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## Astronomy museum wins global award

Ke Jiayun

The Shanghai Astronomy Museum has won an “Oscar” in the themed entertainment industry for providing an immersive “universe” for its visitors.

It is the nation’s first to win a Thea Award for Outstanding Achievement announced by the Themed Entertainment Association at the International Association of Amusement Parks and Attractions Expo in Orlando, Florida, last week.

TEA is a non-profit association representing the world’s leading creators, developers, designers and producers of compelling places and experiences. It set up the Thea Awards in 1994, which is seen as the “Oscars in the themed entertainment industry.”

Other winners this year include the Universal Beijing Resort and Walt Disney World in Orlando. The award ceremony will be held on April 15 in Anaheim, California.

Xin Ge, deputy curator of the museum, said the award took the museum’s immersive

exhibitions, interactions and visitor experience into consideration as well as the well-designed architectural space and exploring routes.

“We hope to present esoteric and abstract information about astronomy in a way that is vivid, diverse, interesting and full of aesthetic value and imagination to make every visitor have a special, touching experience which can reach their soul during their museum trip,” Xin said.

The three main themed pavilions, “Home,” “Universe” and “Odyssey,” guide visitors to explore the three questions — where we are, where we are from, where we are going — with cutting-edge audiovisual technology.

In the “Home” pavilion, people can watch a projection show explaining the evolution of the Earth over billions of years, find the first landing site of humans on a high simulation moon model, and have a close contact with the Sun with grand visual scenes and tactile hot air blasts.

The “Universe” pavilion allows visitors to “return” to the



A view of the main building of the Shanghai Astronomy Museum. — Photos by CFP

start of the Big Bang by walking through a somatosensory interactive corridor.

The “Odyssey” pavilion reveals every step of human exploration of the universe. People can watch the sky through Galileo’s telescope, wear VR glasses to simulate a moonwalk, and step into a life-size space station to experience an astronaut’s life.

The museum’s architectural design scheme also won “The International Architecture Awards” in 2022 and its display lighting project won the 2022 China Illuminating Engineering Society Award.



Visitors inside the museum.

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