

MEDIACOSM-2021 PARTICIPATORY SPACE

24-25 September 2021

Venue: Museum of Cosmonautics (Moscow)

Organizer: Faculty of Communications, Media & Design
(National Research University Higher School of Economics)

Twenty first year of the XXI century, which has found many of us shut in apartments, cities and countries, has become in the same time a year of the amazing leaps into Space for all mankind. 2021 has been the year of spectacular progress in space technologies' development and numerous achievements performed by both government and military space agencies, and "amateurs" of all kinds. Businessmen- amateurs launch their own space programs and personally go up the Karman line. DIY communities invent equipment for scanning sounds of space, make astrophotography, design space suits, revitalize local space museums and planetariums.

Representatives of popular science have significantly expanded the range of their media genres. Traditional lectures are side by side with blogs, multiplatform projects, and digital extensions (applications, AR and VR) of science fiction films. Educational activities are closely intertwined today with games, simulations and crowdsourcing. We can assume that a new global approach to the study and exploration of space is being formed before our eyes, and it is based on the efforts of those who, supported by new forms of alternative economy and digital communications, are now not only viewers, but also participants in the most ambitious space projects.

This year the speakers of our conference will pay special attention to new agency of space research and programs, such as non-governmental and grassroots initiatives, as well as the possibilities of connective action in the field of space exploration and the role of space tourism in spreading the fashion for space both literally (clothing and accessories) and figuratively. As always on Mediacosm annual conference, our main focus is on astromedia phenomena and the increasing variety of their forms, including science fiction films, books and games, various educational formats, ways of documenting the recent history of space exploration, as well as the possibilities of mediawitnessing during launches and flights, and of course, the study of astroart, astrophotography and astrofashion.

CONFERENCE PROGRAM

September 24

Conference hall (Museum of Cosmonautics)

The broadcast will be available on the YouTube channel [Space in media culture](#), and also on [TV Museum of Cosmonautics](#) and the page of the Moscow Museum of Cosmonautics in [VK](#).

11.00-12.20 Session 1

Exploring Mediacosm

Chair Anna Pravdyuk (HSE University)

11.00-11.15 Ekaterina Lapina-Kratasyuk (HSE University)

The Space Dimension of Counterfactual History: Popular Science, Multiplatform Storytelling and the Current Agenda (based on the Apple TV+ series *For All Mankind*, 2019-2021)

11.15-11.30 **Natalia Vereshchagina** (HSE University)
Space Future Design: Commercial and Sci-Fi Strategies

11.30-11.45 **Evgenia Nim** (HSE University).
Space Sociology in the Trilogy "Remembrance of Earth's Past, by Liu Cixin

11.45-12.00 **Anna Suvorova** (Perm State University, HSE University).
Images of the Outer Space in Visionary and Outsider Art of the XX and Early XXI Centuries.

12.00-12.20 Q&A

12.20 - 12.40 **Coffee break**

12.40-14.00 **Session 2**
Exploring Mediacosm
Chair Natalia Vereshchagina (HSE University)

12.40 -12.55 **Natalya Stolbova** (Perm State University)
The Effects of the Uncanny Valley in Cosmonautics: Fantastic and Philosophical dimensions

12.55 - 13.10 **Anastasia Przhevalskaya** (HSE University)
The Universe of Names: Who, How and Why Searches the Forgotten Heroines of the Space

13.10 - 13.25 **Daria Chudnaya** (Success Rockets)
Private Space Companies in the Whole World and in Russia: Innovations, Challenges and Prospects

13.25 - 13.40 **Georgy Lisitsin** (Moscow Museum of Cosmonautics)
Space is Closer Than It Seems: How Hi-Tech Becomes Everyday Life

13.40-14.00 Q&A

14.00 - 15.00 **Coffee break**

15.00-16.00 **Online talk**
The broadcast will be available on the YouTube channel [Space in media culture](#), and also on [TV Museum of Cosmonautics](#) and the page of the Moscow Museum of Cosmonautics in [VK](#).

