

Who is our audience at the KSCVC?

Families on Vacation...



Enrichment Seekers...

1

00:00:01,820 --> 00:00:05,590

\h Host Voice: Please welcome Luis Barrios,
Senior Design Specialist from KSC

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00:00:05,590 --> 00:00:09,600

\h Education and External Relations Directorate.

3

00:00:09,600 --> 00:00:16,160

\h [applause]

4

00:00:16,160 --> 00:00:20,990

\h Luis Barrios, Communications Directorate: Thank you. That voice of God can make me look good, can't

5

00:00:20,990 --> 00:00:24,340

\h I'm going to start with a video.

6

00:00:24,340 --> 00:00:27,290

\h [start video] The American space company -- Scientists. Astronomy.

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00:00:27,290 --> 00:00:37,440

\h The National Aeronautics Space Administration. It's a satellite.

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00:00:37,440 --> 00:00:43,300

\h I wouldn't know which one specifically. Solar panel energy? I have no idea.

9

00:00:43,300 --> 00:00:49,850

\h The robot from -- who is that totem pole? Well, it's an International Space Station.

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00:00:49,850 --> 00:00:59,920

\h A consortium of countries -- It's NASA! It's NASA! Can you put that up there --in space? Yes.

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00:00:59,920 --> 00:01:07,000

\h I'm going to guess China. They make spaceships.

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00:01:07,000 --> 00:01:12,060

\h Government-funded company that builds a lot of the space frontier.

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00:01:12,060 --> 00:01:21,660

\h They send people out into space. I know that they're in Florida.

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00:01:21,660 --> 00:01:23,990

\h They're the ones who put the space station in space.

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00:01:23,990 --> 00:01:26,780

\h They're the ones who supposedly sent a man to the moon.

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00:01:26,780 --> 00:01:31,680

\h I would assume NASA was involved with Hubble. Mars rover.

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00:01:31,680 --> 00:01:38,660

\h Sending satellites into space. The shuttle. The landing on the moon on July 20, 1969.

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00:01:38,660 --> 00:01:41,730

\h It's just a moment that will always be with me, you know.

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00:01:41,730 --> 00:01:53,120

\h Similar to when the beatles came. They're debating stopping some of the programs i know.

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00:01:53,120 --> 00:01:59,920

\h I think we don't do so many space missions anymore because rockets are too decrepit and old and stuff

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00:01:59,920 --> 00:02:06,710

\h I thought NASA was going out of business. They're not putting NASA into space anymore, right?

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00:02:06,710 --> 00:02:11,750

\h I think they're working on commercializing space. I have no idea, no.

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00:02:11,750 --> 00:02:16,570

\h I believe there is a new space vehicle in the making.

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00:02:16,570 --> 00:02:24,830

\h Invented a space buggy that's extremely complex, and they're not going to use it. [inaudible]

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00:02:24,830 --> 00:02:33,790

\h I think they're doing more research that's to benefit here on the space station.

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00:02:33,790 --> 00:02:38,910

\h I do believe that they're exploring other planets further out.

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00:02:38,910 --> 00:02:47,080

\h I think they're working on -- [inaudible] I heard that they're preparing for a mission for Mars or something

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00:02:47,080 --> 00:02:52,890

\h Do you know what they're doing now? Nothing. Nothing?

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00:02:52,890 --> 00:02:58,070

\h Nothing. I believe they shut them down.[end video]

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00:02:58,070 --> 00:02:59,450

\h Luis Barrios, Communications Directorate: We really do have our work

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00:02:59,450 --> 00:03:01,770

\h cut out for ourselves, don't we?

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00:03:01,770 --> 00:03:04,760

\h One thing is for sure, though, we're gearing up for huge things.

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00:03:04,760 --> 00:03:10,960

\h And it's our job to tell the world that we're -- our greatest achievements are yet to come.

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00:03:10,960 --> 00:03:15,270

\h Launching powerful outreach to deliver story-driven experiences.

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00:03:15,270 --> 00:03:20,100

\h The launchpad for this important Mission is our Kennedy Space Center's visitor complex.

