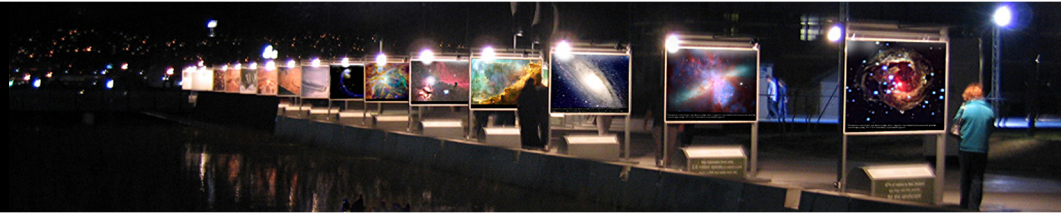


# FROM EARTH TO THE Universe



The “From Earth to the Universe” (FETTU) exhibition project showcases the incredible variety of astronomical images available today across the electromagnetic spectrum, from radio to visible light to X-rays and beyond. FETTU images have been selected for their stunning beauty and ability to engage members of the public who might normally ignore or avoid astronomy. With short but informative captions on each panel, FETTU introduces the basics of the science behind each image, adding to and extending the visual impact. Global organizers have access to a digital repository of photos and resources which functions as a toolkit to create an exhibit with relative ease—allowing sponsors to focus on the physical specifications and local adaptation without having to start from scratch on content. FETTU was awarded the International Year of Astronomy 2009/Mani Bhaumik Prize for Excellence in Astronomy Education and Public Outreach, recognizing FETTU’s important contribution in improving public awareness of astronomical achievements, and in stimulating the use of astronomy for the promotion of scientific education and culture in 2009.

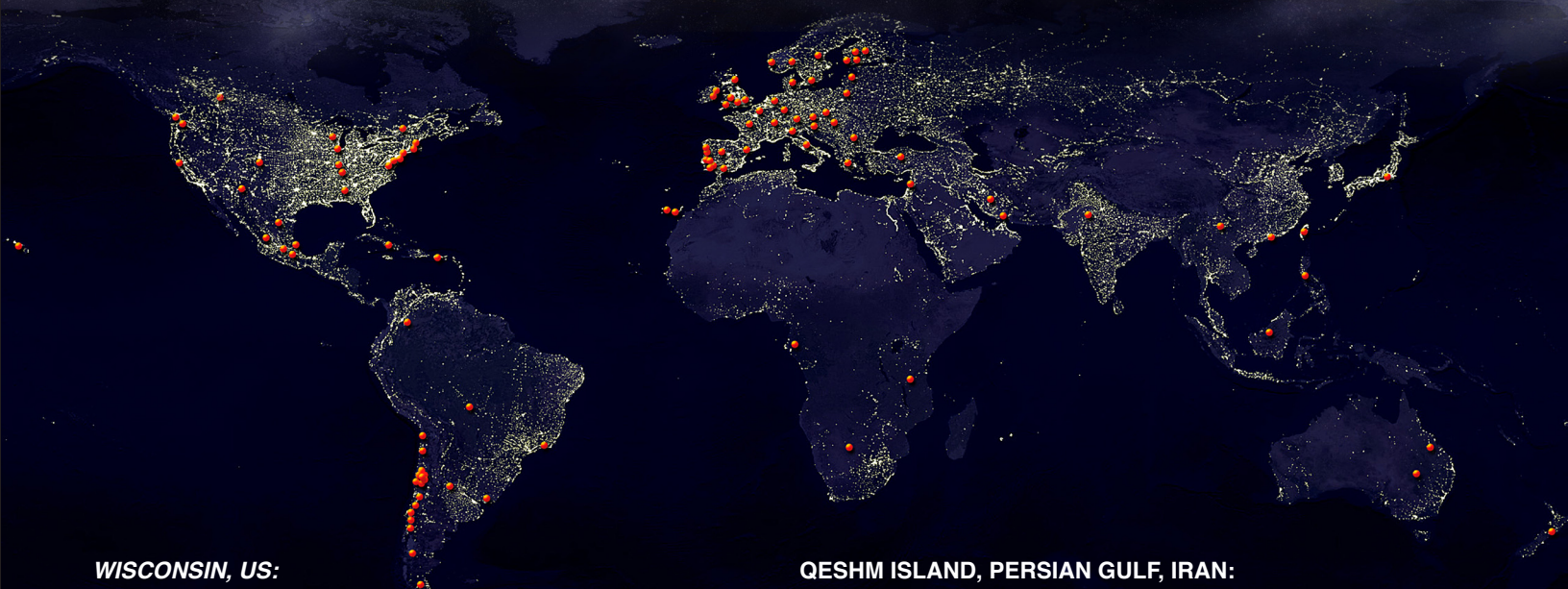
Sites	1,000
Countries	70 (all continents but Antarctica)
Languages	40
Images in Collection	125
Prototype	Albert Docks, Liverpool UK & SI-Folklife Festival Washington, DC USA (2008)
Exhibit Dates	Since June 2008, continuing into 2011 and beyond

