

Blast-Off! Theater at Space Center Houston

Houston, TX



A launchpad for space exploration

Space Center Houston is known around the world as the home of NASA mission control and astronaut training. The space center's goal is to use space exploration to inspire wonder and interest in science, technology, engineering and math (STEM).

AldrichPears partnered with multimedia specialists to redesign the aging Blast-Off! Theater. APA selected slick modern finishes and equipment to revitalize the outdated mission control set, which provides a backdrop to the docent-led pre-show. APA also conceived an immersive audiovisual experience that mimics a space shuttle launch. Multiscreen projections take visitors on a journey from launch to flight to docking. Blasts of "exhaust" smoke and body-shaking sound effects underscore the experience, bringing storytelling to a new level. To reinforce the immersive experience, APA designed the theater's entrance to look like a space shuttle hangar, which helps to generate anticipation for the experience.

