

Smithsonian Starstruck Invites Communities Worldwide To Explore The Universe Together This World Space Week

One universe. Infinite questions. Smithsonian Starstruck's Family Space Week brings cosmic discovery to Starstruck venues around the world.



(September 24, 2026) This World Space Week, *Smithsonian Starstruck: An Immersive Experience* is inviting audiences around the globe to explore the universe together with Family Space Week, a special celebration taking place October 4-10.

Across participating Starstruck venues in **Washington D.C., San Antonio, Denver, Chicago, London, Melbourne, São Paulo and Lisbon**, guests are invited to journey deep into the cosmos through immersive exploration, STEM-inspired content and special giveaways.

Kicking Off With Free Family Sunday at Starstruck

At the heart of the celebration is Smithsonian Starstruck: An Immersive Experience, where guests travel through galaxies, encounter extreme exoplanets and witness the life cycle of stars through real astronomical data brought to life.

Free tickets will be made available on **Sunday, October 4**, with **Free Family Sunday**, a special kickoff event offering free admission to Smithsonian Starstruck for one day only. The experience is **recommended for guests ages 10 and up**.

Tickets for Free Family Sunday will be made available on Thursday, September 24, 2026 at <https://smithsonianstarstruck.com/>. Tickets are available on a first come, first served basis and will no longer be available once fully claimed.

Developed in collaboration with the Smithsonian Astrophysical Observatory (SAO), Starstruck draws on decades of astronomical research to translate scientific data into a fully immersive, interactive and walkable universe. Built from real astronomical data, Starstruck is far more than an exhibition; it is a cosmic journey, allowing guests to activate their senses as they touch, hear and navigate the wonders of the universe like never before.

During the experience, guests travel alongside the Hubble Space Telescope, the James Webb Space Telescope and the Chandra X-ray Observatory, journeying far beyond Earth and deep into the cosmos. Along the way, they encounter extreme exoplanets, witness the life cycle of stars and explore the immense scale of galaxies and black holes, gaining a deeper understanding of humanity's place in the universe.

From young explorers to grown-up stargazers, Free Family Sunday is designed to turn curiosity into discovery. Families can explore the science behind the stars and take home space-inspired goodies.

A Week of Cosmic Discovery

Family Space Week continues beyond the kickoff event with special ticket offers, local radio giveaways, STEM-inspired social content and community partnerships designed to extend World Space Week celebrations across participating cities.

To encourage space discovery even beyond World Space Week, Starstruck will offer a limited-time World Space Week promotion, giving guests **20% off** admission throughout the week.

“World Space Week is about celebrating the curiosity that space sparks in all of us. We created Starstruck to inspire young people to ask big questions, get excited about science, and see themselves as part of the future of discovery,” said Randall Smith, Astrophysicist at the Smithsonian Astrophysical Observatory.

Family Space Week invites audiences to explore the universe together and discover the science shaping our understanding of space.

Information:

- **Opening Date:** Sunday, October 4, 2026
- **Duration:** ~40 minutes
- **Recommended Age:** 10+
- **Tickets:** Available exclusively through the Fever app and website
- **Website:** https://smithsonianstarstruck.com/#city_selector
- **Visual Assets:** <https://newsroom.feverup.com/en-US/assets/239958/>

Developed in close collaboration with the Smithsonian Office of Visitor Accessibility, Starstruck incorporates accessibility features such as closed captions, visual descriptions, wheelchair-optimized viewing, assistive listening devices and complimentary companion access. Trained staff and fully accessible venues help ensure a welcoming experience for all.

About Smithsonian Starstruck: An Immersive Experience

Smithsonian Starstruck: An Immersive Experience is a 3D interactive, virtual reality experience that begins at Earth’s observatories and launches visitors into the universe—aboard the world's most powerful space telescopes. Developed in close collaboration with the Smithsonian Astrophysical Observatory (SAO), Starstruck translates real astronomical data from SAO, NASA, and ESA into a breathtaking journey through space.

Blending cutting-edge immersive technology with authentic science and powerful storytelling, Starstruck brings the birth and death of stars, and the vast depths of the cosmos, to life in an entirely new way for audiences craving smart entertainment. Starstruck brings Smithsonian science and storytelling into an immersive, transportive format, extending the Institution's longstanding mission of sharing knowledge far beyond its physical museums. It reinforces Smithsonian's commitment to being a welcoming source of knowledge and discovery for all, inviting audiences not just to learn, but to explore and imagine.

Starstruck is part of Fever's growing portfolio of original immersive experiences, designed to make extraordinary scientific discoveries both accessible and tangible for everyone. Through a blend of education, storytelling, and cutting-edge immersive technology, Fever is redefining how people learn, connect, and explore — from iconic places on Earth to the furthest reaches of the cosmos.

About the Smithsonian

Since its founding in 1846, the Smithsonian Institution has been committed to inspiring generations through knowledge and discovery. It is the world's largest museum, education and research complex, consisting of 21 museums, the National Zoological Park, education centers, research facilities, cultural centers, libraries and gardens. Two of the 21 museums—the National Museum of the American Latino and the Smithsonian American Women's History Museum—are in the early planning stages. The total number of objects, works of art and specimens at the Smithsonian is about 157 million.

About the Smithsonian Astrophysical Observatory

The Smithsonian Astrophysical Observatory is a research center of the Smithsonian Institution and part of the Center for Astrophysics, the largest astrophysics research center in the world. The Observatory has been a pioneer in space exploration and discovery since its founding in 1890. Today, in addition to performing groundbreaking astronomical research, SAO operates multiple satellites, including NASA's Chandra X-ray Observatory, and runs the Minor Planet Center that tracks all known asteroids in the solar system.

About Smithsonian Enterprises

Smithsonian Enterprises oversees the commercial activities of the Smithsonian Institution with five primary business divisions: media, retail, licensing, eCommerce and travel. The mission of SE is to engage in successful and profitable revenue generating business activities that support and extend the Smithsonian's mission, values, and reputation.

About Virtual Worlds

Virtual Worlds is a creative studio specializing in high-quality, free-roam immersive experiences that transport audiences inside history's most remarkable stories. By combining cinematic artistry with cutting-edge technology, the studio brings history, culture and imagination to life with unparalleled depth, scale and immersion.

About Fever

Fever is the world's leading tech platform for live entertainment and culture, inspiring over 300 million people last year to discover the best experiences across more than 55 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events — from immersive exhibitions and sports to interactive theatrical performances, museums, concerts, and festivals — while empowering its partners with data and cutting-edge technology to develop and expand new experiences worldwide.

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