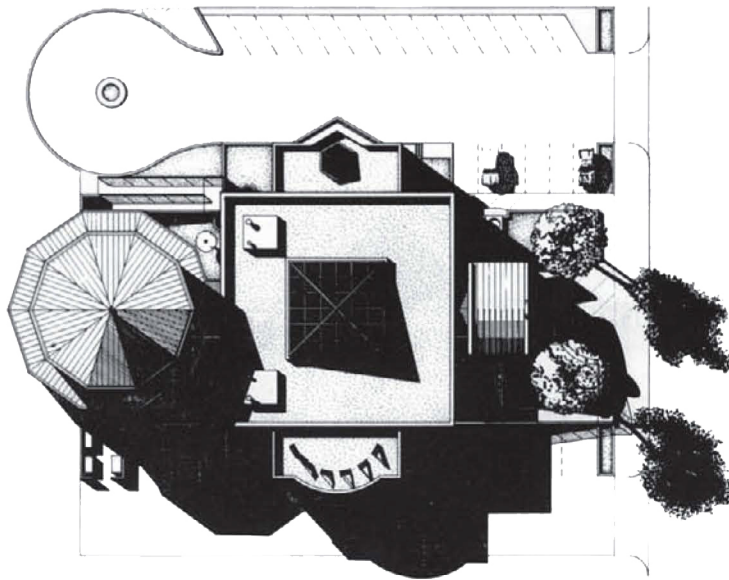


VEDIC PLANETARIUM and SCIENCE MUSEUM

GENERAL INFORMATION



Bhaktivedanta Institute San Diego Center

INFORMATION ON PROPOSED VEDIC PLANETARIUM AND SCIENCE MUSEUM

BACKGROUND ON THE BHAKTIVEDANTA INSTITUTE SAN DIEGO CENTER

The Bhaktivedanta Institute, founded in 1976, studies various branches of modern science in light of the knowledge contained in the *Vedas* of India. The Institute sponsors research, holds conferences, publishes literature, and produces videos.

In 1986, the Bhaktivedanta Institute organized the First World Congress on the Synthesis of Science and Religion, held in Bombay, India and attended by distinguished scientists (including Nobel laureates), philosophers, and theologians. In 1990, the Bhaktivedanta Institute held its first conference on the Scientific Study of Consciousness in San Francisco. Papers presented at both conferences have been compiled in book form.

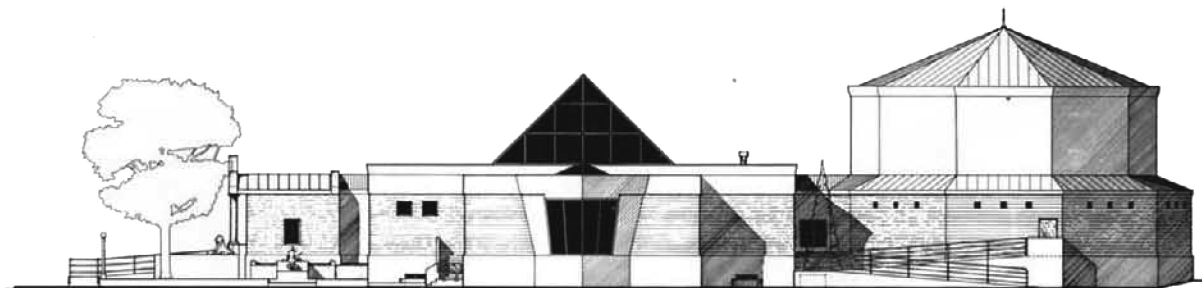
The San Diego Center of the Bhaktivedanta Institute, under the direction of Dr. Richard Thompson (Sadāpūta Dāsa), has been particularly active in publishing and video production.

Books published to date include *Mechanistic and Nonmechanistic Science* and *Vedic Astronomy and Cosmography* by Richard Thompson, and *Human Evolution: A Confrontation Between Fact and Theory* (currently in press) by Michael Cremo (Drutakarmā Dāsa) and Richard Thompson.

