

PUBLIC SPACE

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PUBLIC SPACE

Public Interventions As a Method to Attract People

What are Public interventions?

A public intervention is a format organized to involve the public using an interactive method. Because of their ephemeral nature, they are uncommon and therefore interesting. Public interventions are not just about listening to a presentation or visiting an exhibition, it is also a method to connect and engage the audience with an event. During the project, we used this type of format¹ to create an interesting environment to easily interact with people, talk to them and conduct interviews. We discovered that interactive public interventions have a huge impact on society because they arouse curiosity and allow people to take part. In this booklet *Public Space*, we present our ideas that can be carried out by DLR to raise public interest in DLR activities and space exploration. In general, the ideas vary from being confronted by space where no interaction is needed, to ideas where the public has to become a participant.

How to Create Public Interest?

Creating and maintaining public interest is a complex and ongoing process. Without effective public relations, it is very difficult to attract the attention of the audience. Even when the interest of a target audience is finally established, it needs to be maintained, otherwise it may dissolve again.

It does not matter how many successful missions have been conducted or how perfect your research results are if no one knows about them. For DLR, to be publicly successful, we propose a strategy that will help to attract the public's interest. The strategy includes three main phases:

First Phase: Evoke Curiosity

Evoking curiosity is the first phase of the process. In this phase, the activities will be focused on attracting the attention of the public and motivating them to find out more about the topic of space in general. One example for this phase is a floating astronaut in the street – an installation that could be used to arouse people's curiosity about a space event.

There is a psychological phenomenon called Curiosity gap that describes the gap between something a person knows and something he or she wants to know¹. People start to feel a kind of deprivation when they notice a gap in their knowledge. To create this gap, it is possible to feed them just a little bit of information. The person will then be motivated to find out more and fill this information gap.

Second Phase: Create Fascination

Once you have triggered curiosity, fascination is an important factor in holding people's attention. There are many possibilities for fascinating people, e.g. sharing a big vision or attracting them with an emotional approach. For example, one recent space event that was shared with a big vision and was successful in fascinating people was the *Rosetta* Mission conducted by ESA. *Rosetta* tries to answer a fundamental question about our life on earth. This simple question was marketed as a huge step for mankind and the landing process was documented in a very emotional way. This example attracts people with emotions and shares a dream with them. One example for this phase is the *Be in Space* idea – a temporary installation that creates a space experience for everyone.

Third Phase: Offering Elaborated Information

The last phase will provide the public with more detailed information on the DLR, raising awareness about past, recent and future activities. In this phase, people are already interested in the details of your activities and want to find out more. There are common tools and techniques to inform, e.g. public events, press releases, newsletters, blogging or social media marketing. However, the main point, we suggest, is to first create this need within the public in order to follow your activities passionately.

Summary

The ideas suggested here introduce a broad variety of public interventions to evoke curiosity and fascinate people. These types of ideas were suggested in order to reach what we have called the *no-opinion guy*⁵. In other words, we are trying to get the attention of even those people who are least interested in space. Adapting this strategy to DLR could lead to reaching more people than just a few space enthusiasts and also attract the attention of the media. It is not necessary for the DLR to realize or carry out these ideas themselves, but they can cooperate with companies, schools, organizations and universities which may be interested. By doing that, DLR can utilize the huge potential within these ideas to promote their work and reach a broad spectrum of the public.

1 *During our research, we called it Lagrange Point. You can find further information in the Lagrange Point book.*

2 Smith, Andrew (July, 2014): Headline Psychology: 8 Tricks to Attract User Attention (<https://blog.kissmetrics.com/headline-psychology/>), visited: 3 September, 2015.

3 *For more details, please see the Lagrange Point book.*

PUBLIC SPACE!

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Kinetic
Sculpture

Bun
DLR

Planet
Parade

Rocket Box
Derby

Floating Astronaut
in the Streets

Evoke
Curiosity

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★ Microgravity
Simulator

for Rotation
& Marathon

Be in Space
Installation

👁 Columbus Eye
on Public Screens

☀ Lagrange
Point

🔭 ISS-Telescope

Food
Truck

Offer
Information



BRENNEREI
next generation lab

Floating Astronauts in the Streets

To attract peoples interest for the space topic



The idea is to do an installation in public space, where puppets (or real people) in astronaut suits are floating over a square or open space that many people come across.

