



AT OLD DOMINION UNIVERSITY

Mars Festival

October Friday 14th- Sunday 16th 2022



First Annual Moon Festival, October 2021

2022:

12,550 in
attendance

46 community
partners



Luke Jerram, *Museum of the Moon*, Barry Art Museum, Oct. 15-17, 2021, Photos by Ashley Berkman





Mars Fest

October Friday 14th- Sunday 16th 2022



OCTOBER 14-16, 2022

2ND ANNUAL PUBLIC ARTS FESTIVAL @ ODU

MARS FEST

FREE & OPEN TO THE PUBLIC | A 3-DAY PUBLIC ARTS FESTIVAL & LARGE-SCALE
EXHIBITION | NORFOLK, VA | 43RD STREET & MONARCH WAY
BARRYARTMUSEUM.ODU.EDU

LUKE JERRAM'S
MARS

BARRY ART
MUSEUM
AT OLD DOMINION UNIVERSITY


OLD DOMINION
UNIVERSITY

Join the Barry Art Museum on a voyage to Mars! This fall, the second annual Public Arts Festival at ODU is proud to present *Mars*: a large-scale sculpture by UK-based artist Luke Jerram. Building on last year's journey to the *Moon*, Jerram's red planet shimmers at nearly 23 feet in diameter; an approximate scale of 1:1 million. Each centimeter of the sculpture represents 10 kilometers of the surface of Mars, and pairs its galactic imagery with lights and custom surround sound.

Serving as a meeting point on 43rd Street, *Mars* brings the Tidewater community together for three out-of-this-world nights, featuring presentations and performances by ODU students, professors, and local heroes. Join us for an adventure full of food, vendors, dance, music, and conversation, all exploring the Martian landscape and igniting the imagination of young and old. Alongside lively activities every hour on the hour, telescopes are available to observe the actual red planet. The Barry Art Museum will also be open to welcome visitors with hands-on activities from our partners at NASA Langley.

Mars is an excursion – a celebration of art and science – that we hope you will be a part of.





On View in the Barry Art Museum:

Motion/Emotion: Exploring Affect from Automata to Robots

February 10, 2022 - December 31, 2022

This exhibition will investigate the emotional qualities of automata and robots. It will feature selections from the permanent collection as well as the work of contemporary artists and other lending institutions. By exploring the intersections between art, science, and emotion, we aim to connect the Barry Art Museum's historical automata to 21st-century interests and concerns.



Free and open to the public

Labor of love. Join us and build memories.

OPEN CALL FOR PROGRAMMING SUBMISSIONS:

This is a unique opportunity to showcase ideas, research and projects from ODU and our community partners to a large audience and celebrate the intersection of art, science and how one often influences the other!



WHY YOU ARE HERE:

Programming Committee:

This group conceptualizes and creates the related programming surrounding the three day festival. Develop your own program that fits in one of the following categories:

1. Tabling on STEAM Street (AKA Monarch Way) 6-10 pm Fri-Sun
2. Pop-up intervention/installation/flash mob/video projection along Monarch Way
3. Performance application under Mars (modest stipends available through Museum)
4. Develop a Mars related program at your institution to cross promote.



Festival themes:

- Space travel
- Robotics
- Sci Fi
- Comics
- Sustainability (fall semester theme)

Requirements:

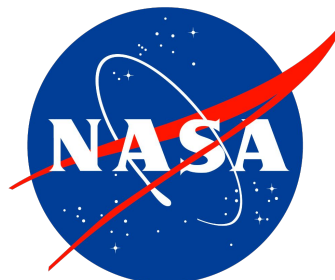
- Partners must have the resources to independently develop and fund their ideas.
- the Museum will help connect you with infrastructural resources needed on campus.
- The Museum will cross promote your program on marketing channels



2021

Community Partners:

Back Bay Amateur Astronomers
Catch the King Tide
Chrysler Museum of Art
Community Market on Monarch
Core Theater Ensemble
Downtown Norfolk Council
Elizabeth River Trail
Lil Truck of Tools
Nansemond Indian Nation
NASA
Red Crook-ed Sky
Sway Creative Labs
Virginia Depart of Agriculture
Virginia Institute of Marine Science (VIMS)
Virginia Opera
Virginia Space Grant Consortium
Virginia Symphony Orchestra
Visit Norfolk
Wetlands Watch
WHRO Public Media