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00:03:20,100 --> 00:03:25,240

\h I want to take a moment to read you this, it's what helps remind Me what I do every day.

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00:03:25,240 --> 00:03:29,790

\h The Kennedy Space Center experience sets forth every day on a journey into the place that

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00:03:29,790 --> 00:03:34,630

\h Has and will continue to launch the future of humankind's greatest adventure,

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00:03:34,630 --> 00:03:37,010

\h the daring exploration of space.

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00:03:37,010 --> 00:03:44,020

\h It is the mission of the KSC VC creative team to continually develop the KSC VC experience and shape

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00:03:44,020 --> 00:03:51,080

\h it into becoming the most engaging and inspiring emotional experience that will tell the greatest stories,

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00:03:51,080 --> 00:03:55,320

\h build lifelong memories, deliver an Unparalleled guest experience,

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00:03:55,320 --> 00:03:59,790

\h and offer an unprecedented access to NASA's Kennedy Space Center,

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00:03:59,790 --> 00:04:03,050

\h the hallowed ground where nothing is impossible.

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00:04:03,050 --> 00:04:09,880

\h The mission of our visitor complex is to tell the NASA story and support the exploration of space.

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00:04:09,880 --> 00:04:12,510

\h Here's a bit of our -- listing of our mission objectives.

47

00:04:12,510 --> 00:04:17,080

\h And the very most important are in the left column. I'll just read one or two.

48

00:04:17,080 --> 00:04:21,930

\h Tell the past, present, and future NASA story in an engaging and emotional manner through

49

00:04:21,930 --> 00:04:25,800

\h immersive storytelling within all exhibits and experiences.

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00:04:25,800 --> 00:04:33,390

\h We build professional teams of the experts in the industry to create these experiences.

No tax dollars.

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00:04:33,390 --> 00:04:37,640

\h That's a very important message to share with the audience out there today.

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00:04:37,640 --> 00:04:42,980

\h Everything that happens at our visitor complex is the result of our successful attendance

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00:04:42,980 --> 00:04:50,910

\h through the gate, the food and retail sales, the revenue stream from that work is what allows us to operate

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00:04:50,910 --> 00:04:58,310

\h and develop the visitor complex as we build our future. Here's a little bit of our humble beginnings.

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00:04:58,310 --> 00:05:05,030

\h Back in 1966, the visitor complex was a small trailer in which guests could go inside,

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00:05:05,030 --> 00:05:10,440

\h look at a model of the space center, and get an idea of where the tour route would take them.

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00:05:10,440 --> 00:05:14,920

\h Back then, the company called TWA was the concessionaire.

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00:05:14,920 --> 00:05:20,440

\h And you see how the lady is dressed like a stewardess there. The bus drivers look like pilots.

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00:05:20,440 --> 00:05:24,340

\h As you embark on your tour experience, you might run into the lunar rover,

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00:05:24,340 --> 00:05:27,860

\h the training rover that we use to prepare to go to the moon.

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00:05:27,860 --> 00:05:32,360

\h You'll make your way out to the launch pad and get close to the massive mighty

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00:05:32,360 --> 00:05:35,270

\h Saturn 5 rocket as parts of your tour experience.

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00:05:35,270 --> 00:05:43,090

\h We were the show during that time. The central Florida tourism market that we know today did not exist

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00:05:43,090 --> 00:05:47,950

\h Here's our humble beginnings and some of our own opportunities to be ahead of our

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00:05:47,950 --> 00:05:53,140

\h time with our first hands-on exhibits. As you can see there.

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00:05:53,140 --> 00:06:01,270

\h And as we come and fast forward to 2012, the visitor complex is 46 years old.

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00:06:01,270 --> 00:06:04,870

\h And look what we have come far and how far we're going to go.

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00:06:04,870 --> 00:06:09,510

\h It's a very exciting journey we're about to embark on, our ten-year master plan.

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00:06:09,510 --> 00:06:15,690

\h And build the visitor complex to prepare it for the next generation of explorers.