Imagine you're on a shopping tour through the city and suddenly, there's an astronaut floating above you. For sure you will be surprised and start asking why this person is there. Then you approach the astronaut to find out what it is all about. Is it an advertisement? Is it art? Who did this and what for? As you get closer you realize the logo of the DLR on the astronaut and some information material which is attached to it.

For the DLR it can be an uncommon way to attract peoples interest for their work. All people know that space is related to astronauts and rockets. But there is so much more work and effort, research and fun facts to be discovered regarding the whole space topic and DLR as the space agency is the best source for information. The floating astronaut could promote the latest news of the research or the next exciting mission including launching dates and status quo. Thus the information is distributed in a totally uncommon but interesting way.

Topic/Content

- Attract attention

Reference

Lagrange Point Book

Questionnaires

- *Was bedeutet Weltraum für Sie?* p. 18

Interviews

- *Geisteswissenschaften und Kultur* p. 84
- *Faszination* p. 67

Considerations

- Are the astronauts just temporarily installed or permanently?
- Who takes care of maintenance?

Columbus Eye on Public Screens

A live stream from the ISS for public transport passengers



The basic idea is simple: Instead of focussing on their smartphones, passengers are invited to watch a live stream of the *Columbus Eye* on a public screen while they are waiting for the subway or a train.

Columbus Eye is a project that provides the homepage's visitor with an outstanding offer: see planet earth from the ISS – in real time! Right now the *Columbus Eye* is promoted via the University of Bonn to edit the pictures taken for school purposes. But why stop there? Also grown-ups can be addressed by this project.

If you ask people on the street why they would like to go to outer space, a lot of them refer to the view: looking down on earth, watching a sunset in space, or gazing towards the border of our atmosphere until it vanishes into space. The astronauts also refer to this amazing view and the impact on them: it's called the *Overview Effect*. Even if a camera view can't reproduce the feeling of being in space and looking down on our singular earth, a sneak peek can be tempting. Nevertheless, the *Columbus Eye* project is not very well known among the general public. Usually only around 800 people watch the live stream at the same time, all around the world!

However, every day, 30 million passengers use public transport in Germany. In Hamburg, Stuttgart or Hannover alone, 1.05 million people watch the content of *Fahrgastfernsehen* every day, according to their website. In these moments of transit and waiting, we learn about the actual news, read Hollywood gossip or get the quote of day. Now imagine waiting for the train or sitting on the train and while you are transported under the earth, you can look down on the earth itself!

For this project, DLR could cooperate with companies offering *City Light Posters*. This is a standardized format which is used all over the world. Often these companies have a monopoly on public advertising and can offer different infrastructure to realise this amazing look from space.

Alternatives

A DLR-owned screen for an ongoing projection of the live stream could be positioned at central stations (e.g. Alexanderplatz in Berlin or Hauptbahnhof in Hamburg).

As a part of private public screening services – in this case it should be considered that a broadcasted sequence is short, but frequent. A live stream is less useful, however a choice of *best of shots* from the ISS is possible.

Topic/Content

- Show the earth from space
- *Overview Effect* for everybody

Reference

Lagrange Point Book

Questionnaires

- *Wenn Sie ins All fliegen könnten, würden Sie es tun?* p. 38

Interviews

- *Kritik und Rechtfertigung* p. 74
- *Aktuelles* p. 81
- *Faszination* p. 67

Considerations

- The quality of each camera is different, therefore a live stream should be taken from only one camera. In this case, cooperation with camera manufacturers may be an option
- Night observations are usually less visible, so it might be better to use a replay at that time
- The right of ownership is not clear, the *Ustream* is promoted by NASA as well as DLR together with the University of Bonn

Kinetic Sculpture

A poetic translation of zero gravity



The inconceivable lightness of zero gravity manifested in a moving piece of media art. The kinetic sculpture can visualize and simplify the feeling of being in space in a very abstract but understandable way.

The DLR could invite artists for a competition to create a kinetic sculpture and translate the phenomenon of micro gravity into an art piece. The sculpture could be interactive, e.g. by carrying people or involving their action in other ways making the feeling of being in space tangible and creating an unforgettable experience for the visitor. This fascinating experience could be communicated by the people themselves through social networks, given a communicative campaign around it would promote it accordingly.

