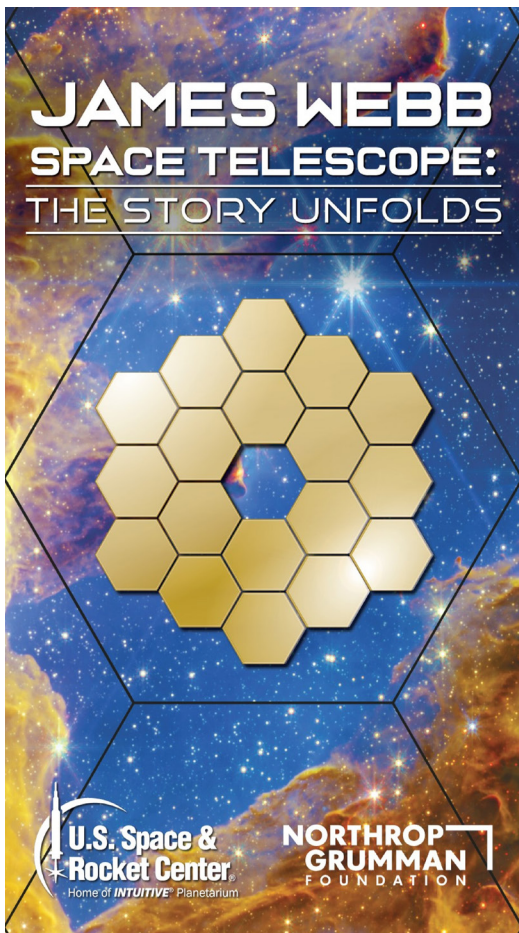




James Webb Space Telescope

The Story Unfolds

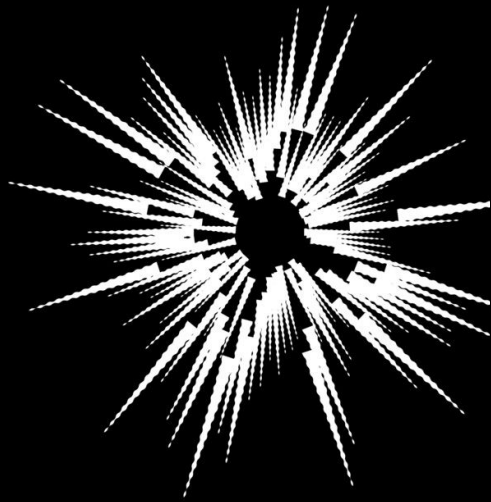




Telling the Story

James Webb Space Telescope: *The Story Unfolds* is a live and interactive planetarium show developed by the *INTUITIVE®* Planetarium at the U.S. Space & Rocket Center. The show highlights the engineering and deployment of the space telescope and tells the story of its journey to study four primary science mission objectives (Early Universe, Galaxies Over Time, Other Worlds, and Stellar Lifecycles). The visualizations demonstrate concepts such as redshift, universe expansion, transit spectroscopy, and stellar birth. The show features the latest imagery from JWST and features an epic 3D visualization of the Pillars of Creation.

This program is made possible by the generous support of the Northrop Grumman Foundation.



Early Universe

Galaxies Over Time

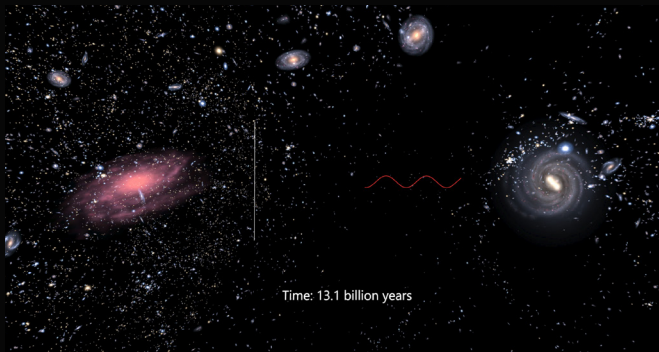
Other Worlds

Stellar Lifecycles

Visualizing Webb

The show structure is designed as a story that introduces audiences to the telescope and its journey to study four primary science objectives as it unfolds the history of our universe.

Full-dome visualization of Webb data brings its discoveries to life for our audiences by demonstrating the high level of detail in Webb imagery and immersing guests in the data. By experiencing the data instead of reading about it, audiences understand not just the significance of this telescope, but also how its findings apply to their lives.





Production

A Team Effort

The *INTUITIVE*® Planetarium at the U.S. Space & Rocket Center specializes in live and interactive educational astronomy programs.

Bolstered by immersive visualizations, *INTUITIVE*® Planetarium programming educates and inspires by transforming data into an experience.

