



METROPOLIS ENTERTAINMENT LIMITED: PRESS INFORMATION

Apollo astronaut opens new Force Field motion effects theatre and Legend of Apollo 3D film to rave reviews at the London Science Museum

Dateline: 15th July 2009, East Sussex, England. "...you can learn a lot and understand what we did during our lunar missions", so said former NASA astronaut and Apollo 15 commander, Col. David R Scott during the launch of the *Legend of Apollo* film and *Force Field* theatre at the London Science Museum last month. Col. Scott was the guest of honour at the combined opening of the museum's new *Force Field* 3D / 4D motion effects theatre and *Legend of Apollo* 3D film which was timed to coincide with the 40th anniversary of the first lunar landing. One month on and the accolades continue to roll in both from the media and theatre audiences alike.

The *Legend of Apollo* film was produced by Metropolis Entertainment in partnership with Col. Scott and uses state of the art 3D computer animation to tell the inside story of the Apollo science exploration missions. It is the first 3D experiential film to be shown in the revolutionary new *Force Field* motion effects theatre which combines motion, vision, sound and sensory effects such as wind, water spray and aroma to totally immerse the audience in the experience of the mission. It was designed and installed by Metropolis and is operated in partnership with the museum. "You really get the sense of how it is to drive on the moon, how it is to launch, how it is to land and I think you'll enjoy the experience and come back many more times", David Scott told an audience of invited guests and media during his launch address and before they were invited to their seat for the ride.

Legend of Apollo is actually a film in two parts, a pre-show / introduction in which David Scott speaks to camera about his experiences during his two flights to the moon but most specifically about Apollo 15 which was the first extended exploration of the lunar surface using the 'moon buggy'. The 3D high definition main show, produced in stunning photo realistic computer animation highlights the major aspects of the mission from the Saturn V launch to lunar landing, to driving the lunar rover, to re-entry and splash down.

The first museum to show the film is the London Science Museum in its *Force Field* theatre where 3D imagery is enhanced by motion seats, smoke, light and aroma effects as well as water spray and bubbles. The end result is that the audience is fully immersed in the mission and experiences what it was like to go to the moon as realistically as is possible without actually leaving the planet.

During the making of *Legend of Apollo* great care was taken to ensure that it was factually and educationally correct and according to Doug Millard, Senior Curator ICT & Space Technology at the Science Museum, "it has succeeded in bringing the historic story of the moon landings to life to a generation too young to remember the actual events." *Legend of Apollo* will shortly open in Paris at the Cité des Sciences and in due course at many more venues around the world.



Some of what the press said:

"A thumbs up from me for the new Force Field experience at the Science Museum" **Anjana Ahuja, The Times (London)**

"Nothing, of course, can create the experience of actually visiting the moon, but you'll come away from this with a better understanding – and deeper admiration – for what [Apollo Astronaut, David] Scott and his colleagues achieved." **Graham Lawton, New Scientist**

"A new simulator designed to give visitors a taste of what it's like to take part in a space mission. It costs a fiver (£4 for children), which sounds a bit pricey unless you convince yourself that it's a credit crunch holiday, in which case you might consider it a bargain." **Critics' Choice, Time Out**

"In what the Science Museum believes to be a world-first, the audience can feel the impact of the rocket take-off and experience a bumpy ride on the Lunar Rover buggy courtesy of the dynamic seat motion in the theatre. There is more to come as once the audience has "landed" on the moon, the smell of space, akin to explosives, hits the auditorium. There is even a final, watery surprise when the shuttle lands on the ocean at the end of the astronauts' journey." **Culture 24**

Still frames from *Legend of Apollo*:





The launch event:



Col. David R Scott inaugurates 3D film Legend of Apollo and Force Field theatre at Science Museum



Doug Millard, Science Museum's Senior Curator ICT & Space Technology, speaking at launch event

Inside the *Force Field* theatre:



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Or visit:

<http://www.sciencemuseum.org.uk/>

http://www.sciencemuseum.org.uk/Activate/Home_page/our_products/Metropolis/Legends%20Of%20Apollo.aspx

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