A cooperation with astronauts describing the actual feeling could help the artists to work out the concept of the construction as well as to test the prototype for readjustment. Thus the appearance and functionality of the sculpture can approximate best to the actual sensation of being in space.

This sculpture can not only be interesting to the art world as a famous piece but also for all kinds of space and science fiction enthusiasts and would be a chance for the DLR to reach a different audience with their message.

Topic/Content

- Physical simulation of microgravity
- Aesthetic, emotional approach

Reference

Lagrange Point Book

Questionnaires

- *Wenn Sie ins All fliegen könnten, würden Sie es tun?* p. 38

Interviews

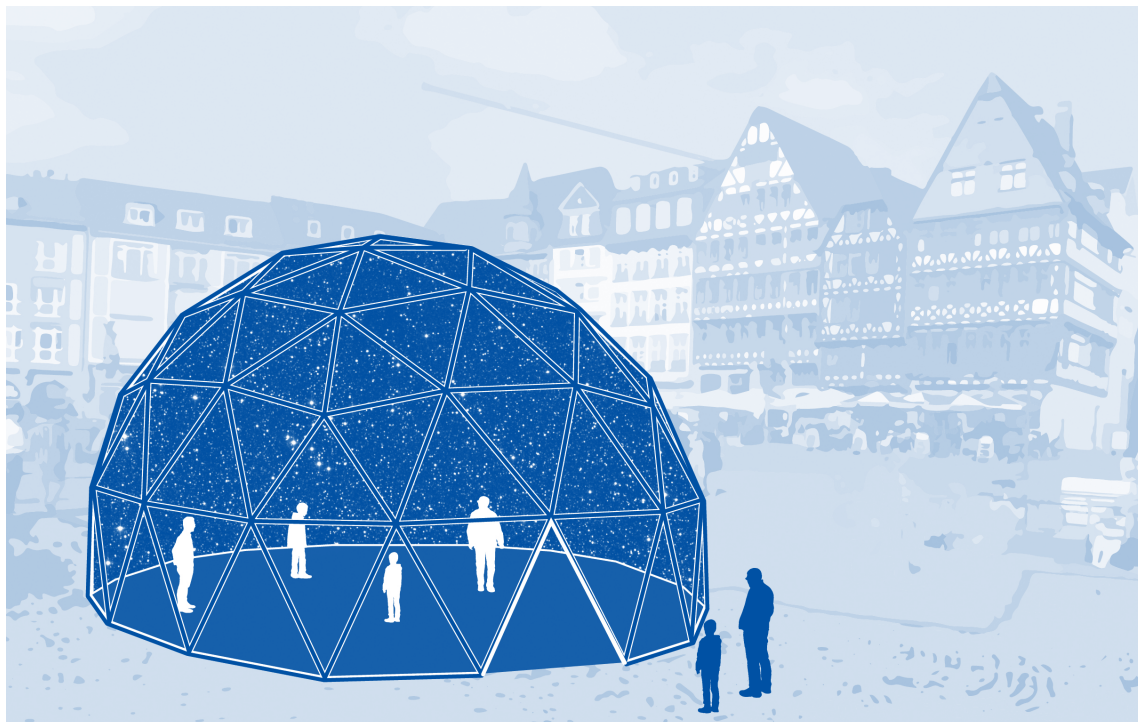
- *Geisteswissenschaften und Kultur* p. 84
- *Faszination* p. 67

Considerations

- Many artists have done something like this, but rarely with the connection to a space agency or astronauts

Be in Space

Create a room to experience the space environment



This idea is about a temporary public installation that creates a space experience for everyone. The geodetic construction immediately catches the eye and the attention of the visitor. It is an escape from our daily life into another dimension.

Only a few people can imagine what it might be like to actually be in space. When you are in a rural area without artificial light, a clear night sky is overwhelming. We want to give the same experience to people living in the city. This installation can be set up in a public square in the middle of the city and will offer many people a little getaway from their busy life.

You enter the dome through a small entrance – inside it is dark. The eyes slowly adjust to the conditions and, one by one, the stars and the vast distances become recognizable. Because of the roof structure and the projection, the room seems infinite. A satellite or the ISS passes by slowly, sometimes additional information about stars and constellations pop up and vanish again. Inspiration for the visualization can be taken from apps like *Sternenatlas* or *Sky View*.