Richard Thompson and Michael Cremo of the San Diego Center also produced *Origins*, a full-color magazine-style overview of Vedic views on modern science.

Videos made by the San Diego Center of the Bhaktivedanta Institute include *Models of Natural Selection*, *Mind and Brain*, *Human Evolution: A Confrontation Between Fact and Theory*, and *Simulated Worlds*.

The San Diego Center of the Bhaktivedanta Institute is currently engaged in research and planning for a Vedic Planetarium and Science Museum to be constructed in Washington, D.C.



PLANETARIUMS: WHAT THEY ARE AND WHAT THEY DO

At the foundation of every civilization lies its view of the universe. All of the variegated manifestations of art and culture find their ultimate source and inspiration in how people see themselves in relation to the cosmos.

Over the years, the planetarium has become an effective and popular vehicle for communicating

the underlying astronomical and cosmological assumptions of a civilization to the general public.

The first modern planetarium was built in 1923, at the Deutsches Museum in Munich, Germany. Since then, planetariums big and small have been built in hundreds of cities around the world, attracting millions of visitors yearly.

THE SPECIAL NEED FOR A VEDIC PLANETARIUM

Of all the planetariums currently in existence throughout the world, none is exclusively devoted to presenting the cosmological and astronomical ideas of India's timeless Vedic culture.

A Vedic planetarium would give visitors a unique insight into the view of reality from which the Vedic culture of India springs. Beyond this, such a planetarium would also be a source of pride and inspiration for the Indian community.

Additionally, the proposed Vedic Planetarium and Science Museum would function as a center for research. Resident and visiting scholars would be given the opportunity to explore in depth the relationship between Vedic cosmology and modern cosmological ideas. The ultimate goal of this research would be to convince educated people of the reality of the Vedic view of the cosmos.



ŚRĪLA PRABHUPĀDA ON THE NEED FOR A VEDIC PLANETARIUM

As is well known, Śrīla Prabhupāda, the founder-*ācārya* of the International Society for Krishna Consciousness (ISKCON), wanted a Vedic planetarium constructed as part of the main temple in the ISKCON Māyāpur project in India.

But Śrīla Prabhupāda also expressed a desire that a Vedic planetarium should be constructed in the United States. The San Diego Center of the

Bhaktivedanta Institute proposes to inaugurate such a Vedic planetarium project.

