



MEDIA ALERT | For Immediate Release
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CARNEGIE SCIENCE CENTER OPENS NEW PERMANENT MARS EXHIBITION

Mars: The Next Giant Leap, launches guests on a 300-million-mile journey to Mars where they will examine the many facets of space exploration and imagine how life could realistically look on the Red Planet.



Hi-res images available to download [here](#).

PITTSBURGH, Sept. 20, 2022 – On Thurs., Nov. 17, Carnegie Science Center will unveil to members of the news media [Mars: The Next Giant Leap](#), the most ambitious new experience built since the museum’s inception in 1991. The exhibition opens to Carnegie Museum Members on Fri., Nov. 18 and the public grand opening is on Sat., Nov. 19. Mars is a permanent exhibition gallery and is included with general admission to the Science Center. With lead support by Howmet Aerospace Foundation and The PNC Foundation, the 7,400 square-foot exhibition explores how the issues of sustainability, climate change, social justice, and equitable access to resources can shape humanity’s future on Mars and on Earth.

Guests can envision and vote on what to include in a settlement on Mars and uncover the impact the Pittsburgh region has on the space ecosystem.

“The goal of *Mars: The Next Giant Leap* is to appeal to broad audiences and spark dialogue well beyond their visit, whether it leads them to think about space exploration, important social

issues, or STEM careers they can pursue,” said Jason Brown, Henry Buhl, Jr., Director of Carnegie Science Center. “This exhibition is truly unique from any other exhibition as it provides engaging and unexpected perspectives on space exploration while at the same time illuminating why it is important to our everyday lives here on Earth.

The concept of *Mars* grew from input the Science Center solicited from local community members from the North Side area, including high-school students, and professionals in the space industry to ensure relevancy and excitement for all. Based on survey feedback, exhibit design firm Luci Creative and the Science Center’s Museum Experiences team created seven experiential zones: View from Mars, Climatology, Martian Garden, Martian Living, Dream Big: Space, Pittsburgh in Mars, and Search for Life.

“This exhibit will not be cut and dry historical facts about Mars,” said Marcus A. Harshaw, Senior Director of Museum Experiences. “Visitors will operate remote-controlled Martian rovers to track down water sources, collectively vote on the direction of an imagined Martian settlement, and discover how to adjust popular food recipes on Earth to make comparable meals on Mars. *Mars: The Next Giant Leap* is future-oriented and highlights the impact local space research companies have on plans to inhabit Mars.”

The seven zones will demonstrate different elements of inhabiting and maintaining a habitable climate on Mars. Guests will experience the following:

- Learn how our understanding of Mars has solidified over time through historic visions of Mars in **View from Mars**.
- Uncover how climates produce the conditions for life to arise or perish through scenarios set to affect both Mars and Earth in **Climatology**.
- Discover potential methods of growing food on Mars and how we might use these same methods to feed ourselves, ethically and sustainably, on Earth in **Martian Garden**.
- Imagine what daily life on Mars might be like by exploring the living space of a future Martian resident in **Martian Living**.
- See guests’ input on a Martian settlement come to life with physical and digital building models constructed regularly in **Dream Big: Space**.
- Learn about the formative space exploration ecosystem in Pittsburgh, how Pittsburgh companies are contributing to future research, and about local space career opportunities in **Pittsburgh in Mars**.

- Control Martian rovers, similar to ones on Mars' surface, today, to seek out various signs of life and water in **Search for Life**.

Mars: The Next Giant Leap, a \$4.48 million project, will complement Buhl Planetarium, , and the Science Center's vast array of STEM programming that targets career readiness. All these pathways, programs, and exhibitions will allow new audiences of young people to see themselves as activists, artists, makers, inventors, healers, and thoughtful connectors in the science, technology, engineering, and mathematics fields.

With the professional services of Luci Creative, Ravenswood Studio, Inc., and lead support by Howmet Aerospace Foundation and The PNC Foundation, *Mars: The Next Giant Leap* is free with general admission.

Save the date for the Mars: The Next Giant Leap press conference on Thurs., Nov. 17 at 10 am. For more information, visit carnegiesciencecenter.org/exhibits/mars.

Carnegie Science Center

Carnegie Science Center is dedicated to inspiring learning and curiosity by connecting science and technology with everyday life. By making science both relevant and fun, the Science Center's goal is to increase science literacy in the region and motivate young people to seek careers in science and technology. One of the four Carnegie Museums of Pittsburgh, the Science Center is Pittsburgh's premier science exploration destination, reaching more than 700,000 people annually through its hands-on exhibits, camps, classes, and off-site education programs.

Accessibility: Features for All

Carnegie Science Center welcomes all visitors. We work to assist visitors with disabilities in obtaining reasonable and appropriate accommodations, and in supporting equal access to services, programs, and activities. We welcome visitors in wheelchairs on the deck of our USS Requin (SS 481) submarine. Below-deck visits require full mobility. Hearing assistance devices are available for The Rangos Giant Cinema. Please ask when you buy your ticket.

Please note that requests for accommodations should be made at least two weeks prior to your visit. For specific questions about wheelchairs, strollers, or other programmatic or equipment needs, see the ticket counter located on the first floor of the main building or contact Customer Service at 412.237.1641 or info@carnegiesciencecenter.org. Please contact Carnegie Museums of Pittsburgh's Accessibility Coordinator with concerns regarding accessibility for visitors with disabilities at the museums. On weekdays, call 412.622.6578 or email accessibility@carnegiemuseums.org.

About Carnegie Museums of Pittsburgh

Founded by Andrew Carnegie in 1895, [Carnegie Museums of Pittsburgh](https://carnegiemuseums.org) is a family of four dynamic, distinctive museums: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. The museums reach 1.5 million people a year through exhibitions, educational programs, outreach activities, and special events.

About Howmet Aerospace Foundation

Howmet Aerospace Foundation invests in STEM and technical education and workforce development initiatives, with an emphasis on increased access to STEM fields for underrepresented individuals. It is the independently endowed charitable arm of Howmet Aerospace.

About PNC Foundation

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (www.pnc.com), actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture and promotion of racial and social justice. Through Grow Up Great, its signature cause that began in 2004, PNC has created a bilingual \$500 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life.

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