Inside the geodesic structure you find a moving projection that resembles the actual view of being in space, taking the visitor on a journey. The DLR has easy access to real space images and videos, but it could also collaborate with media artists to produce animated material for the installation. Programwise, the content of the projection could also vary by topic. It is not only about showing the stars, as in a planetarium, but could also show a space shuttle flying through the solar system, visualize the amount of satellites in lower earth orbit above us right now, or just show the view from a fixed point in space. It is very important that the imagery looks realistic to create the perfect illusion for the viewer. The structure could also temporarily serve as a presentation hall for extraordinary shows and events in contrast to the usual festival tents.

Media installations involving projection are not easy to build, so it could be possible to work together with partners who have experience in this field, e.g. the *Ars Electronica* in Linz, Austria, which recently built *Deep Space 8K*, a media room in the museum that is a projection surface for ultra-high resolution moving images which enables interaction with the visitor for games and presentations. An experienced cooperation partner could also be the makers of *INFOVERSUM* (www.infoversum.nl) in Groningen. They implement education and information as part of a 3D experience.

Alternatives

A little black cube with room for a few people placed around the city. There can be more than one black cube to set up a bigger installation, with different topics of projection in each cube. Changing the shape of the dark from the dome to a cube involves different requirements for the projections and at the same time it can be a broad installation around the city that provides a different view on the work of DLR.

Instead of building new structures, it is possible to use existing billboards. By hanging impressive pictures from space on walls that are usually used for advertisements, the city becomes a public exhibition. We see space pictures more often than we think in our everyday life without really knowing where they are from. Let's make a statement! Big beautiful images with a slogan like: Next holidays in visual paradise only 700 light-years from here.

Topic/Content

- Temporary space installation

Reference

Lagrange Point Book

Questionnaires

- *Welche Farben verbinden Sie mit dem Weltall?* p. 51

Interviews

- *Aktuelles* p. 81
- *Faszination* p. 67

Considerations

- Needs collaboration with the municipality to use public grounds
- Needs a short time to be set up, like few days
- Can have an impact on everyone passing by
- Can be combined with other exhibitions like *ALL.TÄGLICH!* or *in-noSpace*, to make DLR more popular

ISS-Telescope

A public telescope to spot the ISS on flyby



Not many people know that you can clearly see the International Space Station on a clear sunset. This can be interesting not only for space enthusiasts but also for curious children and adults of all backgrounds. Therefore a telescope for free use is set up. To reach a wide audience, the installation should be placed in a public environment such as the city centre, airport, shopping centre, university, central station, etc.

The ISS is a uniting project for all nations and therefore represents all humankind in some way: it can be a symbol of peace, technological and scientific progress, and the advancement of the human race. No matter how you look at it, the station is proof that international collaboration can be successful in many ways.

That's why it is important to publicize and spread the idea of this project to a wider audience and to initiate a public debate about a possible successive program after 2020.

The telescope can be accompanied by further information on a display: When will the ISS pass over this region? Where is it now? It could also show the ISS when it passed over and help people find it with directions on the display, or show a live stream video of the region from the ISS through *Columbus Eye* or *UrtheCast*. To make the benefit of *Columbus Eye* more public, please also read the draft idea for *Columbus Eye on Public Screens*!

DLR could rent monitors installed in public places from advertisement agencies or install a monitor which can be used to show not only information about ISS and who is on it at the moment but also interesting news about DLR missions. People are used to seeing commercial content but when they find non-commercial content about the ISS and space instead, they will be surprised. It is even possible to engage the public to become a part of space research.

Astrophysicist Prof. Chris Lintott from Oxford University launched a platform called Zooniverse. 1.3 Million people already use it as a hub and help him analyze data, which he uses for his work.

Alternatives

The installation could be much simpler by installing a telescope in a public place with simple information beside it describing how and when you can find the ISS. In this case, it will raise people's awareness about DLR's international space activities. It could be an attractive place for passers-by and tourists to meet at the time when the ISS passes overhead, and DLR can offer some activities around the event.

