

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
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THE VALORIZATION OF LOCAL CULTURAL ELEMENTS THROUGH ITINERANT AEROSPACE
SCIENTIFIC DISSEMINATION: SPACE IS FOR EVERYONE

Abstract

The work presents an experience report on how itinerant aerospace scientific dissemination can contribute to the appreciation of cultural elements of a given city visited through a graphic dissemination plan that strengthens the feeling of belonging of children, adults and the elderly. The Project called “Space Caravan” travels through country town of Northeastern Brazil with little or no public structure focused on aerospace scientific dissemination. Around 20 cities have already been visited with this itinerant structure, which allows the local population to learn a little more about scientific concepts in the aerospace area, interact with some experiments, and evening planning of astronomical observations in public squares with telescopes, and talk to university researchers about space research and many other activities. The visit to each city (called a “space mission”) is carefully planned and the notable cultural aspects of each place are studied and incorporated into the promotional graphic project through a logo, that is, an artistic conception of the fusion of local cultural elements with the aerospace theme. The initiative was well received by the population of various ages, as it contributed positively to the feeling of appreciation of their cities with their specific cultural elements that are not in conflict with aerospace scientific development. The images of public squares, churches, notable characters of the city, among other elements come to life within a spatial context and reinforce the feeling that Aerospace scientific knowledge must be accessible for all Brazilians. Standardized questionnaire was applied in 9 cities visited and more than 600 people, of all age groups, filled it out. More than 70% of those interviewed stated that they had never visited a museum or exhibition focused on themes related to astronomy and astronautics. This data reveals the importance of scientific dissemination projects focused on the aerospace theme, such as, for example, traveling museums, to make up for the lack of public equipment aimed at valuing science, such as traditional museums. It’s the interior of Brazil meeting Space.