating an exhibit in the Round Tower with free access (visited by more than 30.000 people). b. Hosting more than 35 events in 2019 for the general public reaching about 9.000 people (including kids and the Culture Night visitors). c. Engaging more than 30 volunteers in the project. d. Collaborating with volunteer organizations to make the exhibit accessible to visually impaired people. e. Building up a mini exhibition packet used in libraries.

3. Strengthening collaboration between volunteer and professional organizations in relation to space and natural science by: a. Connecting to more than 43 partners. b. Showcasing exhibit items from NASA, ESA, ROSCOSMOS, JAXA, the Danish Technical University, the Dutch Astronautical Society and private collectors. c. Showing core elements of the exhibit in "Brorfelde Observatory" and in 2019-2020 at other locations in Denmark.

This paper elaborates on the basic ideas that developed the project, creating a platform for diversity and outreach and reflects on lessons learned.