

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

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SPREAD SPACE KNOWLEDGE TO GENERAL PUBLIC THOROUGH INTERACTIVE  
EXPERIENCES

**Abstract**

Space represents the development of cutting-edge science and technology, and the theme of space accords with human's thirst for knowledge in new and unknown fields. With the successful implementation of major national programs in China such as human spaceflight and deep space exploration, the public's continuous enthusiasm and admiration for space has been aroused. Interactive and experiential space science popularization activities are a combination of science and technology, education, art and entertainment. We can gain new knowledge and experience in entertainment, which will make the public happily accept and enable people with different backgrounds to learn space knowledge.

China now pays a lot attention to the cultivation of practical ability in space science popularization education, and encourages all sectors of society to make concerted efforts. These activities are in a vigorous development stage, which greatly enrich the public's learning and practice activities, and enhance the practical ability and sense of participation of young people in an entertaining way.

This paper focuses on several interactive and experiential space science popularization activities, which have formed a benign interaction between the general public and these activities.

**Space Museum** Take the example of space theme exhibition in China Science and Technology Museum which has already been built. It combines space science and technology, space history and the stories of space experts. By means of real products, models and interactive exhibits, we will show the great achievements of the space industry to general public.

**Space Carnival** It aims to create a space carnival with the theme of space agriculture, integrating space science popularization and interactive games. It includes space science area, agrometeorological area, space tourism area, space farm area and others. Example: Beijing Agricultural Carnival

**Space Theme Park** This is a new face of theme park. It contains the reappearance of 1:1 model of Shenzhou spaceship and Tiangong lab, and the experience of the launching process of spacecraft and the beauty of the universe.

In addition, we also tried commercial film to promote aerospace knowledge to public, among which the three-dimensional animated short film "Space Guy" was exhibited at the Space Home Pavilion of the 2010 Shanghai World Expo, which was also selected for the 67th Venice Film Festival.