

# Step Into the Universe: Smithsonian Starstruck Opens in the Science Museum with an Immersive Journey To The Cosmos

From 26 June, explore stars, black holes and galaxies in a fully immersive journey beyond Earth that brings the universe within reach like never before.



**London, 2 June 2026** – The universe is within reach, as London will become a gateway to the cosmos with the arrival of **Smithsonian Starstruck: An Immersive Experience**, opening on **26 June** at the **Science Museum**, the home of award-winning exhibitions, iconic objects and stories of incredible scientific achievement. This free-roam, interactive journey invites visitors to witness the birth and death of stars, explore distant galaxies, and come face-to-face with a black hole, all without leaving Earth.

Guests can sign up for the waitlist on Fever’s app and [website](#).

Developed in collaboration with the **Smithsonian Astrophysical Observatory (SAO)**, the pioneering research center founded in 1890, Starstruck draws on decades of astronomical research to translate scientific data into a fully immersive, interactive and walkable virtual reality universe. Built from real astronomical data, **Starstruck** is far more than an exhibition; it is a cosmic journey that dissolves the boundary between observer and observed, 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 some of humanity's most powerful observatories, including 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.

"Smithsonian Starstruck reflects years of thoughtful collaboration across the Smithsonian," said **Denise Elliott, Acting President of Smithsonian Enterprises**. "By working closely with SAO and Fever, we're extending Smithsonian science and storytelling into an immersive format that reaches new audiences while supporting our mission."

"This project demonstrates how immersive experiences can make complex scientific ideas more tangible and engaging," said **Randall Smith, Associate Director for Science at the Center for Astrophysics at SAO**. "It's exciting to see astronomical data translated into an experience that encourages curiosity and exploration."

### **Experience Highlights:**

Smithsonian Starstruck: An Immersive Experience begins atop SAO's Whipple Observatory, where a cosmic guide, Astro, awaits. From this summit, the journey launches into deep space aboard the world's most powerful telescopes (Hubble, JWST, and Chandra), revealing the vastness and wonder of the universe like never before.

Drift through a breathtaking 3D expanse, gliding past thousands of galaxies, racing through the Milky Way, and soaring close to the Sun to witness its immense energy. Along the way, encounter extreme exoplanet worlds, a dying star, and the edge of a supermassive black hole, capturing the scale and beauty of space.

## **Celebrating Innovation & Human Accomplishment**

Smithsonian Starstruck: An Immersive Experience honors centuries of scientific curiosity and innovation, demonstrating how curiosity and exploration continue to expand our understanding of the universe.

From the Milky Way to black holes and the solar system, the experience places visitors within the story of discovery itself, illustrating that humans are not just observers of the cosmos, but part of it.

Bringing Starstruck to the Science Museum in London marks the latest addition to Fever's growing portfolio of immersive cultural experiences worldwide. This expanding lineup reinforces the company's mission to increase access to the extraordinary and make culture accessible through technology, transforming the way people learn, connect, and engage with history, science, and art.

"We're proud to have developed this new immersive experience in collaboration with the Smithsonian Astrophysical Observatory (SAO), the largest astrophysics research center in the world. This partnership has enabled us to ensure scientific accuracy down to revelatory details to make the observatory's incredible research within reach to audiences in London," said Alex Winterbotham, Global Director of Production for VR at Fever.

"Bringing Starstruck to the Science Museum highlights the project's ability to educate and engage visitors of all ages, from children to adults, while remaining highly entertaining,"

### **Practical Information:**

- **Opening Date:** 26 June, 2026
- **Location:** Science Museum, Exhibition Rd, South Kensington, London SW7 2DD

- **Duration:** ~40 minutes
- **Recommended Age:** 10+
- **Tickets:** Available exclusively through the Fever app and website.
  - Visitors must book a free Science Museum admission ticket to enter the building via the website <https://www.sciencemuseum.org.uk/>.
- **Website:** <https://feverup.com/m/656683?preview=2b87b449>
- **Visual Assets:** Available here.

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

Press Contact: [fever@instinct-pr.com](mailto:fever@instinct-pr.com)

### **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 discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to increase 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, concerts, and festivals — while empowering its partners with data and technology to develop and expand new experiences worldwide.

### **About the Science Museum**

The Science Museum is part of the Science Museum Group, the world's leading group of science museums that share a world-class collection providing an enduring record of scientific, technological and medical achievements from across the globe. Over the last century the Science Museum has grown in scale and scope, inspiring visitors with exhibitions covering topics as diverse as robots, codebreaking, cosmonauts and superbugs. The Science Museum was named a winner of the prestigious Art Fund Museum of the Year prize for 2020. [www.sciencemuseum.org.uk](http://www.sciencemuseum.org.uk). Follow on [X](#), [Facebook](#) and [Instagram](#).

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