

# LIGHT

Beyond the Bulb



## HOW TO HOST AN EXHIBIT

### STEP 1: Figure out what you can afford

\$

0 - 5k

Do it yourself spirit!

\$\$

5 - 25k

Large professional prints

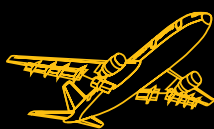
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25 - 100k

Full on installation

approach organizations • appeal to corporations • partner with printers  
connect with cultural organizations • research sponsorship options

### STEP 2: Pick a place to host



Airport



Café



Park



Community Center



Library

Other suggestions: train station, zoo, prison, art gallery, school, hospital, mall, city hall, street fair, museum, science center, summer camp, boardwalk, beach, and so much more.

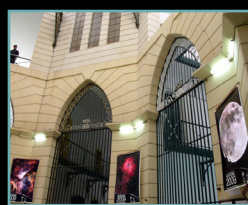
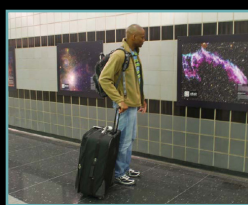


Exhibit photos of the "From Earth to the Universe" exhibits around the world. From left to right: O'Hare airport, Chicago, United States; train in Slovenia; Oxford, England; prison in Coimbra, Portugal

For more ideas from previous exhibits go to [HTTP://WWW.FROMEARTHTOTHEUNIVERSE.ORG/](http://WWW.FROMEARTHTOTHEUNIVERSE.ORG/)

### STEP 3: Find local partners to help

planetariums • museums • science centers  
photographers • amateur astronomers  
local science departments • educators  
artists • storytellers • makers

### STEP 4: Price local expenses

printers • builders  
lighting • security staffers  
permit offices

### STEP 5: Select content

[HTTP://LIGHTEXHIBIT.ORG](http://LIGHTEXHIBIT.ORG)

Coming soon! Free for all!

give credit • use logos • translate if needed

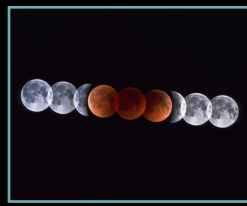


Image credits: Lightning – Edward Aspera Jr.; Lunar Eclipse – Akira Fujii / Ciel et Espace; Aurora – Senior Airman Joshua Strang; Galactic Center – X-ray: NASA/CXC/UMass/D. Wang et al.; Optical: NASA/ESA/STScI/D.Wang et al.; IR: NASA/JPL-Caltech/SSC/S.Stolovy

### STEP 6: Market and promote

press release/news sheet to magazines, local papers, tourist authorities  
local advertising (sponsorship)  
brochures for libraries, schools, tourist info, etc

**STEP 7: LAUNCH YOUR FREE EXHIBIT!**



INTERNATIONAL  
YEAR OF LIGHT  
2015