



APOLLO 11

Moon landing 60th anniversary

1969 - 2029



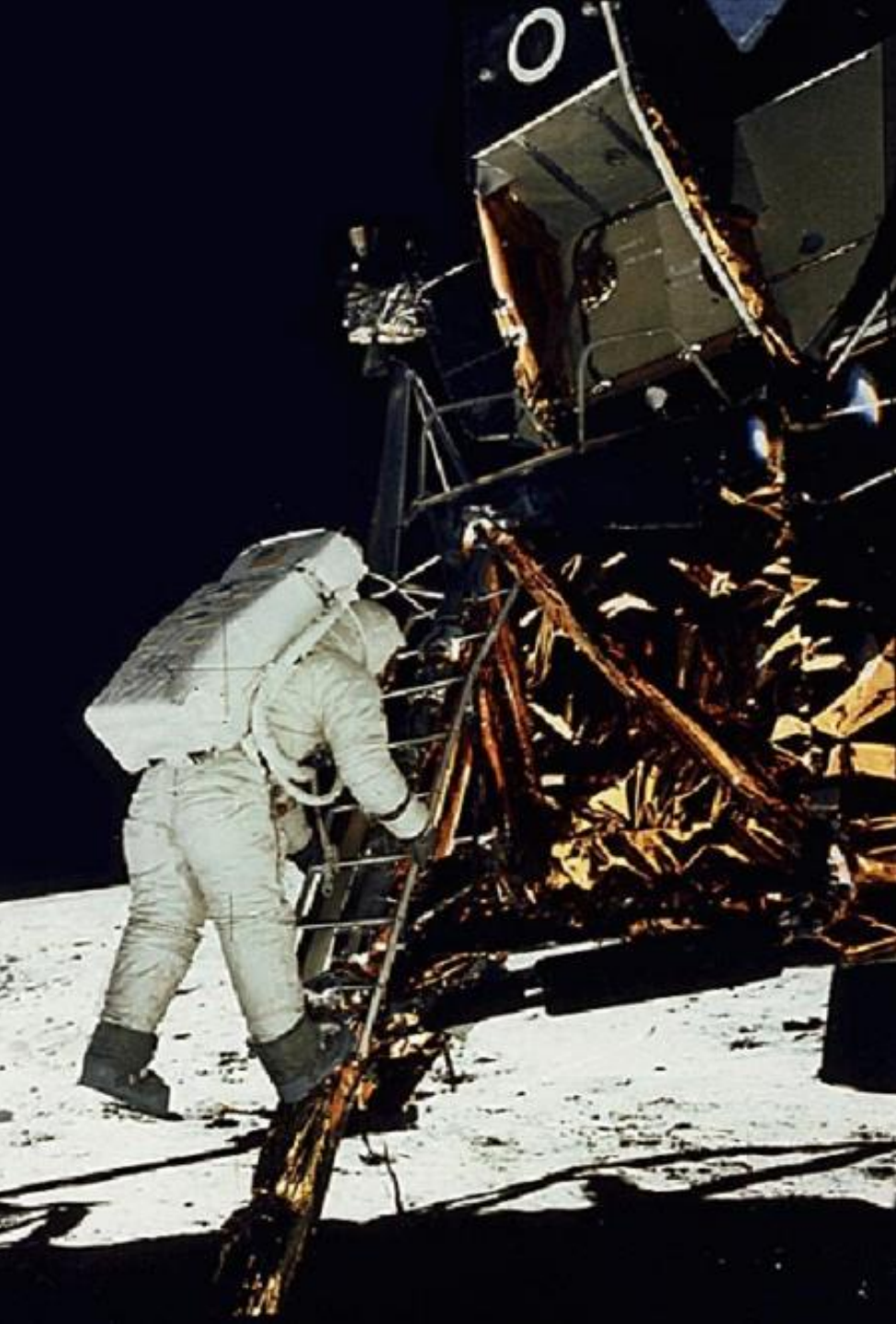
Once upon a time...



1962, John Fitzgerald Kennedy announces the launching of a space program which will make history!:
« Sending a man to the Moon before the end of this decade!"



A few years later,
on July 16th 1969,
Apollo 11 is launched,
and takes off from the
Kennedy Space Center
bringing 3 astronauts
to the Moon.



