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Yuri's Night San Francisco Bay Area



Saturday, April 12th, 2008: 2:00 PM to 2:00 AM

NASA Ames Research Center, Moffett Field, Mountain View, CA





Yuri's Night Bay Area 2008
Hosted at NASA Ames Research Center



This year the San Francisco Bay Area will be home to the **largest Yuri's Night celebration ever**. At the NASA Ames Research Center over 8,000 people will join astronauts, artists, musicians, scientists and engineers on April 12 2008, to learn, celebrate and pay tribute to our global space heritage.

What is Yuri's Night?

Taking place each year in over 120 cities world-wide, Yuri's Night commemorates **mankind's first venture into space**, by Russian Cosmonaut **Yuri Gagarin** on April 12, 1961, and the **launch of the first Space Shuttle by NASA** exactly twenty years later. It is the **biggest annual celebration of space exploration** — and of mankind's curiosity, scientific and technical achievements, and spirit of collaboration that have made it all possible.

Yuri's Night, aka "the world party for space," was just a glimmer in the eyes of delegates to the United Nations' Space Generation Forum in September 2000. Seven months later, there was a buzzing team of space activists and party planners in Los Angeles, and ultimately sixty-four Yuri's Night celebrations around the world were held on April 12, 2001.

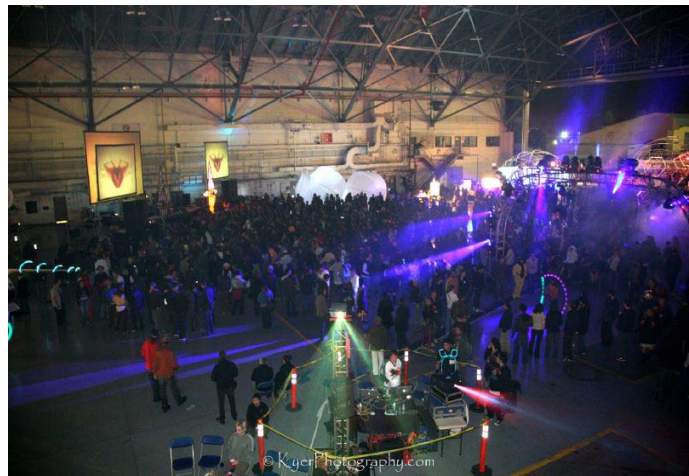


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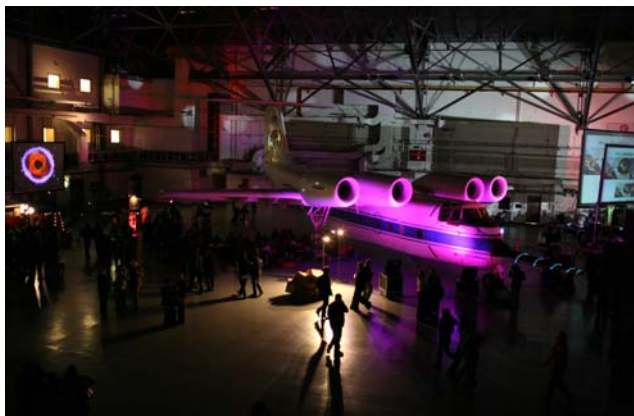


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Yuri's Night 2008 at NASA Ames Research Center

Yuri's Night in the San Francisco Bay Area will be hosted by the NASA Ames Research Center in a massive aircraft hangar at Moffett Field near Mountain View, and with this year marking **NASA's 50th anniversary**, it will be a triple celebration.

Read on to find out how you can be involved.



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2008 Event Highlights

Science, Sound, and Art

Installations by dozens of San Francisco Bay Area and international artists including space- and science-themed art in 360,000 square feet of indoor-outdoor exhibition space will inspire and engage audiences of all ages, fueled by live world-class electronica, world fusion and jazz musicians. An amazing ninety-foot, 360° projection dome will host immersive visuals and live planetarium shows, while the Documentary Zone will feature footage of NASA space exploration missions and space-themed art. Above the crowds, live aerialist and acrobatic performances will mimic the experience of Zero-G here on Earth.



