

Developing a Highly Successful Planetarium Show on Dark Matter

Tuesday, 13 July 2021 15:15 (15 minutes)

We created an extremely successful planetarium show called: Phantom of the Universe - The Hunt for Dark Matter, which has been seen in more than 600 planetariums in 67 countries and 42 US states. It has been translated into 22 languages. We were motivated in part by envisioning several scenes that could only work in a planetarium. Our target audiences were the public and students. We found that many planetariums had an interest in a dark matter show. They present our show for many months at a time (more than feature films). Planetariums have the perfect science-interested audience for us. None of the physicist organizers had ever made a planetarium show before (involving a spherical screen). To create the show, we worked with renowned people with extensive experience in filmmaking and with people at seven planetariums (in multiple countries). We hired a Hollywood producer and screenwriter. Our narrator for the English-language version was Academy Award-winning actor Tilda Swinton. Sound editing and sound effects were done by an Academy-Award-winning team at Skywalker Sound. As we developed the show, we never imagined such success.

Are you are a member of the APS Division of Particles and Fields?

Yes

Primary authors: DE, Kaushik (University of Texas at Arlington (US)); BARNETT, Michael (Lawrence Berkeley National Lab. (US)); SCHWIENHORST, Reinhard (Michigan State University (US))

Presenter: BARNETT, Michael (Lawrence Berkeley National Lab. (US))

Session Classification: Education and Outreach

Track Classification: Education and Outreach