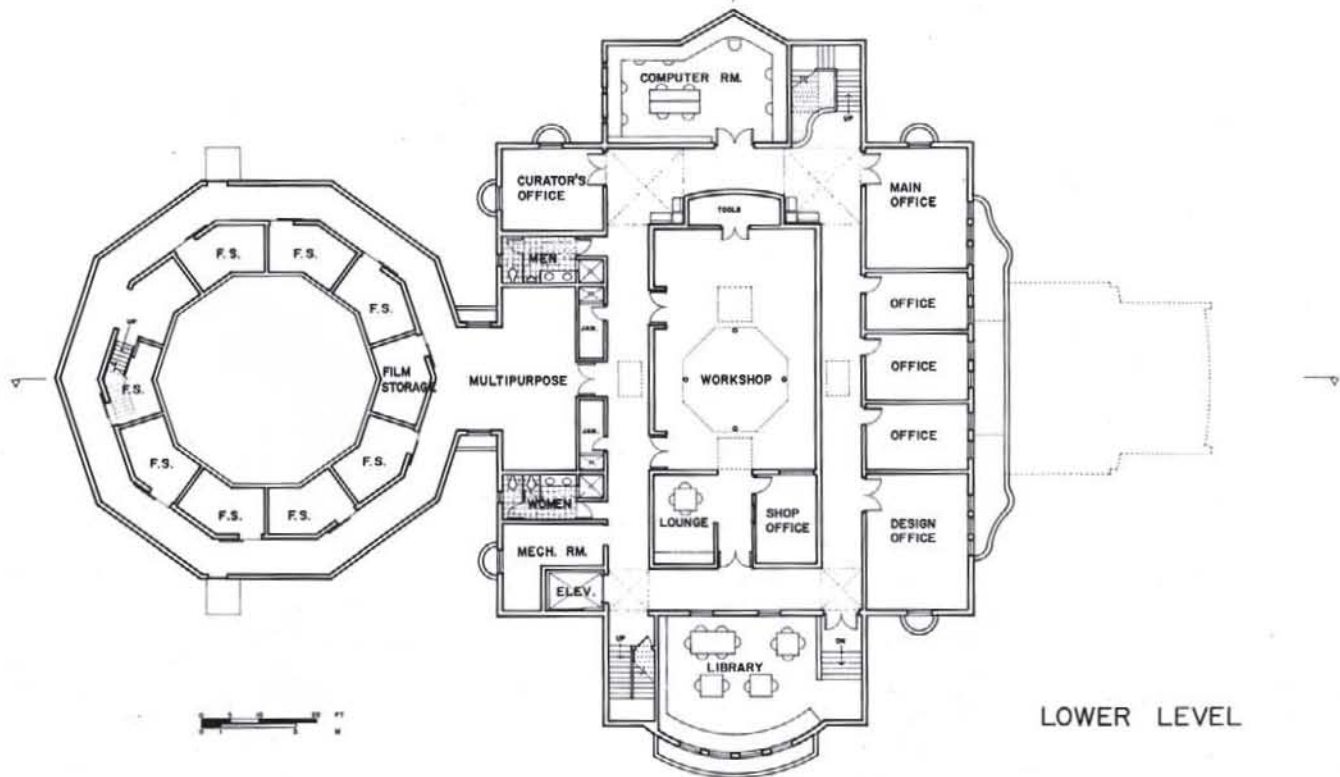
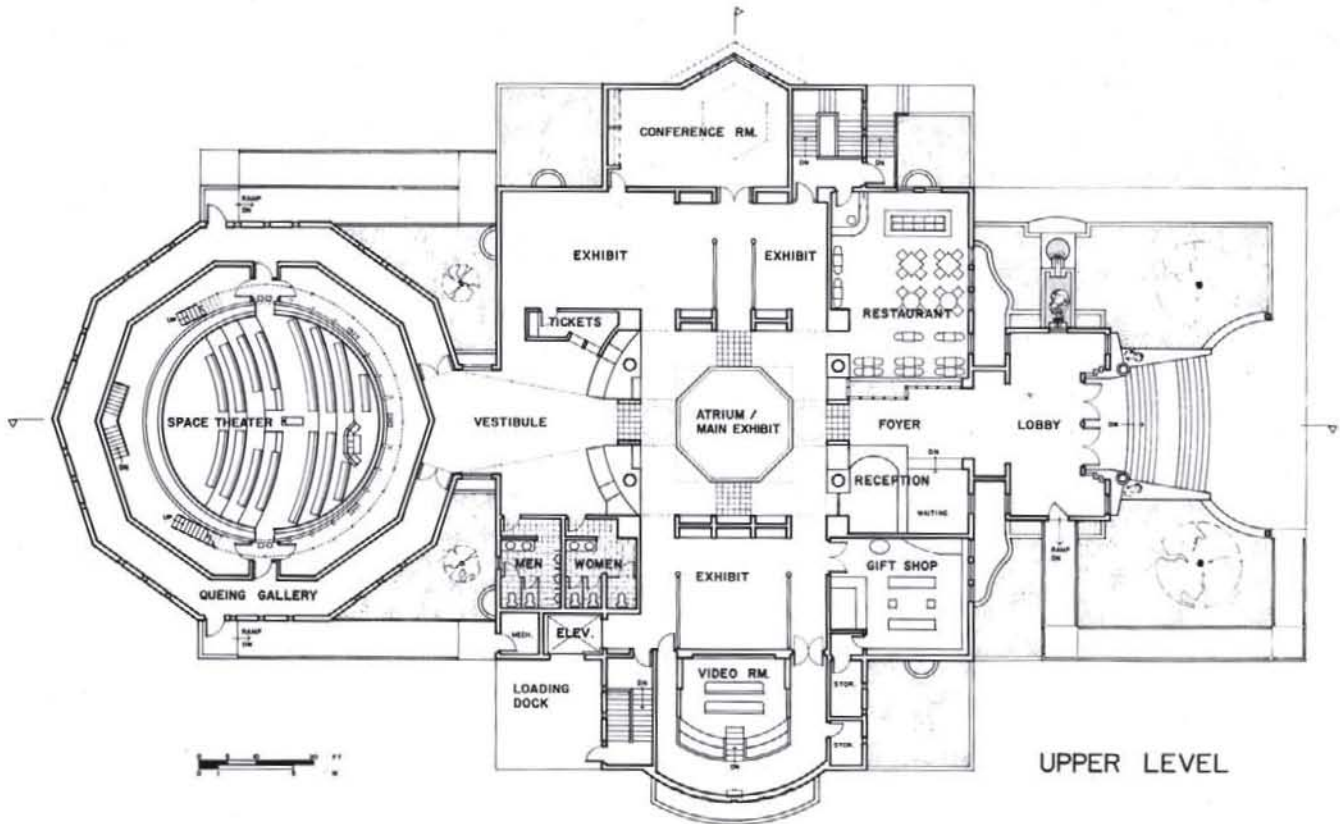
Experience gained in constructing a Vedic planetarium and museum in the United States will be helpful in constructing the Māyāpur Vedic Planetarium and can serve as a model for the construction of other Vedic planetariums in different countries around the world.