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00:06:15,690 --> 00:06:20,880

\h Who is the audience at the Kennedy Space Center visitor complex? Well, it's families on vacation.

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00:06:20,880 --> 00:06:26,870

\h It is enrichment seekers, people that are interested in space and out here to learn and have an education

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00:06:26,870 --> 00:06:32,010

\h experience that's combined with entertainment and hands-on things to do.

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00:06:32,010 --> 00:06:36,100

\h There are two ways to deliver outreach. And formal outreach,

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00:06:36,100 --> 00:06:40,980

\h what our teams here at the NASA education office do, and of course informal outreach

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00:06:40,980 --> 00:06:45,840

\h which is the way the Kennedy Space Center visitor complex delivers its stories.

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00:06:45,840 --> 00:06:51,880

\h We're involved now, and there's a new word that I'm trying to use caused experiential outreach,

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00:06:51,880 --> 00:06:59,360

\h more to do, levels of interaction, creating emotional interactions,

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00:06:59,360 --> 00:07:04,990

\h making learning fun and thrilling, and maximizing our public engagements.

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00:07:04,990 --> 00:07:10,830

\h It is definitely about making NASA cool, relevant, and accessible.

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00:07:10,830 --> 00:07:19,400

\h We want people to stay connected, go away excited about our future. Don't just communicate, fascinate

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00:07:19,400 --> 00:07:24,320

\h Sort of the theme for this presentation that i hope all of you take away.

82

00:07:24,320 --> 00:07:31,210

\h I want to introduce you to the cs of exhibit design and planning -- clear project identification,

83

00:07:31,210 --> 00:07:37,550

\h careful planning and teambuilding, concept exploration, connection with our audience,

84

00:07:37,550 --> 00:07:41,720

\h we need to choreograph the total experience from the moment you walk in.

85

00:07:41,720 --> 00:07:43,400

\h Every detail, every molecule of the

86

00:07:43,400 --> 00:07:49,440

\h architecture and environment is designed and planned from the themes we put together.

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00:07:49,440 --> 00:07:53,510

\h Of course we have to create eye candy, get people excited visually.

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00:07:53,510 --> 00:07:58,660

\h We have a very visually sophisticated audience. They expect to see cool things.

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00:07:58,660 --> 00:08:04,640

\h Capitalize on who we are. We're NASA. We set the pace. Critique solutions.

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00:08:04,640 --> 00:08:10,670

\h Every project should end with an opportunity to walk through and measure it against your objectives,

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00:08:10,670 --> 00:08:17,430

\h directives, and constraints and make sure you satisfy them or gear up to do something better on the next

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00:08:17,430 --> 00:08:22,530

\h Always leave a lasting impression. Much like mission processing,

93

00:08:22,530 --> 00:08:27,990

\h creative experience design takes passion, people, and process.

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00:08:27,990 --> 00:08:35,700

\h So now that you've been briefed, what does experiential outreach look like? Exploration space, exploration

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00:08:35,700 --> 00:08:40,790

\h One of the first in the visitors complex that we designed,

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00:08:40,790 --> 00:08:46,710

\h what are we doing to meet the needs of our emerging, transitioning audience.

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00:08:46,710 --> 00:08:51,070

\h You know, those young folks that are tech savvy, media gratification,

98

00:08:51,070 --> 00:08:55,290

\h and are looking for an exciting journey through Their story.

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00:08:55,290 --> 00:08:59,800

\h The objective of exploration space was to inspire a new generation of explorers,

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00:08:59,800 --> 00:09:07,040

\h supporters of the American space program, celebrate the present and present NASA's future in space.

101

00:09:07,040 --> 00:09:09,640

\h Our marquee introduces the exhibit.

102

00:09:09,640 --> 00:09:17,440

\h We have a call to action with a powerful quote that you can apply to today's challenges facing exploration.

103

00:09:17,440 --> 00:09:22,450

\h As we go through I'd like to share quickly the process of how exhibits come to life.

104

00:09:22,450 --> 00:09:27,160

\h They start out as very loose drawings out here in this kind of spectrum or scale.

