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**INTERACTIVE POP-UP EXPERIENCE AT MSI TAKES GUESTS
BACK TO THE 1960S TO COMMEMORATE 50TH ANNIVERSARY OF APOLLO 8 MISSION**
Moon Room 1968 includes era-inspired living room, and limited-edition, retro souvenirs

CHICAGO, Ill. (December 6, 2018)—Step back in time and experience the Apollo 8 mission just as millions of Americans did—inside their living rooms. The Museum of Science and Industry, Chicago (MSI) invites guests to explore Moon Room 1968, an interactive pop-up experience, to commemorate the 50th anniversary of the first time humans orbited the Moon.

Inside this 1960s-inspired living room, guests can watch the Apollo 8 footage on a vintage television surrounded by era décor; type a letter to Apollo 8 crewmembers Commander Frank Borman, Command Module Pilot Jim Lovell, and Lunar Module Pilot Bill Anders; and sit for a holiday photo complete with an aluminum tree, a decorative staple that dominated many homes during the height of the Space Age.

“MSI is a museum that has always been a ‘please touch’ museum that puts guests at the center of any experience,” said Anne Rashford, director of temporary exhibits and business partnerships. “The Apollo 8 mission was so transformative in the race to the Moon that we felt the best way to celebrate the 50th anniversary was to put guests into a setting that allows them to really feel the energy and excitement felt by the entire country.”

Guests can access Moon Room 1968 from the Henry Crown Space Center, which houses the original Apollo 8 Command Module occupied by the three-man crew from December 21 to December 27. In addition to the living room, the space features a vintage retail experience offering limited-edition souvenirs with retro MSI logos, and era-inspired items including Lite-Brites, slinkys, record players, and more. Moon Room 1968 is open through Sunday, January 6, 2019 and is included with Museum Entry. The living room was created in partnership with home-furnishings and antique store Scout, and Oscar Isberian Rugs.

“We are thrilled to again have partnered with MSI – a world-class institution – to honor one of the most significant events of the 20th century,” said Larry Vodak, owner of Scout, who partnered with MSI to bring its previous Smart Home exhibit to life in 2008. “Everything about mid-century décor has become iconic, which creates an immediate vision in guests’ minds. It was a fun challenge to design an experience that would surprise and delight guests while still honoring the mission and the crew.”

MSI is offering multiple events to commemorate Apollo 8’s 50th anniversary, including:

- **[Conspiracy Theories](#), December 6 at 6 p.m.:** Where do conspiracy theories come from, and what makes people susceptible to believing them? Explore the science behind how conspiracy theories form, and how their appeal can shape mass opinion with experts at the Revival Theater. *Additional ticket purchased required.*
- **[Full Moon Fest](#), December 22 from 5 – 9 p.m.:** Celebrate the last full moon of 2018 with a nighttime, all-ages festival. Gaze at the brightest object in our night sky through telescopes in the Smart Park, get your face painted with sparkling space patterns, learn how to make galaxy slime, see special live performances, and more. *Included with Museum Entry.*

The Museum of Science and Industry, Chicago (MSI), one of the largest science museums in the world, offers world-class and uniquely interactive experiences that inspire inventive genius and foster

curiosity. From groundbreaking and award-winning exhibits that can't be found anywhere else, to hands-on opportunities that make you the scientist—a visit to MSI is where fun and learning mix. Through its Welcome to Science Initiative, the Museum offers a variety of student, teacher and family programs that make a difference in communities and contribute to MSI's larger vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering. Come visit and find your inspiration! MSI is open 9:30–4 p.m. every day except Thanksgiving and Christmas Day. Extended hours, until 5:30 p.m., are offered during peak periods. The Museum is grateful for the support of its donors and guests, who make its work possible. MSI is also supported in part by the people of Chicago through the Chicago Park District. For more information, visit msichicago.org or call (773) 684-1414.

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