SITE

The Vedic Planetarium and Science Museum could be constructed in any major city. In particular, Śrīla Prabhupāda mentioned Washington, D.C., and it has obvious advantages—each year millions of tourists come there from all over the

world to visit museums and cultural institutions.

Our research shows that suitable land is available in the Virginia and Maryland suburbs of Washington, D.C. at a cost of approximately \$3–6 million dollars.



THE BUILDING

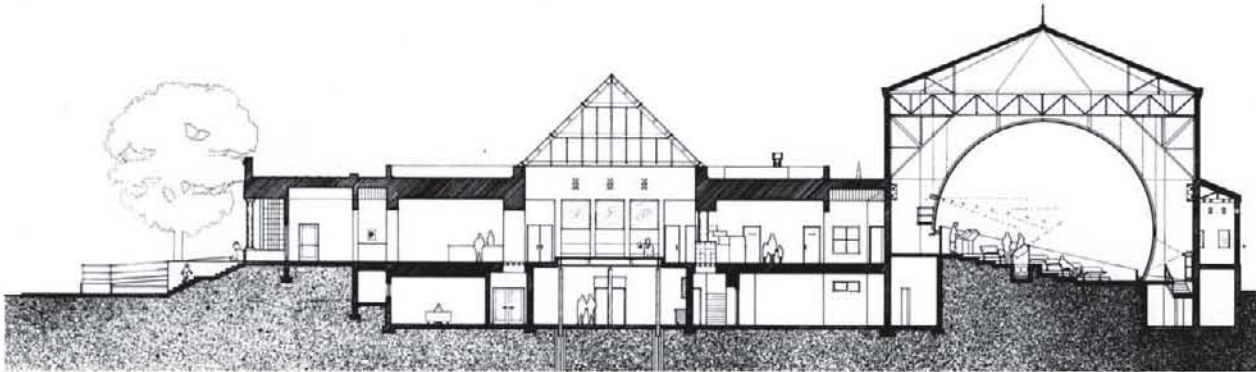
Preliminary plans have been drawn up for the layout of the Vedic Planetarium and Science Museum, showing both upper and lower levels (opposite page).