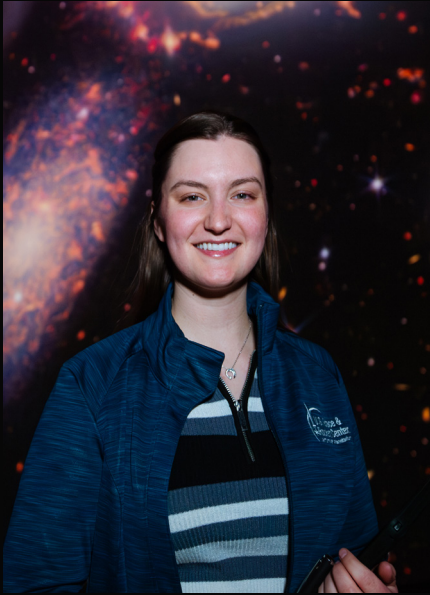
By creating powerful and scientifically accurate fulldome astronomy visualizations using the latest available data, planetarium guests get to experience data rather than just read about it.



Innovative Astrovisualization

***INTUITIVE*® Planetarium Team**

All planetarium programming at the U.S. Space & Rocket Center is produced in-house by the *INTUITIVE*® Planetarium's dynamic team. Made up of diverse backgrounds of science, engineering, business, and education, this team collaboratively creates fulldome astronomy shows that use the most current data available. The same team presents this content in the dome daily, where it is continually updated and refined.



Brittany Kundert

As the show's Director, Brittany's goal is to "unfold the story of Webb as Webb unfolds the story of our universe." She also led writing and presentation of the program.

Director



A. David Weigel

David led show production from storyboarding through final visual and presenting adjustments. He was also Science Advisor, ensuring scientific accuracy.

Executive Producer



Erin Nagelkirk

As Lead Visual Artist, Erin turned Webb data into many of the stunning visuals found in the show, including the full-dome 3D Pillars of Creation. She was also a Science Advisor.

Lead Visual Artist

Behind the Scenes

Production of James Webb Space Telescope: The Story Unfolds began in 2022 after the first Webb images were released to the public. The *INTUITIVE*® Planetarium secured funding from the Northrop Grumman Foundation to create a live, full-dome planetarium show designed to convey the significance and power of the James Webb Space Telescope by immersing guests in its latest data and imagery. After many hours of production and development, the program debuted early in 2023 and was shortly after made available for licensing.

Continual updates include the latest Webb data, often featuring new Webb images just hours after their release.





Reach and Reception

Since its preliminary debut in January of 2023, *James Webb Space Telescope: The Story Unfolds* has become the most popular planetarium offering at the U.S. Space & Rocket Center, being seen by over 65,000 people! Continual updates to the show and interactive live narrations entice guests to return over and over again.

This program has been presented over 650 times at the U.S. Space & Rocket Center and in planetariums across the country. Material from the show has even been used in the *INTUITIVE*® Planetarium Portable Dome, taking Webb's discoveries to the road.

Over 65,000
Attendees!



Six months after the show's debut, the *INTUITIVE*® Planetarium had the honor of hosting the James Webb Space Telescope Chief Engineer, Dr. Jon Arenberg, to update audiences on Webb's engineering, development, and accomplishments.

Audience response to the show has been overwhelmingly positive, and all guests are given access to Webb interactives to explore after their time in the planetarium.

"If you've never been to a planetarium I highly recommend you start with the James Webb Telescope [show]... My favorite part about my trip was this show and I'm not going to lie, this imagery brought tears to my eyes."

L. Everglot

"A must-see if in the area!!"

Rena Correia

"This show captivates audiences not just through visuals alone but also through its ability to navigate people through the complexities of the JWST mission, engaging them in the ongoing quest to unfold the story of the universe."

Liz Klimek (South Carolina State Museum)

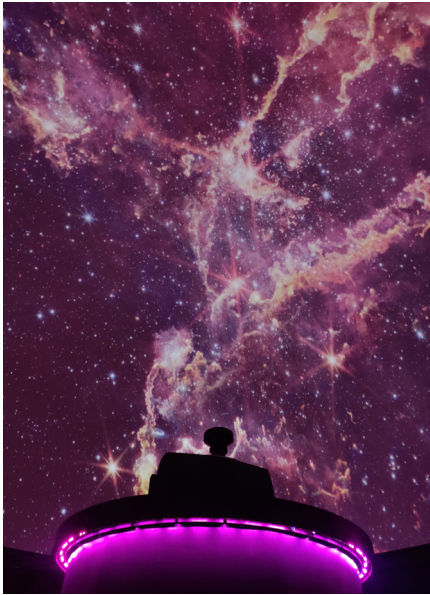
"I want to call out this fantastic new presentation featuring images from the James Webb Space Telescope. It is narrated live, very professional, and interesting is too mild a word!"

Sandy White

Licensing

James Webb Space Telescope: The Story Unfolds is available for
licensing!

To inquire, please visit:
rocketcenter.com/INTUITIVEPlanetarium/License



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Planetarium**

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**BlueCross BlueShield
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