The Special Exhibition "Deep Space -To the Moon and Beyond-"

Production Team for the Special Exhibition "Deep Space"

Overview of the case

The special exhibition "Deep Space -To the Moon and Beyond-" was held at the Miraikan - The National Museum of Emerging Science and Innovation from July 12 to September 28, 2025, and at the Toyota City Museum from October 18, 2025 to January 18, 2026. It is one of Japan's largest-ever space exhibitions where visitors can experience humankind's new challenges in space. In collaboration with space research institutions and companies such as JAXA, the National Astronomical Observatory of Japan, and The University of Tokyo, the event presented the current state of Japan's space industry all in one place. The exhibition featured a full-scale model of the world's first "crewed pressurized rover," the actual "Soyuz spacecraft" that came back from space, and genuine samples from the asteroids Itokawa and Ryugu. In all, it attracted some 220,000 visitors. A survey of visitors at the Tokyo venue revealed a satisfaction rate of 96.7%, with people in their teens and twenties accounting for 48% of respondents. This showed that the event made a significant contribution to promoting understanding of space development and human resource development among the younger generation.

Crewed pressurized rover (Full-scale model)

Key points regarding receiving the award (Comments from the selection committee)

Featuring various spacecraft, rockets, and more (including a full-scale model of a crewed pressurized rover), the event provided a high level of experiential value. This exhibition received high praise from large numbers of visitors, and can be highly commended for widely giving something back from and publicizing the achievements of space development by industry, academia, and government, and for contributing to the promotion of science and technology.

It is highly commendable for sparking interest in deep space among large numbers of people, and conveying scientific information widely.

Specific results, etc.

1. Contributing to the creation of new fields in space development and utilization

Through collaboration with JAXA and other relevant organizations, the exhibition produced and publicly displayed the world's first full-scale model of the "crewed pressurized rover," a crewed lunar surface rover currently under development in Japan. In addition to ordinary visitors, many researchers and engineers from Japan and overseas came to see the event, making it a place that connected research and society. Furthermore, a full-scale model of an "H3 Launch Vehicle" fairing was created, giving visitors an opportunity to experience its actual size. In addition, a model of the "Lunar Dielectric Analyzer (LDA)" was created through collaboration with The University of Tokyo, and together with display panels featuring currently serving astronauts and exhibition videos, the forefront of the "Artemis program" was conveyed. The exhibition featured an actual "Soyuz spacecraft" that had come back from space and "real rocket parts that visitors could touch with their own hands." The hands-on experiences that gave visitors a "real sense of space" were a huge hit.

Private-sector space development was also presented by adding exhibitions from private companies, through collaboration with the SPACETIDE Foundation and the Space Liner Association. This gave the younger generation an opportunity to include space as an option for their own futures. These cross-disciplinary initiatives represented an unprecedented challenge and made a significant contribution to the creation of new fields in space development and utilization.

2. Contributing to the expansion of the space development and utilization market

The exhibition attracted approximately 220,000 visitors, and many of them commented that now they had learned about careers in space, they wanted to include them in their own future career options. In a survey of visitors at the Tokyo venue, people in their teens and twenties accounted for 48% of all respondents. Directly reaching the generation that will lead future space development and exploration is a major achievement. The exhibition presented initiatives in the private-sector space industry, including small satellites, observation services, and rocket development. This gave an easy-to-understand picture of the market's current state and future outlook. Through social media posts and articles, interest in the space industry spread beyond visitors, and a social infrastructure was built with a view toward market expansion.

3. Contributing to the advancement of the economy and society

The event was held as a comprehensive exhibition that crossed the boundaries between science, education, and culture. Through models of the currently in-operation Advanced Land Observing Satellite-4 "DAICHI-4" (ALOS-4) and the Quasi-Zenith Satellite System "Michibiki" and panels explaining practical applications in weather forecasting, smartphones, car navigation systems, agriculture, and disaster response, the event gave visitors an opportunity to "feel space close to them" in society and daily life. Numerous media outlets presented space development through the exhibition, contributing to improving space literacy in society as a whole.

4. Contributing to technologies

The full-scale model of the "crewed pressurized rover" was the world's first-ever public display of the vehicle. In addition to letting visitors really feel Japan's technical prowess, it created new value for research institutions and engineers as well. In the field of astronomy, the achievements and latest missions of the "Subaru Telescope," the "ALMA telescope," the X-Ray Imaging and Spectroscopy Mission "XRISM," and more were presented. The exhibition video "Mars Tour" used the latest data to clearly explain Mars's unique environment and Jezero crater through video and audio. These initiatives are of enormous significance in that they have demonstrated ways to "give society something back from research achievements" through exhibitions and the media, and have thereby widely raised awareness of the social value of technology.

5. Contributing to the enhancement of citizens' understanding and to human resource development

All the explanatory panels included furigana (phonetic Japanese characters) and English translations, and an audio guide and quiz panels for children were provided to ensure that people of all ages would be able to learn as they had fun. Many visitors commented that learning about space had been a moving experience, and that they had gained an understanding of topics related to it. The event presented space as a field that is accessible to all, providing strong support both for developing the next generation of human resources and for furthering understanding.

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