



C-6

L-15

NASA

The "Worm" is Back!

1
00:00:01,010 --> 00:00:32,089

[Music]

2
00:00:33,150 --> 00:00:39,070

It's extremely exciting, in my lectures a lot of, there are always young people in

3
00:00:39,070 --> 00:00:43,180

the audience and they always want to know when they're bringing it back you

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00:00:43,180 --> 00:00:45,430

know you know. And I always say I don't think ever.

5
00:00:45,430 --> 00:00:52,210

I think NASA you know, realizes that they have two marks so to speak but

6
00:00:52,210 --> 00:01:00,850

somehow they can be made to coexist. We had to analyze what had been done by

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00:01:00,850 --> 00:01:06,520

NASA in the past. Finally we realized that we had to have a unifier, something that

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00:01:06,520 --> 00:01:11,530

was very strong to hold it all together so over the process of working on it over

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00:01:11,530 --> 00:01:16,780

the first month I think we got simpler and simpler with our solutions so that

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00:01:16,780 --> 00:01:28,720

it would work miles away on T-38 or a rocket or Space Shuttle. We were trying

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00:01:28,720 --> 00:01:34,149

to embody in the in the logo innovation
you know the organization still

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00:01:34,149 --> 00:01:40,990

had a aeronautics as well as space and
so you see our kind of nose cone

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00:01:40,990 --> 00:01:46,810

design inside of the A's and propulsion
that kind of upward thrust great

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00:01:46,810 --> 00:01:54,000

simplicity but still movement.
Roger, roll Discovery

15

00:01:55,810 --> 00:02:00,890

The term "worm" came out of Florida
in a newspaper down there and it was meant

16

00:02:00,890 --> 00:02:05,590

to be derogatory and I thought I
personally thought it was very derogatory

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00:02:05,590 --> 00:02:12,920

eventually over the years the worm
became a term of endearment, but it wasn't

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00:02:12,920 --> 00:02:18,950

meant that at all in the beginning when
they started producing apparel a couple of years ago

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00:02:18,950 --> 00:02:24,890

they found out how young people in
particular really like this program and

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00:02:24,890 --> 00:02:35,210

and so they've allowed it to kind of
come back to life on its own.

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00:02:35,210 --> 00:02:41,930

It's validation I think the sort of timeless approach brought to this. Space is about

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00:02:41,930 --> 00:02:46,550

the future and if we can still hang in there and it still represent that, then

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00:02:46,550 --> 00:02:52,370

it's quite a victory I think.

You know aesthetics aside, the goal was to do

24

00:02:52,370 --> 00:02:56,900

that; to hold up for decades and apparently it's got better legs today