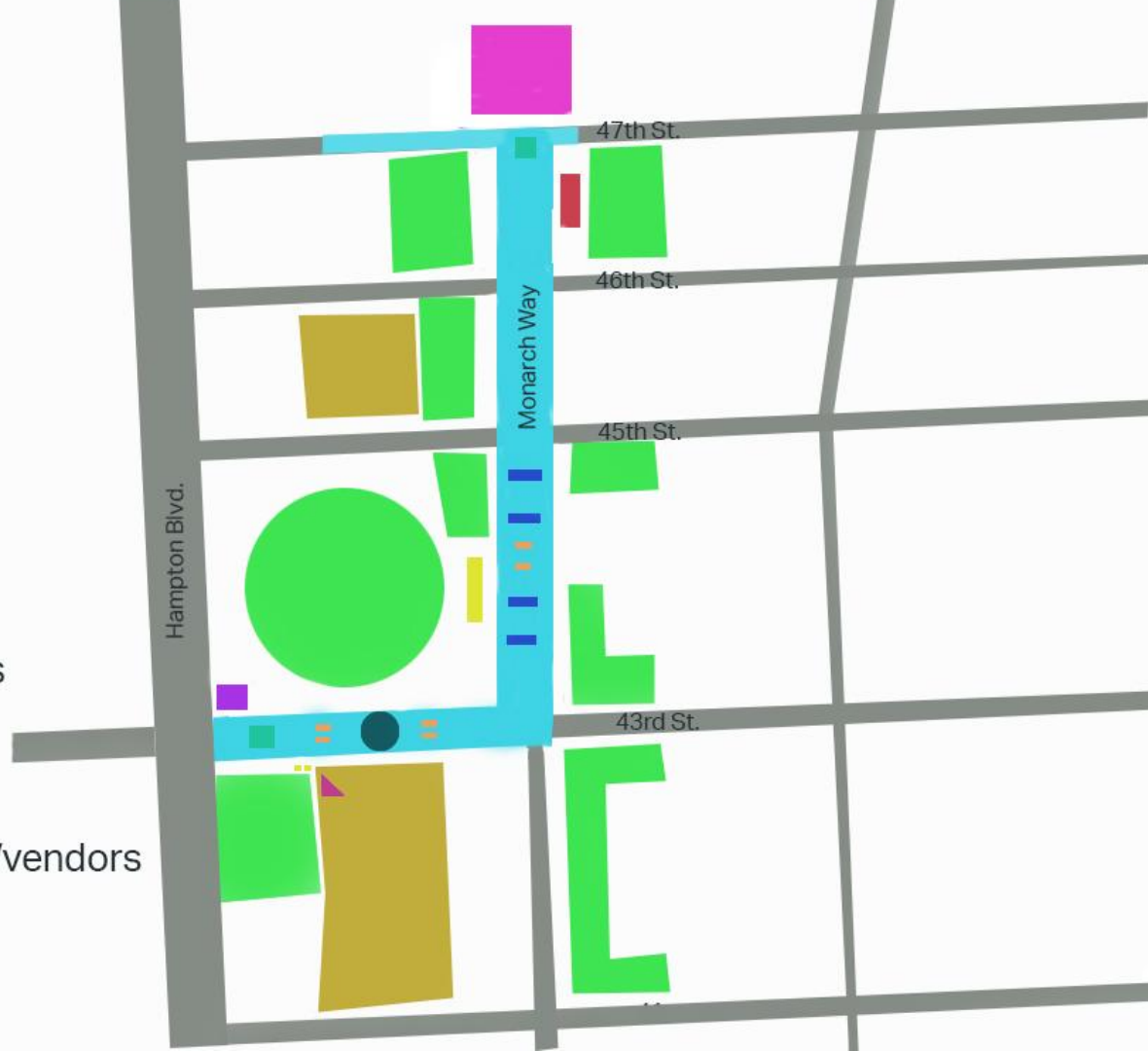
2022:

Partner Suggestions:

