

Growth of an Aesthetic Organism in the Moon Gallery after 1 year: www.MoonGallery.Space

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Link to A0 poster: <http://moongallery.info/MoonGalleryPosterFIN1A0.pdf>

Introduction - A short overview of the Moon Gallery:

The Moon Gallery is a program for defining and promoting the evolution of an aesthetic organism to be brought to the Moon. The three main components of this project are research, collaboration and archive.

Format:

A 10 x 10 cm square can be split into 100 cels of 1 cm x 1 cm. It can be split into even more equal sizes down to the pixel. A high definition 10 x 10 cm printed image could have 1000 x 1000 pixels. That is 1 million pixels. The current initiative is to define and develop the aesthetic approach to this structure.

Project outline/structure:

- 1] Research, concept development, collection of informative materials.
- 2] Design of website & international call for proposals / submissions.
- 3] Management of submitted works and aesthetic organism online.
- 4] Installation of gallery via ESA rover/lander being sent to the moon.

Moon Gallery activities and outreach 2018:

In 2018 the Moon Gallery grew to form and matured into a productive and inspiring program. We started the year presenting in various symposiums and participating in various workshops. We developed our first moon gallery workshop at the Royal Academy of Arts in Den Haag for the masters of Interior Design in April. In June we had a successful first public workshop on the Moon Gallery at the esteemed Art Museum in Den Haag, Pulchri Studio. Our core team grew by one with the addition of web designer Elizaveta Glukhova. We collaborated on and developed a new website for the Moon Gallery which is developing into the robust presence we are aiming for. Visual representation of the gallery and artists profiles are established and submission system and interactive design tool is currently near completion. The Moon Gallery team has managed the first round of an open call and completed our goal of engaging 25 artists, designers and scientists for the first Moon poster exhibition at ESA/ESTEC from 16 to the 31st of November and then our first Museum Exhibition titled Future Past at Space Expo Museum, the public branch and space science museum of ESTEC. We are opening our second call for submissions in mid January 2019 for an exhibition in Zermatt, CH in June 2019 as part of the ESALab titled IGLUNA. We are proud to have produced the first art exhibition at Space Expo museum and are looking to use this first solid exhibition program as a template for future exhibitions with other institutions. In our workshops we have engaged a wide public and have brought attention to both the history of moon exploration, art work relating to the moon, history of perspective and telescopes and, most importantly to us, instigated wonder and inspiration in the minds of a broad spectrum of the public. We have engaged the imaginations of people from all levels of society and received incredible submissions from folk as young as 7 years old to over 70 years of age. The arc of the moon gallery is gaining steam and raising awareness on multiple levels across Europe and the world. Our participants and collaborators come from across the globe via Japan to Pakistan, Cyprus to the United States, Canada to Peru, Russia

to Australia. We aim to engage as wide an audience as possible and we feel we are on a good trajectory to realise that goal. The next year will be a busy one as we have committed to developing the program via workshops and exhibitions across Europe while actively seeking opportunities to exhibit beyond Europe as well. The Moon Gallery team believes that borders are a man made construct and that there maintain a true lack of borders on the moon. The Moon is for everyone. The Moon Gallery is open to everyone. Everyone can submit their message and art to the Moon Gallery to influence a future civilisation in space.

Additional Information:

This Initiative of implementing a strategy for an International Art Gallery on the Moon has now evolved past its preliminary phase of sketching out ideas and methods. We have built a platform for creative thinking and problem solving while engaging the imaginations of an international public to submit their ideas, art and dreams.

Conferences / Symposiums:

- 1] "Moon Gallery ArtMoonMars program for public engagement, outreach, international cooperation, space exploration through art" The Ninth Moscow Solar System Symposium 2018
- 2] "MoonMars exploration through Arts: Artscience projects" IAC 69th International Astronautical Congress 2018, Bremen
- 3] "EarthMoonMars Village Update 2018" EPSC European Planetary Science Congress 2018, Berlin
- 4] "Experimental training and capacity building: EuroMoonMars workshops and field simulations 2016-2018" 42nd COSPAR Scientific Assembly 2018, Pasadena
- 4] "Report to COSPAR PEX from international lunar exploration working group (ILEWG) and Moon Village workshops" 42nd COSPAR Scientific Assembly 2018, Pasadena
- 4] "EarthMoonMars Village worldwide activities" 42nd COSPAR Scientific Assembly 2018, Pasadena
- 4] "Moon Gallery : an educational program to build strategies for implementing an international art gallery on the moon." 42nd COSPAR Scientific Assembly 2018, Pasadena.

Partners and Collaborators:

Space Expo Museum - <https://www.space-expo.nl/expositie>
 ESA / ILEWG - <http://sci.esa.int/ilewg/>
 NEMO Kennislink - <https://www.nemokennislink.nl/>
 IGLUNA - <https://www.spacecenter.ch/igluna/>
 Pulchri Studio - <https://www.pulchri.nl/>

References:

- [1] The "Moon Village" Concept and Initiative.
<https://www.hou.usra.edu/meetings/leag2016/pdf/5084.pdf>
- [2] Space is the Place – MoonVillage ArtScience Residency.
<http://meetingorganizer.copernicus.org/EPSC2017/EPSC2017-982.pdf>
- [3] Launch Your Design With Cheops - Art&Science@ESA.
<http://blogs.esa.int/artscience/2017/11/02/launch-your-design-with-cheops/>
- [4] Developing An International Art Gallery on the Moon. -
<http://www.moongallery.info/MoonGallery-Abstract-12-2017.pdf>