

MOREHEAD
PLANETARIUM+
SCIENCE CENTER

THE VISION:

Leverage a stunning and spectacular visual technology to transform Morehead Planetarium and Science Center from a one-time attraction to a lifetime destination, central to learning, discovery and connection at Carolina.

Imagine your next visit to Morehead. You enter the theater but instead of looking up at the night sky, you step into an immersive spectacle. You are transported to the ancient ruins of Rome. Then to the Louvre in Paris. You stand inches from the screen, but you can't see a single pixel as you view the Mona Lisa. You take a step back and are taken to the depths of the ocean, then launched into a low orbit journey around Mars while astronauts narrate your trip.

The next era of Morehead Planetarium and Science Center will welcome visitors into a premium experience unlike anything else in North Carolina, opening new frontiers of discovery and imagination. It will create a stage where science, the arts, sports, culture, entertainment and public life come alive in ways that are unforgettable for all guests, from school children to sports fans to scientists.

It will be a place where ideas collide in wonderful and unexpected ways. Cosm's CX System and its striking capabilities will allow Morehead to serve a wider array of disciplines that make new ways of learning and connection possible. In the same planetarium that trained the astronauts who would take America to the moon, we can help future academics, doctors and educators make their own mark.

For more than 75 years, Morehead has inspired generations of North Carolinians to explore wonders beyond Earth. Every week, school children funnel through Morehead's doors to gaze up in awe as constellations are projected onto its dome.
This next chapter honors John Motley Morehead I's original vision by ensuring that Carolina continues to offer the people of North Carolina access to the best, most inspiring technology of its time.

We're on the verge of something special. It's our generation's turn to take the baton from Mr. Morehead, the planetarium's early visionary director Tony Jenzano and supporters like Joan Gillings who have built and nurtured the institution for decades. It's our turn to polish what Joan referred to as Chapel Hill's "crown jewel." With philanthropic support, Morehead can become a more open, connected and indispensable part of daily life at Carolina while delivering modern experiences that leave visitors every bit as awestruck as those who first looked up at Morehead's stars in 1949.