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Family-oriented daytime adventures will give kids (both young and old) hands-on experience with science and engineering marvels, including eye-opening show-and-tell sessions and do-it-yourself classes.

Festival of Ideas

'Radical Technology for a Sustainable Future'

At Yuri's Night Bay Area 2008, you will be invited into a collective effort to take humanity down a rabbit hole of radical technology. On the other side, we'll create new possibilities for the future, and explore how to put them into action. A continuous thread of talks and participatory discussions will be woven throughout the 12-hour celebration, organized around the themes of Space Exploration and Radical Technology for a Sustainable Future.

The Festival of Ideas will be fueled by a dozen talks by dynamic speakers who are leaders in their fields, including Bay Area science and technology organizations, legendary game designer Will Wright, creator of SimCity and Spore; the president and founder of innovative green energy company Makani Power, Saul Griffith; and the lead of the NASA/Google G.R.E.E.N. Team, Jonathan Trent.



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Technology Showcase

Some of the hottest companies in space exploration and sustainability technology will bridge the gap between ideas and action. There will be demonstrations, prototypes and displays by forward-thinking companies, NASA and other academic and research groups. Space exploration, satellite and green energy technologies, issues and goals for the 21st Century will be on parade. There will even be a prototype, personal Maglev (magnetic levitation) transportation system!



Demographics

Primary Audience

Yuri's Night SF Bay Area (YNBA) core audiences are tech-savvy Early Adopters who fuel the intellectual and culturally diverse communities of the metropolitan Bay Area including Silicon Valley, San Francisco, Berkeley, Oakland, San Jose, and surrounding areas including Marin and Santa Cruz counties; all hotbeds of the burgeoning Lifestyles of Health and Sustainability (LOHAS) movement, one of the fastest-growing markets in North America. YNBA festivities are geared to appeal to the young--and the young-at-heart--celebrants who are typically well-educated, family-oriented, affluent and socially progressive.

Demographic Breakdown

Attendance	8,000 participants
Age	74% 18–35 year olds; 21% 35-55 year olds
Gender	57% male; 43% female
Education	82% college-educated or in college; 12% graduate-level education
Income	63% \$50K-\$80K, 22% \$80K+
Ethnicity	81% Caucasian, 9% Asian-American, 6% African-American, 4% Hispanic

Secondary Audiences

In 2008, Yuri's Night in the Bay Area is reaching out to an exciting and diverse range of secondary audiences. New kid-friendly, family-oriented daytime activities will provide parents and children with lifetime memories, just like their first trip to Disney World.

Through the dedicated work of a number of NASA Ames Advisory Groups, YNSFBA will reach out to minority groups that are typically under-represented in the science and engineering fields, including Asian-Americans, Hispanics, African-Americans, and women.

Finally, Yuri's Night Bay Area is a unique opportunity for NASA employees, associates and NASA-partnered management, scientists, and engineers to express their commitment and share the joy of working in team environments to solve some of the biggest problems facing our generation today.

Luminaries and VIPs

At Yuri's Night Bay Area 2008 a VIP area will welcome the many luminaries expected to participate in the festivities throughout the day and into the evening. Sponsors from the Stellar to Cosmic Visionary levels, top-billing performers, local government officials, NASA representatives and other VIPs are invited to enjoy the special amenities afforded in this private, heated atmosphere.



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Evolution and Growth of Yuri's Night at NASA Ames

2007 Event Highlights

The first celebration of Yuri's Night in the San Francisco Bay Area was hosted by the Space Generation Advisory Council at NASA Ames Research Center in 2007, and attracted over 4000 people. It was an incredible success!

Highlights from 2007 included:

- An appearance and talk by the first female space tourist, Anousheh Ansari, and other noted space speakers
- More than 40 large-scale art and science demonstrations from Burning Man to NASA technology
- Over 10 hours of continuous musical performances.