July 20th 1969,
20:17:40 UTC,
Apollo 11 crew reports:
"The eagle has landed."



A few hours later,
Neil Armstrong,
the first man to walk
on the lunar surface,
speaks the legendary
words: "That is a small
step for a man, a giant
leap for mankind."



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Organizer

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"Moon touch!"



Organizer

Kermyl Communication is an event production agency with an expertise in large scale developments including educative program "Atao", theme park "CraneLand", 18 hours live concert "RockKorea", 1km floating "Seoul Long Beach", and today the "LunApollo Event" to celebrate the 60th anniversary of the Apollo 11 on July 20th 2029.

Kermyl Communication is producing the LunApollo Event on behalf of Luna Aircraft Corp. with one motto:

"Back to the Moon!".



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LUNAPOLLO



July 20th 2029

Kennedy Space Center - UNESCO Paris

Concept

For the 60th anniversary of the Apollo 11 Moon landing mission, the LunApollo Event is to take place simultaneously at the UNESCO HQ in Paris, France, and at the Kennedy Space Center.



Atlantis Pavilion, Kennedy Space Center, USA



Shows

The LunApollo Event invite live and online audiences to celebrate the first step of a man on the Moon.

On July 20th 2029, imaginary spacecrafts drawn by children and true technological aeronautics achievements will be featured together with live performances of talented musicians, dancers and storytellers until the evening ends with the countdown of the 60th anniversary of Apollo 11 Moon landing at 20h 17mn 40sec UTC.





Locations

The LunApollo Event will be presented on July 20th 2029 in 2 locations :

- the UNESCO HQ
- the Kennedy Space Center

This event storytelling one about the most amazing human odyssey will be aired live on various social media platforms.





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July 20th 2029

*-UNESCO Paris



Educational program

Based on the LunApollo Event book "The tale of Chick Apollo", the Chick Apollo Space Center educational program honors children's intuition guiding them to imagine and illustrate spacecrafts which will soon bring back astronauts to the Moon.

Designed for kindergarten and primary schools, the Chick Apollo Space Center program takes place over a 2 hours session and is easy to integrate in any curriculum, anywhere on Earth!



Chicky, the mascot

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11



Artistic program

From "The tale of LunApollo" telling the voyage of Apollo 11 on the far side of the Moon to the artworks of the children at the Chick Apollo Space Center and a live dance performance, the July 20th 2029 show will reveal through the arts the wonderful abilities mankind has to produce "giant leaps" such as the one witnessed by 600 millions people on July 20th 1969.