Topic/Content

- A public telescope to look at the ISS

Reference

Lagrange Point Book

Questionnaires

- *Was glauben Sie, wie viele Astronauten sind zur Zeit im Weltraum?* p. 33

Interviews

- *Kritik und Rechtfertigung* p. 74
- *Aktuelles* p. 81

Considerations

- The ISS passes quite quickly, so there would have to be some sort of programme around the flyby and then a countdown to introduce it
- You need several telescopes so more than one person can look at it at the same time

Planet Parade

Show planet size relations at a street parade



Carnival is the 5th season in the whole West of Germany and street parades have a big history and heritage. Imagine DLR and all employees taking part in such a parade in the famous carnival cities of Cologne or Bonn with the Planet Parade! The costumes could relate to the proportional planet sizes of our solar system. The small planets could be hanging off sticks or carried by children. This may be a fun way to visualize the differences in size, because a lot of people don't know about it. Every planet has its own colour theme and could be designed according to their characteristics.

Additionally, the sweets that are handed out could have something to do with the properties of the planet's surface, e.g. Neptune and Uranus could hand out ice candy because they are very cold and blue, while the hotter planets could give chili sweets. Of course, Mars could hand out Mars chocolate bars to the audience.

This is a great way to do public relations differently. DLR can represent itself as a great space agency that proves humour and is "down to earth" with the people.

Alternatives

Instead of a Parade, the planets are scattered around a city centre and you can walk the proportional distances between planets. To represent the planets the urban surrounding will be used. The surface of different planets can be projected on buildings, walls or on the street.

"Sparse moonscape" is a term that people use. Let's build a moonscape, but also a Marsscape and a venusscape. Let people see and experience the surfaces: What colour is it? Is it rough? To represent differences in gravity, a trampoline can also be used. It doesn't need to be 100% realistic, but it should evoke emotions and reactions.

Topic/Content

- Do a planet-themed parade during Carnival

Reference

Lagrange Point Book

Questionnaires

- *Interessieren Sie sich für das Thema Weltraum?* p. 24

Interviews

- *Faszination* p. 67

Considerations

- The sun can be difficult to represent because it is so big
- Of course, the relative size can also be altered
- Other fun things can be done with the planets and their qualities

Space Food Truck

A temporary restaurant for astronaut cuisine



Everyone wonders what it tastes like: Astronaut food could be the next big thing in culinary exploration. There are restaurants for molecular food, vegan food, specialized steak houses and gourmet palaces. But there hasn't been a restaurant offering real space food yet.

Space food is handy because all the meals come in practical sachets that you just rip open and take a bite (on our food truck the sachets have to be eco-friendly of course, not made out of plastic or metal). Or you consume your soup through a straw or nozzle. It is great for a quick lunch or just a snack in between work hours. The sachets can be easily heated up in the food truck prior to consumption. Potential customers are space enthusiasts, explorative eaters and people that like casual fast food. It changes the way we think about food in general and about the conditions astronauts live in.

There could be a menu chosen by famous cooks that changes every week. The production could be organized in cooperation with a food company that chooses organic and fair trade ingredients to underline the eco-friendly commitment of the project. The only condition is that the food production procedure must be the same as it is for real astronauts. It could also be a cooperation with airplane caterers as they have the best experience to produce meals that also taste great in low air pressure. They also have to care for all the different tastes and food restrictions, like vegetarian, halal and kosher. Therefore, airplane food is as international as space food can be as well.

DLR can enter a whole different field of attention and attract a different audience with the food topic. People that don't care about the general topic of space will find interest in it when it comes to food. And of course there are existential questions regarding space food: How do we eat in space? If humans want to go to Mars, the nutrition for long space travel has to be perfected and worked out further. The DLR is also carrying out research about our the future here on earth. Next to travel one division of the agency could also specialize in nutrition, not just from a medical but also from a culinary perspective.

While doing this and experimenting with the right nutrition, DLR can sell it to the general public from the food truck as well. The customers could be able to rate and recommend it to easily find out which meal works out best. Last but not least, there is a big market for space tourism that will emerge in the next years to come. These people will also need appropriate food on their journey to the orbit!

