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PAST REALITIES VERSUS HYPOTHETICAL FUTURES: BRIDGING ACCURATE PERCEPTIONS AND INDIVIDUAL EXPECTATION GAPS IN RELATION TO FUTURE SPACE EXPLORATION AT ENTERTAINMENT ATTRACTIONS

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53rd International Astronautical Congress

The World Space Congress - 2002

10-19 Oct 2002/Houston, Texas

past realities versus hypothetical futures:
bridging accurate perceptions and individual expectation gaps in relation to future
space exploration at entertainment attractions

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World Space Congress
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Senior Futurist: Mr. A.C. Charania

creation of relevant and credible illusions

outer space exploration still maintains an aura of the unknown

in the darkness of space the public can use its imagination to make anything happen

lack of sustained vision to implement revolutions

periods of “punctuated” equilibrium

space exploration generally irrelevant to the condition of the populace of the planet

billions of people on the planet have never made a phone call or have access to clean water

unrealistic expectations about the future

creation of relevant and credible illusions

notion of human space flight has settled comfortably into the human psyche

disconnect between cinematic representations and long-term program plans

forecasts of personal hover mobiles, ubiquitous robots, and luxury cruises to the moon

grossly exaggerated

value proposition to society of space has changed

from transformational change to transactional apathy

familiar archetypes to relate to the tale being told

new visions of the future are being prepared by various entities

scientifically credible attractions while maintaining the entertainment proposition

creation of relevant and credible illusions

The Machine Age

the age of industrial production and efficiency had promulgated throughout the world

culture was reflective of that influence

streamlined trains

art deco furniture

skyscrapers

“Metropolis”

“Things to Come”

“Modern Times”

the 1939 World's Fair in New York

Wernher von Braun 1950s media collaborations

Collier's magazine

“Man in Space” – 1955, “Man and the Moon” – 1955, “Mars and Beyond” – 1957

top space designers of the time to coordinate their visions with that of the image markers

modern cinema

“Apollo 13”, “The Right Stuff”, “From the Earth to the Moon”

“Armageddon”, “Space Camp”

“Space Cowboys”, “Mission to Mars”

Rose Center for Earth and Space at the American Museum of Natural History (New York)

NASA Marshall Space Flight Center (MSFC) “Starship 2040” mobile display

physically well built even though at a high level had no deeper meaning or integrated message

Lego[®] “Red Rover” Mars traveling display

two tiered approach to interactivity

science fiction convention patrons and perceptions of science

Space Center Houston co-optation of NASA's image to promote anti-NASA and anti-science

sign of the un-coordinated marketing approach of the agency's image

unable to sustain coordinated approaches to marketing the agency to the public

installation of a camera on the Space Shuttle external tank

over half-mission dollars on content with no coherent content delivery plans

creation of relevant and credible illusions

imperatives of imaging

life size inside, full-scale future vehicles (RLVs) that do not look like the Space Shuttle

displays indoors, more information, presentation easier

do not attempt to replicate video games, doomed to failure and obsolescence

holographic displays

examine and promote new missions, Space Solar Power (SPP)

integrate with space

ever more nuanced interfaces between our audiences and their pleasure

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