Planetarium shows will take place in the main theater on the upper (ground) level of the complex. Other visual presentations will be shown in the smaller video room. In addition there will be a museum area, with exhibits revealing various

aspects of Vedic science, philosophy, and culture. The upper level will also include a conference room, gift shop, and vegetarian restaurant.

On the lower level will be offices, a library, workshops for storage and preparation of exhibits and displays, and a computer room.

Longitudinal and transverse sections of the interior of the Vedic Planetarium and Science Museum are shown below.



PERSONNEL

The San Diego Center of the Bhaktivedanta Institute can provide a core group of talented workers already experienced in designing exhibits, writing scripts, and generating computer graphics and animation. It will, however, be necessary to assemble a larger team of competent writers, artists, scientists, and computer programmers to provide the Vedic Planetarium and Science Museum with high quality shows and exhibits. We hope to attract bright, young graduates from

Indian universities and technical schools to work on the project, perhaps at a location in India.

In addition to the research and production personnel, the anticipated staff will include a director, an executive assistant, an accountant, a payroll and purchasing clerk, a development director, a public relations director, a marketing director, a restaurant manager, a gift store manager, and a complement of cashiers, ushers, and maintenance personnel.

COMPUTER GRAPHICS EQUIPMENT FOR PRODUCTION

Planetarium shows will make use of high-resolution computer-generated imagery projected on large screens. Many companies such as Digital Arts, AT&T, and Hewlett Packard are offering sophisticated software packages for producing vivid 3-dimensional computer animations. Computers designed specifically for animation work are also commercially available at reasonable prices.

For example the Iris 3120 computer from Silicon Graphics costs \$75,000 and can produce a complete one hour video show (using 30 frames per second) in 75 to 100 hours of computer time. Computers that are 6 to 35 times faster than this will soon be on the market. In addition, the same equipment could produce coordinated audio and slide projection shows.

PROJECTION EQUIPMENT AND DESIGN

The proposed planetarium has two projection facilities.

The first projection facility is an auditorium with a curved overhead screen. Planetarium shows will be produced using a sophisticated sound system and visual displays generated by coordinated slide projectors. The slides and audio will be coordinated by a special purpose computer that controls the slide projectors and audio equipment. Motion effects can be produced by using fades

from one slide to another. A special star projector will be used to project stars and constellations.

The auditorium can seat 100.

The second projection facility is a video projection room, where shows featuring extensive continuous motion and highly realistic imagery can be presented. Video projectors are available that can project video images onto a large screen—about 20 feet by 15 feet—with good quality. The video room seating capacity is 32.

PROPOSED PLANETARIUM SHOWS

Shows will be directed to three principal types of audiences: (1) general attendance by families and individuals, (2) high school and college undergraduate classes, and (3) scientists and other scholars, including Indologists.

The Vedic Planetarium and Science Museum will also host conferences and seminars, publish books and articles for both scholarly and general audiences, and sponsor research in Vedic cosmology and related topics.

SELECTED SHOW TOPICS

- Simulated travel through the different planetary systems in the Vedic universe
- Vedic star constellations
- Refutations of the idea that Indian astronomy was derived from the Greeks
- Astronomical dating of the Battle of Kuruksetra, the beginning of Kali-yuga, and other events mentioned in the *Vedas*
- The Vedic calendar
- Comparison of Vedic cosmology with modern ideas, such as the Big Bang theory of the universe's origin
- Life on other planets
- History of Indian astronomy
- Vedic descriptions of space travel
- The role of astrology in Vedic culture
- The celestial Ganges and the Milky Way
- Vedic concepts of God and the universe

FUNDING THE VEDIC PLANETARIUM AND SCIENCE MUSEUM

The figures below represent anticipated capital expenditures, annual costs, projected revenue sources, and naming opportunities available to those individuals, groups, foundations, and corporations desiring to support the Vedic Planetarium and Science Museum in Washington, D.C. Income from an endowment will be applied toward the yearly operating expenses.