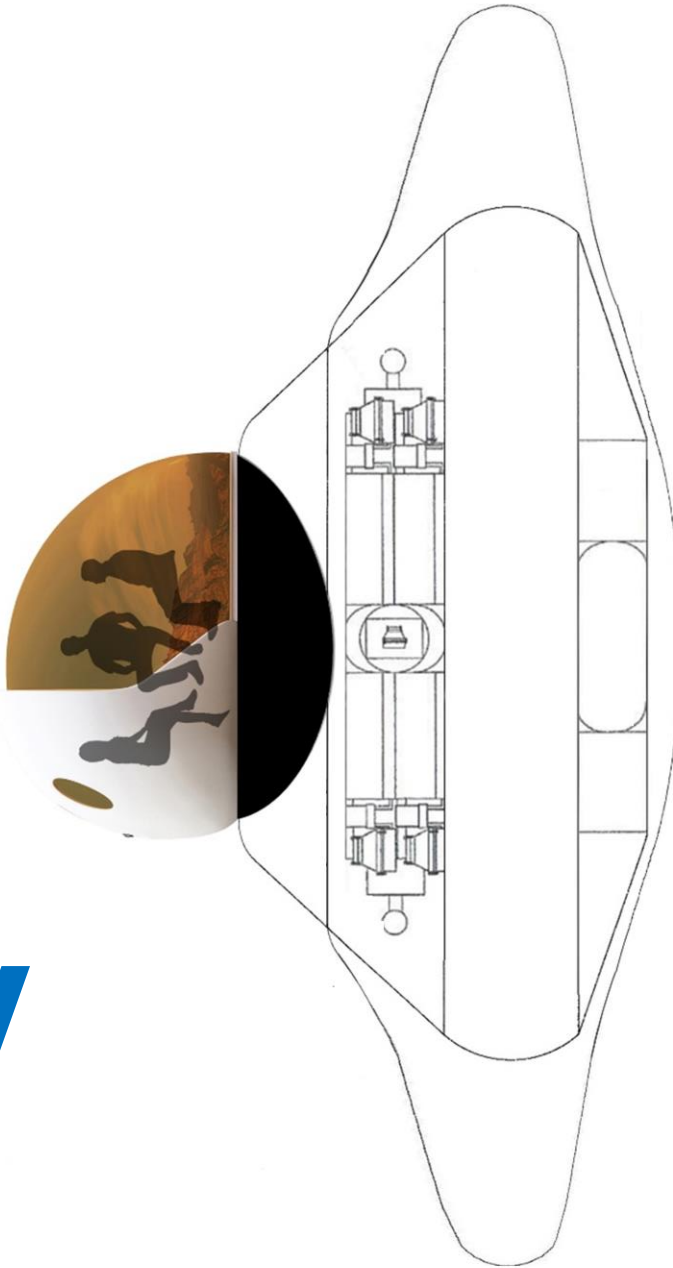


July 20th 1969, Central Park, New York... And you? Where were you?

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PSV



Scientific program

At 20h 17mn 40sec UTC, 60 years to the second to the anniversary of Apollo 11 Moon Landing, the LunApollo Event will introduce to the world the first public gravity control tourist space vehicle, the Luna PSV (Personal Space Vehicle) produced by Luna Aircraft and due to start its Moon missions on Xmas 2029! A 4D holographic Luna PSV show will present how such lunar experience will develop over a 36 hours trip while unveiling a mock-up of the spacecraft on stage for all spectators to discover...



A Moon landing experience in a 60's vintage style!



Back to the Moon!

on July 20th

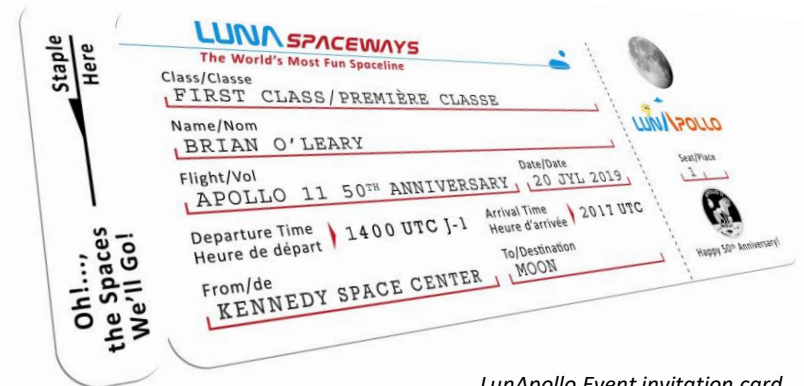
APOLLO 11 EVENT

1969 - 2029

UNESCO Paris | Kennedy Space Center

Marketing

Kermyl Communication associates the brand of the LunApollo Event partners to the divers promotional material: tales, film productions, programs, posters, invitation card,... While distributing internally and externally these various information, LunApollo partners also develop a "cross- marketing" operation.



LunApollo Event invitation card



Productions

"LunApollo" Animation TV special, 26mn, 2029

"Back to the Moon" Virtual Reality, 5mn, 2029

"LunApollo" Animation TV series, 26 x 26mn, 2029

"Chick Apollo Space Center" 52 x 7mn, 2029

As years will go by, synergies between the LunApollo Event program in schools and the Luna Animation productions will make a community of pupils and audiences aware of a new reality: Moon is Earth close neighbor and now accessible to all!





APOLLO 11 EVENT
 Moon landing 60th anniversary
 UNESCO & Kennedy Space Center - July 20th 2029

"Moon touch!"

Kermyl Communication designs for LunApollo Event partners ideas to add to their logotype a "Moon touch!"

Promoting in this fashion their desire to contribute to the celebration the Apollo 11 mission 60th anniversary, the partners of LunApollo Event are on the communication forefront for new markets on the Moon and beyond...



LunApollo potential partners



KERMYL

COMMUNICATION

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