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Giant Screen Cinema Association (GSCA) and International Planetarium Society (IPS) Announce Strategic New Collaboration

June 6, 2024 – The Giant Screen Cinema Association (GSCA) and the International Planetarium Society (IPS) are pleased to announce a new strategic partnership aimed at enhancing and expanding the reach of immersive educational experiences worldwide.

This collaboration unites two pioneers in experiential education and awe-inspiring entertainment, leveraging their combined expertise to develop new content and outreach strategies that will benefit audiences globally. "One hundred years ago, planetariums unveiled the first truly immersive science visualizations to the world and 50 years ago, giant screens revolutionized single screen cinema and large format filmmaking" said Mike Lutz and Heather Farnworth GSCA Board Members and Co-Chairs of the Industry Leadership Committee. "As digital exhibition and production technology advance sophistication and fidelity in these seminal experiences, this partnership represents an opportunity for IPS and GSCA to mutually reinforce their missions to the benefit of everyone – especially the general public. "

GSCA and IPS look forward to the participation of Tammy Barrett, GSCA Executive Director, at the upcoming IPS event in Jena and Berlin, Germany, in July 2024. Further, plans are now underway for the two associations to collaborate on events at Association of Science and Technology Centers (ASTC) conferences such as the upcoming ASTC gathering this year in Chicago, September 28 – October 1.

"This partnership between our organizations could not come at a better time," said Michael McConville, President of IPS. "We're looking forward into the next hundred years of planetariums with a vision for a more diverse, inclusive, and collaborative community - and GSCA is an integral part of that. While we work well separately, we work so much better together."

About the International Planetarium Society (IPS):
The International Planetarium Society is the world's largest organization dedicated to advancing the art and science of planetariums. With members in over 70 countries, IPS promotes professional growth and supports the planetarium community through educational and outreach programs. https://www.ips-planetarium.org/
https://www.facebook.com/InternationalPlanetariumSociety

About the Giant Screen Cinema Association (GSCA):
The Giant Screen Cinema Association's mission is to support a prosperous international giant screen industry. GSCA is the essential organization that supports, grows, fortifies, and sustains the international network of premium giant screen theaters and content creators to provide immersive, transformational, educational, cinematic experiences. GSCA's membership includes nearly 200 organizations in nearly 30 countries. Visit our website at www.giantscreencinema.com for further information and connect with us on Facebook at https://www.facebook.com/giantscreencinema.

For further information, please contact: Tammy Barrett
Email: tammy@giantscreencinema.com

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