Topic/Content

- Give access to currently restricted space food
- A new culinary approach

Reference

Lagrange Point Book

Questionnaires

- *Was glauben Sie, wie sieht der Arbeitsalltag von Astronauten aus?* p. 34

Interviews

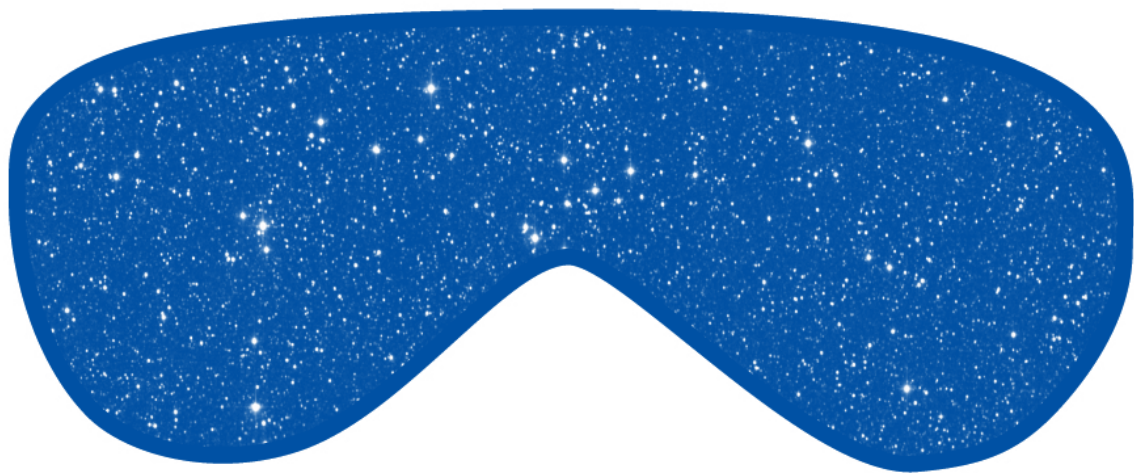
- *Aktuelles* p. 81
- *Faszination* p. 67

Considerations

- It could be a single truck that goes on tour, or a franchise in many different places at the same time
- Food is an easy topic to attract people's attention
- One could also think of a permanent space food restaurant if the temporary one proves successful

Microgravity Simulator

A virtual reality space experience



Have you ever dreamed of being an astronaut? Would you like to experience the feeling of being in space? This simulator is an installation that people can go into and experience microgravity. This simulation can be achieved by using virtual reality. The technology will be used to enable an experience of what it feels like to be in outer space.

When the users enter the room they are wearing a special space suit. Ropes will be connected to the suit on one side, while the other end is connected to a motor that lifts the person in the air to simulate flying. The person will wear a virtual reality (VR) device for the visual content. The motor is shifting the person slightly up and down to simulate physical microgravity combined with the visible impression of the VR glass. The goal is to give the spectator a sensation of weightlessness by floating outside the ISS and then falling down to earth using the video shown in the glass. To enrich the experience, a strong fan can be used to represent the wind when the person enters the atmosphere. Water spray can also be used to simulate rain while flying through clouds. The installation can take place in exhibitions, conferences, DLR buildings, the DLR school lab and public places.

Ordinary people cannot afford space travel. Even if they could afford it, they would still be afraid to take the risk. Having a device (or installation) here on earth that embodies the space experience would be very interesting for all age groups. A lot of people would like to have this experience. If DLR would take this idea further, or team up with a private institute or company to realize this project, it would help to reach a new audience. More people will be inspired by space and the space research of the DLR.

Alternatives

An exhibition that provides a simulation of everyday life on the ISS. DLR could present the Columbus Module. This exhibition shows how the astronauts perform daily activities in space, e.g. how they clean themselves, how they eat and drink or how much more difficult some activities get in space.

Develop a game using VR glasses to inform people about space research on the ISS. The game could include different levels: Outside of the ISS, people can experience how difficult the movement of an astronaut is in microgravity. Inside the ISS, they can explore the station and comprehend or even carry out the everyday tasks of an astronaut.

A simple game called weightless can be found here:

www.martinschubert.itch.io/weightless. The game is an example of how virtual reality can be used to experience microgravity.

