

South Dakota Space Consortium



Lunar Life: Destination Mars  
Marketing Packet



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### **Summary**

The Lunar Life: Destination Mars exhibit is a traveling exhibition organized by the NASA initiative The South Dakota Space Consortium. The exhibit features designs by a group of interdisciplinary students and faculty of South Dakota State University.

The exhibit is an example of a habitat that will be utilized on the moon as living quarters and research center for astronauts in the near future. The station will be used to learn more about the possibility of living on Mars and as a means of getting there. The exhibit features a pod design that creates a collaborative work and living space. Visitors will explore the life of an astronaut on the moon and be immersed in a realistic space experience.

### **Description**

Lunar Life: Destination Mars takes visitors on a tour through a habitat on the moon. By 20xx NASA will be sending people to further explore and live on Mars, this exhibit demonstrates the daily tasks and adjustments that are involved in this journey. Experience the processes of growing food, cooking, cleaning, sleeping, maintaining hygiene habits, and more, while managing the shift in gravity, environment, and ecosystem.

### **Logo and Rights**

#### **Letterhead**



#### **Product Design and Marketing**



#### **Usage Rights**

The South Dakota Space Consortium grants The exhibitors permission to use any name or logo of the Lunar Life: Destination Mars exhibit in any marketing materials of the exhibitor. The exhibitor should include a trademark attribution notice giving notice of the SDSC ownership









Space Food

<https://www.shopnasa.com/#>

We imagine the items will be an optional, compact, addition for museums to add to the experience of our exhibit. They will provide additional profit opportunities, and bring awareness to the exhibit and goal of bringing interest to the world of space travel.

### **Press Release**

**Children's Museum of South Dakota** explores  
the world of space travel this summer  
in **Lunar Life: Destination Mars**  
**June 6 - September 9, 2022**

(Brookings, SD – May 16, 2022) – **The Children's Museum of South Dakota** is excited to announce **Lunar Life: Destination Mars**, opening inside the Here Today, Gone Tomorrow room. Organized by the NASA initiative to move to Mars, the traveling exhibition opens **June 6, 2022 through Sept. 9, 2022.**

Lunar Life: Destination Mars is an immersive new visitor experience demonstrating how humans will live on the moon, as we prepare for a move towards Mars. This comprehensive exhibition takes visitors through the daily tasks and adjustments that are involved with this journey. Exploring the processes of growing food, cooking, cleaning, sleeping, maintaining hygiene habits, and much more with the shift in gravity, environment, and ecosystem.

The exhibition features a wide range of activities related to life on the moon including, demonstrations of growing food, sleeping arrangements, problem-solving within the habitat, exercising, and many more interactive opportunities that allow visitors to work through a day in the life of an astronaut living on the moon.

The Lunar Life exhibit consists of five pods related to different areas of life. Visitors begin in the command center, where they have opportunities to learn about gravity, and pick up a checklist with daily tasks that they can complete as they go through the exhibit.



The Lunar Life: Destination Mars exhibit is a traveling exhibition organized by the NASA initiative The South Dakota Space Consortium. The exhibit features designs by a group of interdisciplinary students and faculty of South Dakota State University.

Lunar Life: Destination Mars is **free with membership or admission to the Children's Museum of South Dakota**. For more information regarding the exhibit visit [prairieplay.org](http://prairieplay.org)

#### About Destination Mars

The South Dakota Space Consortium Grant was awarded to South Dakota State University to create a realistic habitat to those that are being built on the moon. This is in an effort to build interest in space and space travel amongst kids. NASA is currently planning on creating habitats on the moon to assist as a pit stop on the way to Mars. By 20xx NASA predicts people will be living on the moon and traveling to Mars.

#### **Outstanding Needs**

- Legal review
- Formal product design
- Purchasing products
- Photos with the final design buildout
- Professional photo marketing