#### FETTU demonstrated the following:

- Increased exposure rates of general populations to astronomy outreach led to inspiration and small learning gains
- Millions of people were reached relatively inexpensively. For example, Brazil reached over 600,000 people with about \$177,000; the U.S. reached at least 5 million with about \$330,00
- New strategic partnerships were forged between otherwise disparate organizations in the same geographic areas, and linkages between groups were formed across international boundaries. It was reported that it “opened doors to new connections and new avenues of sharing in a highly-specialized community.”
- More results are available in “Bringing the Universe to the Street: A Preliminary Look at Informal Learning Implications for a Large-Scale Non-traditional Science Outreach Project” (Arcand, K.K, Watzke, M) JCOM Journal of Science Communication. June 2010  
<http://jcom.sissa.it/archive/09/02/Jcom0902%282010%29A01/>

#### Besides the ongoing exhibits in 2010 and 2011 there is also the possibility to expand:

- Proposed FETTU book in development
- Requested initiative for “From Earth to the Solar System” exhibition to support NASA’s upcoming “Year of the Solar System” (through 2012)
- Interdisciplinary approaches with chemistry being presented to NAS regarding the upcoming International Year of Chemistry 2011.



**WISCONSIN, US:**

*“A recurring theme is that the images make it easy for people to stretch their imagination and put words to questions that they’ve either wondered about before but had trouble articulating or never realized that they could wonder about before coming across a particular image...Another constant is witnessing children teaching their parents as well as parents sharing knowledge with their children.”*

– Laura Trouille, graduate student in physics/astronomy and FETTU organizer

**MOSCOW, RUSSIA:**

“I first saw FETTU while traveling over Europe. I was looking at those images of planets and star clusters, and I couldn’t believe we—the Earth—are a part of the endless universe. Suddenly an idea leaped in my mind: I thought “what if someone doesn’t know about this beautiful universe we live in?”. The images have not been shown in Russia ever before, so I decided to acquaint the Russians with the “FETTU universe. Well, the biggest success, to my mind, is that thousands of people came to see the exposition. When you see joy and wonder in a child’s eyes you can’t wish any other success. We organized dozens of excursions for school-children and almost all of them said they would read more about space, and even get a telescope to watch the stars. We, people, drift apart the nature which is not good. We forget that we are a part of the Nature, but looking at these eternal stars in the sky we, at least for a minute, recall who we are.

–Alexey Shaburov, MVK International Exhibition Company, Russia

**QESHM ISLAND, PERSIAN GULF, IRAN:**

“When we saw the excited and wondering faces of people as they saw the beauties of our Universe or when they heard about the huge distances, it was the biggest success for all of us. Especially since we are exhibiting the photos in border regions where there is not much education and most of the inhabitants are poor people, the joy and the smiles that filled their faces when they saw the photos and colours and their huge size was really a big success...” “In countries like Iran we don’t have access to photos of space telescopes or big ground-based observatories, and opportunities such as FETTU help us to bring astronomy and science more effectively to the public. Photo exhibitions are a good tool to teach people astronomy and make them interested in science.”

– Irene Shivaeei, co-founder of the StarPeace organisation.

**MADEIRA, PORTUGAL:**

*In Madeira, tens of thousands have already seen it. We were still putting the posters up and already several people were there looking at the posters that were standing...Several schools from all over the country requested the exhibit and engaged school and local community into astronomical celebrations where the exhibit was the highlight. The most touching experience was the posting of the exhibit in a prison where the people under detention can’t see the night sky. So this had a huge significance to them. Bringing astronomy to the general public means raising their awareness of the importance of our charming planet and acknowledge our place in the Universe. This could also be a new trigger for students’ interest in science.*

– Pedro Augusto, Sociedade Portuguesa de Astronomia



This project was led by Kimberly Arcand and Megan Watzke (FETTU co-chairs) of the Chandra X-ray Center at the Smithsonian Astrophysical Observatory in Cambridge, Mass. FETTU was selected as a cornerstone project for the International Year of Astronomy 2009 (IYA2009), a global effort initiated by the International Astronomical Union (IAU) and UNESCO. FETTU was also a major component of the U.S. IYA2009 program. NASA was a major sponsor of the FETTU project in the U.S.

<http://www.FromEarthToTheUniverse.org/>