Topic/Content

- Attract attention with a microgravity simulation

Reference

Lagrange Point Book

Questionnaires

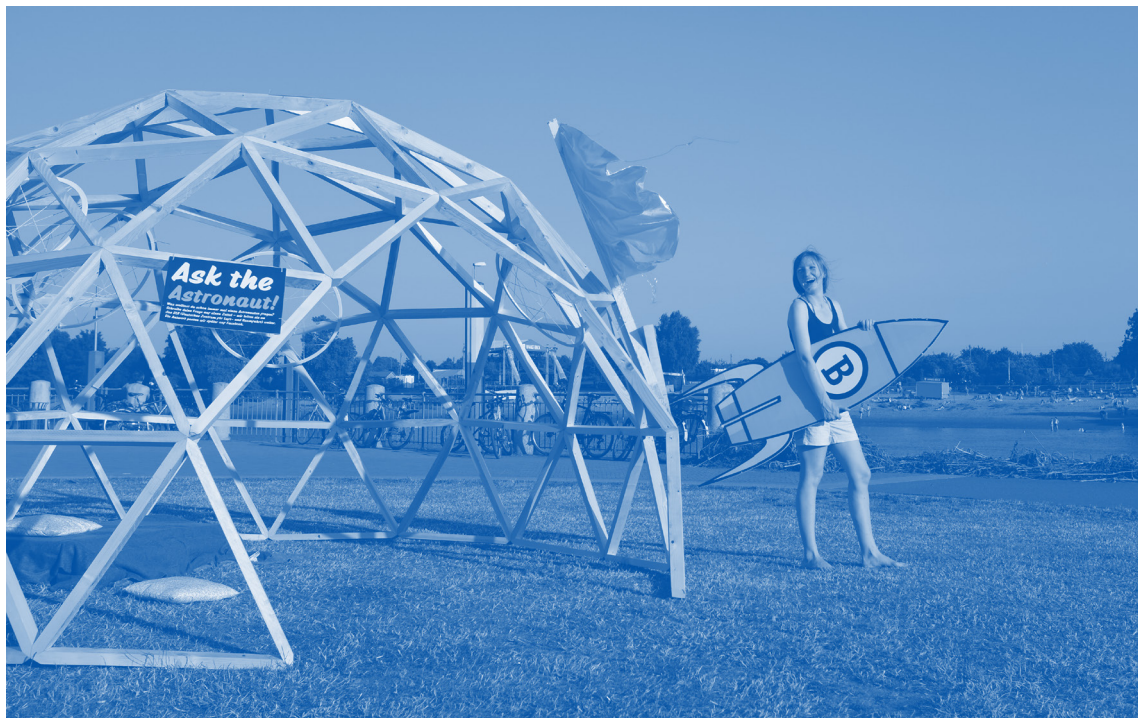
- *Was bedeutet Weltraum für Sie?* p. 18
- *Wenn Sie ins All fliegen könnten, würden Sie es tun? Warum?* p. 38

Interviews

- *Aktuelles* p. 81
- *Faszination* p. 67

Lagrange Point

Public intervention as a tool for research
and collecting people's opinions on space



This is a rough abstract of the idea in general.

The whole approach of the Lagrange Point intervention as a research tool, the outcomes and findings as a result of the questionnaires handed out to the public, as well as the manual of how to set up such an intervention can be found in the Lagrange Point book.

Catch the interest of people by doing something unusual, with impressive methods they don't know about yet but which gains their attention. Thus they would like to find out more about what is going on and will come closer automatically. Because many people get annoyed by promotions, it helps a lot if they are not addressed by a slogan or brand but rather by a curious phenomenon they don't yet understand.

It can be a stand on the market place, an information booth during a concert interval or a place to hang out in the park on a sunny afternoon. Passers-by are suddenly confronted with the topic of space in places they least expect. You need an eye-catcher, e.g. a life-sized rocket, an astronaut or other spacy looking things, so people can get a rough idea of what they might be dealing with.

Do some fun stuff to approach them, to gain their attention. It can either be a funny space joke, cool galaxy make-up, or asking them if they would like to find out more about space while filling out a questionnaire. It also helps to trigger their interest in taking part by offering a reward: Space cocktails, space fruit sticks or cookies. This way people will appreciate your intervention and spending the time at your place even more.

Start the conversation with a fun fact that paves the way for them to ask even more questions, e.g. "Did you know that you are a few centimetres taller in space?" This way you can enter a deeper discussion about space research or the universe in general, the advantages and disadvantages of human space exploration and why it might be necessary. All answers are accepted. The place should provide a lively open atmosphere so the interviewees feel comfortable to freely state their opinion. Some people might even be willing to be recorded or filmed for documentation purposes.

This action is for everyone: Families, seniors, schoolchildren – anyone who passes by and might have a minute of free time. It would be even better if you provide some comfortable seating so they can take a rest from the hassle of their daily routine. Lagrange Points are locations in space that are not affected by any gravity so you should be able to stay at the public earth equivalent as long as you desire.