Back Bay astronomers
Chrysler Museum Glass Studio
Selden Market
Downtown Norfolk Council
Jefferson Lab
NASA Langley Research Center
Red Crooked Sky
Robotics at ODU: engineering, physics,
ICAR
Planetarium
ODU Libraries Special Collections
Opera
Visit Norfolk
Virginia Aerospace Business Association
Virginia Institute for Spaceflight &
Autonomy
Virginia Space Grant Consortium
Slover Library
VMFA
WHRO

Proposed 2022 site map:

- Beer Garden
- Port o potty
- Telescopes
- Local buisnesses
- Pop up tents
- Food Trucks
- Glass Studio
- Monarch Market/vendors
- Picnic tables
- Street closure
- Parking



Ideas for Mars festival:

Back Bay astronomers, celestial viewings
Glow Bike Ride
Children's book reading under Mars with the Slover Library
Live Dance by ODU and Red Crooked Sky
ODU Music Dept, Marching band, choir, strings
Virginia Opera
Costume Party, halloween, cosplay
Live Mars inspired Glassblowing
NASA Langley hand on activities
Venor Fair with Seldon Market
ODU departments tabling about robotics, aerospace or geology
Food Truck Rodeo
Mars themed beer
Bad Movie nights at the Planetarium
Pop up films in the street
Student Art installations
Virginia Air and Space Science Center Gift Shop pop up
Indie Comics group
Space themed fashion show with GSA and ODU
Short talks under Mars (philosophy, science and geology)
Poetry under Mars
Play new grand piano in Museum lobby



How to become a programming partner:

1. Develop a Mars related program at your institution and we will cross promote.
2. Apply to do performance or talk under Mars
3. Table on STEAM Street
4. Create a street intervention (theater, comedy, pop up exhibitions, projections etc.)

(don't have an idea but want to get involved?)

5. Become a sponsor!
6. Volunteer!



GET INVOLVED:

Programming forms due:
Friday July 15th

- Contact information
- Short description
- Promotional image/logo

[Partner sign up form](#)

OTHER WAYS TO PARTICIPATE:

- [Volunteer](#)
- [Sponsorship](#)
- [Suggest a song for our playlist!](#)



Success looks like:

Thousands of engaged students, faculty and community members coming together to learn, experience and celebrate wonder. Discovering how art can influence science and science art through lectures, performances, interventions, food and even gaming. This is a moment for our entire research institution to share what happens in the classroom and the discoveries in robotics, aerospace, theater, music and art. Community partners such as NASA, the Governor's School for the Arts, the Chrysler Museum and Slover library come together in the streets to make our campus a catalyst, inspiration and pop up happening.

Positive impact:

Ignite the imagination of young and old to reconsider how they gaze out at the planets. Inspire people to consider and ask questions: How do science fiction authors influence scientist at NASA, and how do students here at ODU develop robotic technology that can help unmanned spaceflight? What are the ethical, environmental and technological implication of Martian colonization? How can we collectively design for a better future?



MANY HANDS LIGHT WORK.
COMMITTEES! COMMITTEES!

Marketing Advisory Committee:

This group is designed to help cross promote the Mars festival to their audiences and to creatively consider partnerships and earned marketing opportunities.

Introductory meeting:
Wednesday, June, 15th 2022

Nominate someone from your team!



Exhibition Advisory Committee:

David Bowles, Executive Director, Virginia Institute for Spaceflight & Autonomy

Andrew Carnell, Chief of Staff, NASA Langley Research Center

Lynn Clements, Executive Director, Slover Library

Giovanna Genard, Assistant Vice President for Strategic Communication & Marketing, ODU

Khan Ifteharuddin, Professor and Associate Dean For Research & Graduate Programs, Batten College of Engineering and Technology, ODU