Dr Sarah Jane Pell
Our Space On Earth: How We Make the Universe Our Own Through Arts and Science

Host Anastasia Przhevalskaya

Each of us is in space right now, whether we think of it or not, and each of us is a space explorer in their own way. How do we find our very own place in space? What discoveries await us, if we look just a bit more attentively through the prism of art and science? Australian artist and explorer of space and ocean Dr. Sarah Jane Pale will tell you about this and much more.

16.00-16.20 **Coffee Break**

16.20-17.40 **Public lecture**

Oleg Semenov (photographer, artist, a member of Russian Cosmonautics Federation)

Cosmic stereotypes in the media

Space is not only about the secrets of the stars and the power of rockets. This is most often what we know about the cosmos or think we know. It turns out that almost no one has checked the validity of the common images of space.

But everything is not so simple. Where did the cosmic stereotypes come from and what to do with them? Let's figure it out together.

17.40-18.40 **Excursion in the Moscow Museum of Cosmonautics**

September 25

Cinema hall of the Moscow Museum of Cosmonautics

11.00-13.00 **Online Session 3**

Space and Fashion

Chair Lyudmila Alyabyeva (HSE University)

The broadcast will be available on the YouTube channel [Space in media culture](#), and also on [TV Museum of Cosmonautics](#) and the page of the Moscow Museum of Cosmonautics in [VK](#).

11.00-11.20 **Barbara Brownie** (University of Hertfordshire, UK).

Design for Space: Low-tech Opportunities and Research Methods for Citizen Designers

11.20-11.40 **Eytan Tepper** (Laval University, Canada)

The Polycentric Nature of Space Governance & AstroFashion

11.40-12.00 **Ekaterina Kulinicheva** (HSE University)

Space and Fashion: Popular and Unpopular Plots in the History of the Issue

12.00-12.20 **Tatyana Dashkova** (Russian State University for the Humanities)

Flared Trousers for Cyborgs: What Aliens Looked Like in the Soviet Films

12.20-12.40 **Marina Sazonenko** (HSE University)

A Girl in Space. Representation of Female Images in Illustrations and Paper Games in Soviet Magazines (1960-1980).

12.40-13.00 Q&A

16.30-17.50 **Public lecture.** Cinema hall of the Moscow Museum of Cosmonautics

Mikhail Kotov (scientific journalist).

The Billionaires' Space Race

In July 2021, for the first time in history, suborbital tourism was launched. Two American billionaires went on short space trips at the same time to demonstrate the safety of their projects. What is the difference between the flights of Jeff Bezos and Richard Branson? How much will a ticket for a suborbital space flight cost? And most importantly, have the participants of suborbital flights become real astronauts?

17.50-18.10 **Coffee Break**

18.10-19.30 **Public lecture.** Cinema hall of the Moscow Museum of Cosmonautics

Alexander Panov (PhD in Physics and Mathematics, leading researcher at the Research Institute of Nuclear Physics of Moscow State University, head of the SETI Scientific and Cultural Center at the Council for Astronomy of the Russian Academy of Sciences).

The SETI Problem and Science Fiction: Liu Cixin's Dark Forest Theory

Are there any extraterrestrial civilizations? What are the ways to find them and are they a real threat to humanity? The lecture is devoted to the SETI problem and its representation in contemporary contemporary science- fiction literature. Special attention will be paid to the analysis of the concept of the " Dark Forest "in the famous trilogy of Liu Cixin "Remembrance of Earth's Past".

How to attend the conference events

Sections, meetings and public lectures will be held in the Museum of Cosmonautics (111 Mira Avenue, Moscow).

Entrance to the Museum is possible only if there is a QR code (Certificate of preventive vaccination from COVID-19) valid on the date of the visit for the and an identity document.

Registration is required to attend the Conference.

You can register below at [the link](#) from September 17 (09.00) to September 23 (11.00).

Partners: *Museum of Cosmonautics, Theory of Fashion magazine*

Organising committee: *E. Nim, E.Lapina-Kratasyuk, N. Vereschagina, A. Pravdyuk, L. Aliabieva, O. Filimonova, A. Przhivalskaya*