Topic/Content

- Address the public with an unconventional method
- Let people make up their mind about space research and let them communicate their own opinion

Reference

Lagrange Point Book

Questionnaires

- *Was bedeutet Weltraum für Sie?* p. 18

Interviews

- *Geisteswissenschaften und Kultur* p. 84
- *Kritik und Rechtfertigung* p. 74
- *Aktuelles* p. 81
- *Faszination* p. 67

Considerations

- Has to be planned well
- If you do it outdoors, check the weather forecast

Run for Rotation

An environmental marathon organised by DLR



Recently, a new spirit has arisen throughout the earthly population. Some people believe that if we stop moving, the earth will stop spinning. In case the earth came to a halt, one half would be covered in the darkest night and the other half would be exposed to too much sunlight. Our earthly rhythm of day and night would be endangered. That is why we have to keep moving to produce enough life energy for our planet to keep on turning. Having an event that starts with a marathon based on the theory of saving our earth's rotation could attract different types of people that might be not interested in space yet.

Sport is a whole different way to approach people and encourage an interest in the topic of space. It is an attractive and catchy method to invite people for a DLR event. Space exploration helps us understand the universe and ourselves.

A lot of followers around the world would start to believe in *Run for Rotation*. They can have a schedule for running. According to the believers, at least 7.000 people must be running at every moment otherwise a catastrophe will happen. A mobile app could help you find other people running at any given moment and send you a message if it is urgent to do your duty for your planet. DLR's public relations department can use this as a one-off, or organise an annual event to raise public interest in DLR and space exploration.

It can also be promoted as a way to be environmentally friendly and do something for your planet while working out and keeping fit. This way, DLR could also refer to the daily routine of astronauts who also have to train quite a lot to maintain healthy muscles. They could give some important tips and tricks to keep in mind for the members of the spirit.

With this theory, DLR not only prove a sense of humour, but also show environmental commitment to serve a bigger cause!

Topic/Content

- A public event that attracts the public's attention in a catchy way

Reference

Lagrange Point Book

Questionnaires

- *Welche Aspekte sind Ihnen wichtig in der Raumfahrt?* p. 43

Interviews

- *Geisteswissenschaften und Kultur* p. 84
- *Faszination* p. 67

Considerations

- This campaign needs a lot of strategic planning and seeding bits of information through different channels
- Because the problem is made up, there has to be an exit strategy when people who don't see the joke file complaints

Alternatives

Run for Rotation could also be an April fool's joke to be announced on the news. This could be implemented as a video that shows the believers and their actions. At the end of the video, DLR can ask people to visit their website for further information. There you find an online campaign that teaches people about DLR's activities and how much space exploration affects our daily life and the environment.

Rocket Box Derby

A soap box derby with self-built rockets



The idea is to set up an event where kids and engineers can build their own soap box cars in a rocket shape and compete in their very own space race.

This idea builds on regular soap box derbies where people compete against each other in their self-built cars as part of a race. The theme of this specific *Rocket Box Derby* is space. The cars should be in the shape of rockets and the venue should be related to space, e.g. one could imagine it taking place in a former open-cast mine, whose visual appearance is similar to Mars or the Moon.

The whole event could be organised by DLR School Lab. They could invite both pupils and engineers to take part. The main idea is to build a rocket-shaped soap box car to take part in a race and compete with other participants.

It would be interesting to mix teams so that each team includes kids, multi-disciplinary students and engineers. They should collaborate together to develop the car. Having mixed teams will encourage participants to learn new things from each other in a very playful way. It will provide education in science, technology, engineering and space. For each team member, it can be stimulating and exciting to experience how other team members think and approach the challenge. For the engineers it might be refreshing to hear the ideas of children, because they don't think about functionality in the first place. For kids, it would be appealing to see how an engineer can transfer a rough idea into a functional design and finally onto a physical object.

A possible cooperation partner could be the crew of the project www.mymachine.be. This non-profit organisation works together with children who want to create their dream machine.

Topic/Content

- Race that transforms education into an entertaining experience

Reference

Lagrange Point Book

Questionnaires

- *Interessieren Sie sich für das Thema Weltraum?* p. 24

Interviews

- *Aktuelles* p. 81
- *Faszination* p. 67

Considerations

- It is necessary to have the technique and the material to build these soap box rockets and a suitable environment for the race

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