

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

Author: Mr. Taichi Yamazaki
ASTRAX, Inc., Japan, taichi.yamazaki@astrax.space

POTENTIAL FUTURE PLAN OF SPACE IZAKAYA AS A PLACE TO CREATE NEW PRIVATE
SPACE BUSINESS**Abstract**

Where will the new private space business come from? Universities? Companies? Science museum? ASTRAX has been making various attempts based on the hypothesis that a place called "Izakaya" has potential as one of the places to create a new private space business. Have you ever heard of the word "izakaya," a word originated in Japan? At ASTRAX, we have created a new type of izakaya in Japan; the space izakaya. The menu includes a variety of topics such as space travel, zero-gravity, and microgravity. The menu also includes services other than food and drink, such as space travel, zero-gravity experiences, and community development using lunar land, making it different from a simple restaurant. This is not just a restaurant, but a place where people can experience space travel and zero gravity. It is like a space version of the IT technology and services that emerge in Silicon Valley, and we are aiming for the Space Izakaya to become a trendy place for space technology and services to emerge. Or, instead of an elevator pitch, an izakaya pitch culture may be born. In the future, Space Izakaya will not only be developed in Japan, but also in the world, including space. This paper introduces the concept, plans and possibilities of the Space Izakaya Project.