105

00:09:27,160 --> 00:09:32,390

\h You have the abstract, conceptual thinking. And as you make your way across the scale,

106

00:09:32,390 --> 00:09:37,650

\h you end up with a built, real exhibit filled with people, energy, and excitement.

107

00:09:37,650 --> 00:09:43,260

\h And as you see here, we'll track through how exploration space went through that process.

108

00:09:43,260 --> 00:09:49,590

\h Here we're doing some modeling and beginning to feel a little more definition of where the space is growing.

109

00:09:49,590 --> 00:09:56,470

\h While all this is happening, we have creative writing, script development, storyboarding, media,

110

00:09:56,470 --> 00:10:02,890

\h show control, technology systems, facility impact, and all kinds of artifacts are

111

00:10:02,890 --> 00:10:13,830

\h being acquired to create a whole package that ends up being an exciting new exhibit to tell the NASA story.

112

00:10:13,830 --> 00:10:21,010

\h The shuttle launch experience. Designed to help our guests feel what it is like to be on board the shuttle.

113

00:10:21,010 --> 00:10:26,270

\h The sights, sounds, sensations and excitement of getting vertical on board of space shuttle.

114

00:10:26,270 --> 00:10:32,450

\h The preshow sets you up for your simulation experience. And a powerful and dramatic and exciting way

115

00:10:32,450 --> 00:10:35,510

\h almost if not more exciting than the actual sim.

116

00:10:35,510 --> 00:10:42,620

\h Here we have our guest. As we go through and show our master plan with our new entry and exhibits,

117

00:10:42,620 --> 00:10:49,060

\h we have the project here. The entry project is about to open September 19, and our home for "Atlantis."

118

00:10:49,060 --> 00:10:55,870

\h our entry and powerful sense of arrival to set up your adventure at KSC.

119

00:10:55,870 --> 00:11:04,060

\h Explore with the rocket garden in your backdrop. We migrate over to the orbiter home for "Atlantis."

120

00:11:04,060 --> 00:11:09,450

\h here's a side to the building. Our towering ET and SRBs in the vertical.

121

00:11:09,450 --> 00:11:12,710

\h And our storytelling zones that make the orbiter the star.

122

00:11:12,710 --> 00:11:18,800

\h Every time you come out of the story zone, Hubble, ISS, memorial to the "Challenger" and "Columbia,"

123

00:11:18,800 --> 00:11:24,150

\h you see "Atlantis" with a new way to appreciate the vehicle.

124

00:11:24,150 --> 00:11:29,360

\h Some of the sight lines, the iss story zone, our simulator gallery.

125

00:11:29,360 --> 00:11:34,650

\h What's it like to be an astronaut? Might be able to grab a satellite, go on a spacewalk,

126

00:11:34,650 --> 00:11:43,000

\h land the orbiter on our shuttle landing facility, or dock with the ISS. High fidelity gaming centers.

127

00:11:43,000 --> 00:11:54,390

\h Telling the "Apollo" story, the Saturn 5, one of our most successful exhibits and flagship destinations.

128

00:11:54,390 --> 00:12:01,870

\h We do things not as large, something as simple as a nine-ton granite ball floating on a thin wall of water

129

00:12:01,870 --> 00:12:06,110

\h that you can push with your hand and learn about our constellations.

130

00:12:06,110 --> 00:12:12,150

\h Of course, messaging. Make it clever, metaphorical, and human. Tell stories.

131

00:12:12,150 --> 00:12:17,840

\h This graphic portrays one of our spinoffs that humanizes it.

132

00:12:17,840 --> 00:12:22,530

\h We don't have to show the actual heart-assisting pump, but we show what it is

133

00:12:22,530 --> 00:12:26,350

\h capable of because of our work in exploration.

134

00:12:26,350 --> 00:12:35,980

\h KSC - a really big place with really big stories, really big rockets, and big dreams for our future.

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00:12:35,980 --> 00:12:40,560

\h We all are working together to launch the dreams of future explorers.

136

00:12:40,560 --> 00:12:46,750

\h We need you to collaborate, innovate, stimulate, inspire, enable,