Solomon Isekeije, Director, Fine Arts Division at Norfolk State University

Karen Meier, Assistant Vice President for Community Engagement, ODU

Melissa Proffitt, Vice President, Virginia Aerospace Business Association

Mary Sandy, Director, Virginia Space Grant Consortium

Tara Saunders, Executive Director, Real Estate Foundation

Robert Wojtowicz, Vice Provost & Dean of the Graduate School, ODU



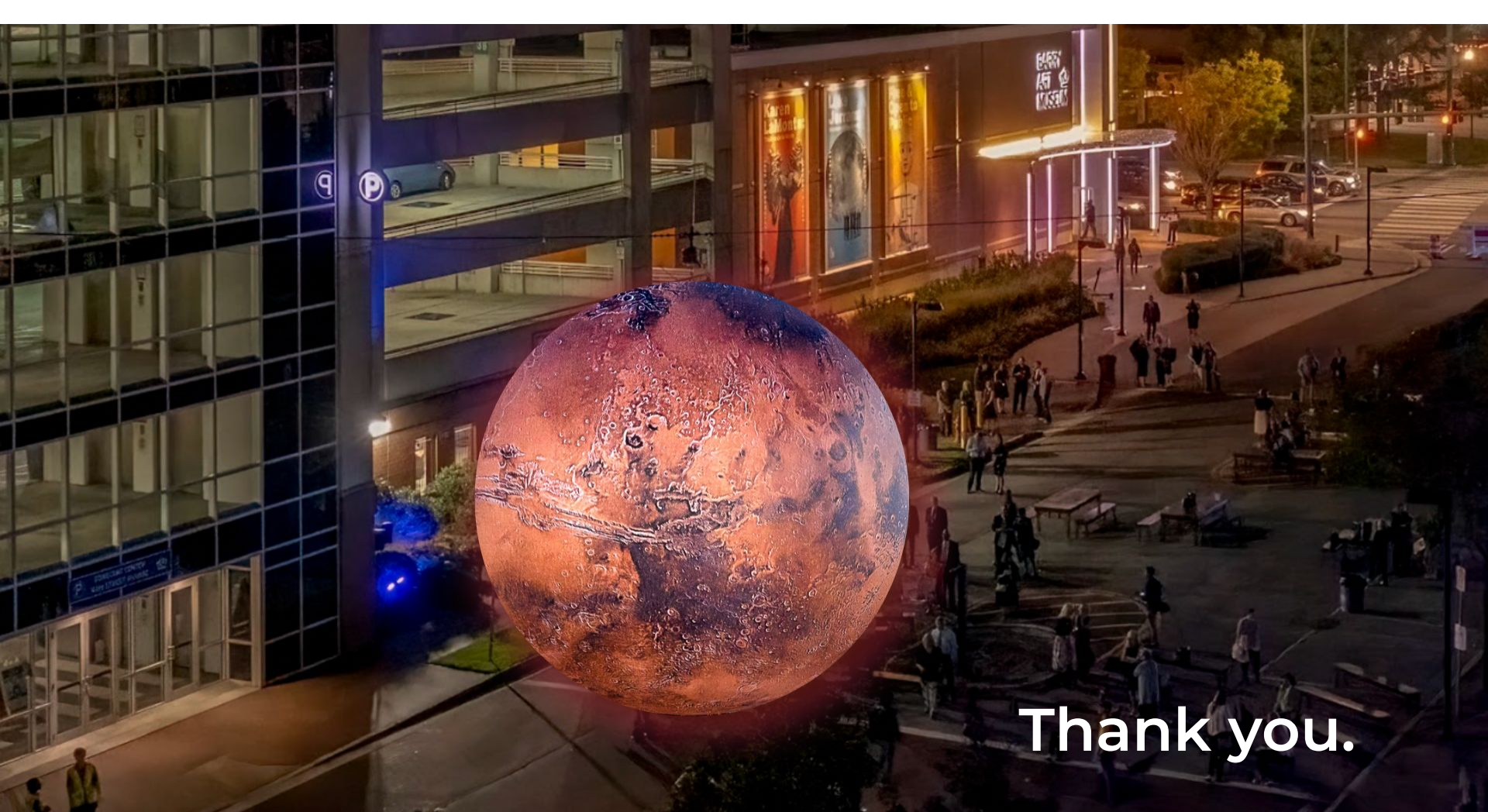
Infrastructure Advisory Committee:

This group ensures that the proper infrastructure is in place for the festival including:

- rigging
- security
- perimeter fencing
- electricity
- sound
- port o lets- parking garages
- medical tent
- 2 bars (brock commons & 43rd)
- food trucks- aramark
- Parking- signage
- uplighting
- fire access in one lane of traffic

These folks make it happen!





Thank you.

2023 Festival teaser: Semester theme of DESIGN