YEARLY OPERATING COSTS

Personnel	\$500,000
Marketing	200,000
Technical	200,000
Other	200,000
TOTAL YEARLY EXPENSES	\$1,100,000

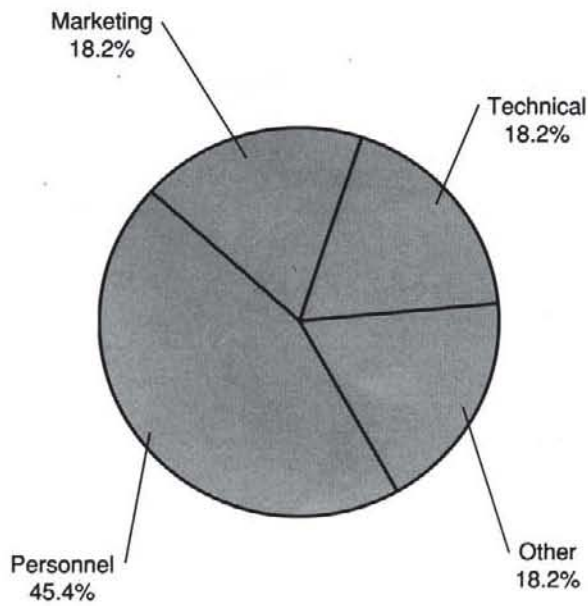
PROJECTED YEARLY REVENUE

Admissions	\$500,000
Gift Shop and Restaurant	250,000
Endowment Income	100,000
Membership	50,000
Corporate (BBT, etc.)	200,000
TOTAL YEARLY REVENUE	\$1,100,000

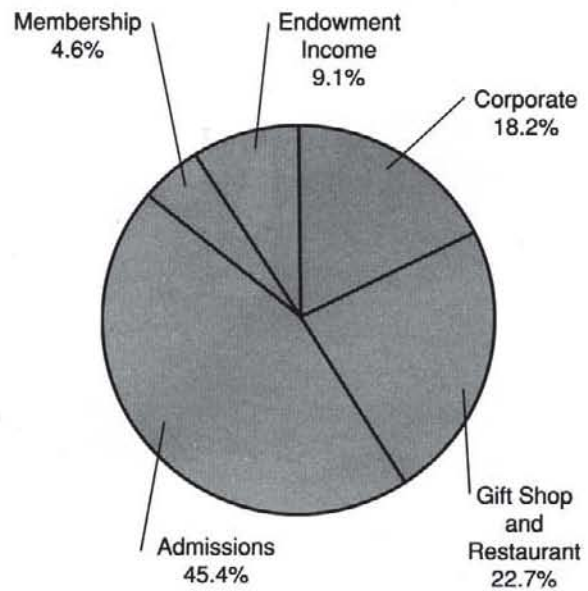
CAPITAL EXPENDITURES

Land	\$4,000,000
Construction	3,000,000
Equipment	1,000,000
Endowment	1,000,000
TOTAL	\$9,000,000

OPERATING COSTS



REVENUE SOURCES



VEDIC PLANETARIUM AND SCIENCE MUSEUM NAMING OPPORTUNITIES

Foundations, corporations, and individuals may request specific facilities for purchase and sponsorship. If desired, these can be named in honor of the contributor or as a memorial to the person or organization of the donor's choice. Donors will be listed on a commemorative plaque, if they desire, and will be honored at the official opening of the Vedic Planetarium and Science Museum.

The initial research, planning, funding, and staffing of the Vedic Planetarium and Science Museum Project will be done via Govardhan Hill, Inc., a nonprofit educational corporation in

California, organized by the Bhaktivedanta Institute San Diego Center for such purposes.

NAMED FACILITIES

Naming the Planetarium and Museum	\$5,500,000
Main Auditorium	1,500,000
Main Exhibit Room	600,000
Video Theater	500,000
Library	400,000
Conference Room	200,000
Additional Exhibit Rooms (3)	3× 100,000
TOTAL NAMED FACILITIES	\$9,000,000