Yuri's Night SFBA Grows Up

Yuri's Night in the San Francisco Bay Area in 2008 will feature the following:

- Focused execution:
 - Pre-sale tickets mailed out; shorter queues.
 - More public transport to/from the Mountain View CalTrain and 400% more designated parking to accommodate expected crowds;
 - Doors open at 2 pm and close at 2am for more daylight hours to accommodate a wider audience;
 - More food choices and covered eating areas;
 - A comprehensive, heated VIP area w/expanded amenities.
- Direct partnership and coordination with top NASA officials who now recognize Yuri's Night as a major PR and community outreach success;
 - NASA buy-in means 20+ NASA science installations and displays,
 - NASA promotions and media teams working to pull wider, more diverse audiences and partners;
 - Specifically attracting minority communities by working with various NASA Ames interest groups.
- Greater emphasis on education and interactive discussions:
 - Over a dozen educational speakers (vs. two last year)
 - Moderated break-out discussions related to space exploration, radical sustainability, and the future of humanity;
- Four stages vs one last year, for music, speakers, live performances;
 - Diverse range of musical performers, including jazz, classical and world music in addition to electronica dance music;
 - An all-ages, family-oriented daytime atmosphere, encouraging parents and children to share in participatory experiences (even if the "children" are old enough to start work at NASA!);
 - Hands on demonstrations, interactive displays, talks and game demos (by Will Wright), bicycle-powered amusement rides, and more;
 - A substantial and well-developed technology fair with focus on the theme "Radical Technology for a Sustainable Future" where 20+ industry exhibitors will be present.



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Sponsorship Information

Yuri's Night SF Bay Area 2008 is a joint production of local volunteers, the Space Generation Advisory Council and NASA Ames Research Center. We are seeking partners and sponsors at all levels of involvement. We hope you will join us!

Space Generation Advisory Council Contact Information

For information on being a sponsor of the Yuri's Night Bay Area 2008 event, please contact:

Chris Boshuizen
Executive Director
Email: chris@spacegeneration.org
Phone: 650-450-3456

The Space Generation Advisory Council is a 501(c)3 charitable corporation, and all donations are tax-deductible.



SPACE GENERATION ADVISORY COUNCIL

in support of the United Nations Programme on Space Applications

Past Bay Area & International Sponsors





Yuri's Night Bay Area in the Media

Wired Magazine: “‘What's out there,’ he said, gesturing to the crowd and choking up, ‘what's out there is a testimony to the love and the care that young people have for science and for space exploration.’ Yuri's Night gave a glimpse of an emerging culture of space enthusiasts, of people who are as interested in science and technology as they are in partying and having fun. When the music was interrupted by Power-Point presentations, the crowd, far from dispersing, gathered closer in to the stage and listened attentively.” (April 17, 2007)

www.CNET.com: “This particular Yuri's Night event was the perfect confluence of the communities I run in and write about. As I looked around, flashing lights everywhere, ambient DJ music in the background, friends saying hello, science and art on abundant display, and everyone smiling, I knew we were all in the right place, just like Yuri Gagarin was in 1961.” (April 14, 2007)



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www.Spaceref.com: A Tale of Two Possible NASA Futures: “The true impact of this event is still growing on me. You see, I saw things I never thought I would see on a NASA base—things that give me hope that what NASA does can be truly relevant to people outside NASA's traditional constituency. Moreover, I saw indications that NASA can adapt to rapidly changing trends. The experience? Yuri's Night.” (April 15, 2007)

Laughing Squid web log: “Last night's Yuri's Night Bay Area 2007 party was amazing. [It] felt like a really nice mix of space travel expo, Burning Man and Maker Faire.” (April 14, 2007)



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www.NASAWatch.com: “I saw things at NASA I never thought I'd see—all carried out with professionalism, precision—and sheer joy. [Thousands] were cheering the people.” (April 15, 2007)

Trevor (blogger): “I am so inspired, this is how we are going to change this culture, not by beating people over the head and simply creating more resistance and conflict, but by opening our arms and welcoming people in and letting them see that there is another way that people can be with one another.” (April 14, 2007)

www.owlmonkey.com: “Last night, dancing in a US government facility and celebrating the life of a Russian hero was an affirmation of change in the world. If there's a moral in all this for me, today I'm thinking that in spite of our fear as countries, as cultures, as individuals, we can still connect, celebrate, and take care of each other. It just takes a little effort, and it's probably not as much effort as we fear.” (April 14, 2007)