



 RAKIA

POSTER PACK





POSTER NO. 1

NO DREAM IS OUT OF REACH

THE POSTER STORY:

A MAN IN THE MIDDLE OF THE DESERT IN AN ASTRONAUT'S SUIT GAZING TOWARD THE SKY. THE SKY IN THE ILLUSTRATION IS VERY DOMINANT AND THE ASTRONAUT'S PRESENCE IN THE DESERT, OF ALL PLACES, ENABLES HIM TO SEE THE MYRIADS OF STARS (WHICH ARE VISIBLE IN PLACES LIKE THE DESERT, WHERE THERE IS LESS LIGHT POLLUTION). THE ASTRONAUT IS GAZING TOWARD THE HEAVENS WITH CONSIDERABLE CURIOSITY. THE MOON AND STARS ABOVE INSPIRE HIM TO DREAM BIG, TO DREAM FAR. ONE CAN SENSE HIS INTENSE EXCITEMENT – HIS DREAM IS ABOUT TO COME TRUE – HIS SPACE FLIGHT IS SOON TO BE.

MISSION

WHEN YOU LOOK AT THE POSTER IN WHICH THE ASTRONAUT DREAMS
OF THE MOMENT HE TOO WILL BE LIFTING OFF INTO SPACE,

WHAT THOUGHTS DO YOU THINK OCCUPY HIM?

WHAT WOULD YOU BE THINKING ABOUT

IF YOU WERE IN HIS SHOES?

AHEAD OF THE SECOND ISRAELI'S SPACE VOYAGE

THIS COMING FEBRUARY, THE RAKIA MISSION IS SCHEDULED TO LAUNCH TO THE INTERNATIONAL SPACE STATION. ON BOARD WILL BE EYTAN STIBBE – THE SECOND ISRAELI IN SPACE AND THE FIRST TO BOARD THE INTERNATIONAL SPACE STATION.

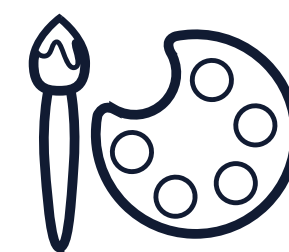
THE MISSION WILL LAST 10 DAYS DURING WHICH EYTAN IS GOING TO BE FOLLOWING A PACKED SCHEDULE:



HE WILL BE CONDUCTING EXPERIMENTS DEVISED BY ISRAELI SCIENTISTS, WHICH ARE INTENDED TO IMPROVE OUR LIVES HERE ON EARTH AND TO HELP STIMULATE FURTHER SPACE VOYAGES.



HE WILL BE GIVING LESSONS TO THE STUDENTS AND SCHOOLCHILDREN IN ISRAEL, SHOWING THEM WHAT LIFE IS LIKE IN SPACE.



HE WILL BE SHOWCASING ISRAELI ART AND CULTURE.



AND MOST IMPORTANTLY, HE WILL BE CARRYING ALL OF OUR DREAMS INTO SPACE WITH HIM!

THE RAKIA DREAMS

THE RAKIA MISSION IS A DREAM COME TRUE FOR MANY IN ISRAEL

FOR SCIENTISTS AND RESEARCHERS, WHO HAVE BEEN DREAMING OF SENDING THEIR EXPERIMENT INTO SPACE AND ARE NOW ABLE TO DO JUST THAT.

FOR ISRAELI CHILDREN WHO WILL BE ABLE TO LEARN ABOUT SPACE AND UNDERSTAND WHAT LIFE IS LIKE IN SPACE THROUGH THE EYES OF AN ISRAELI IN SPACE

FOR THE LATE RONA RAMON, WIFE OF THE LATE ILAN RAMON, WHO WAS OUR FIRST ISRAELI ASTRONAUT, WHO WORKED FOR YEARS TO BRING ABOUT ANOTHER ISRAELI ASTRONAUT



EYTAN STIBBE WILL BE LIFTING OFF ON THIS EXHILARATING, HISTORIC VOYAGE AND IS GOING TO BE THE FIRST ISRAELI IN THE INTERNATIONAL SPACE STATION.



THE BIG DREAM

AND WHAT ABOUT YOUR DREAMS? WHAT ARE YOUR THOUGHTS ON WHAT THE WORLD SHOULD LOOK LIKE IN FUTURE?
WHAT ARE YOUR LIVES GOING TO LOOK LIKE IN FUTURE?
THINK ABOUT A DREAM YOU HAVE FOR THE FUTURE AND DRAW A PICTURE OF IT.
TRY TO THINK WHAT YOU CAN AND WILL BE DOING TO MAKE IT COME TRUE.

SEND YOUR DREAMS TO US HERE

YOUR DREAM IS GOING TO BE PART OF A LARGE, VERY SPECIAL WORK OF ART THAT IS GOING TO BE FLYING OUT WITH EYTAN AND HE WILL BE PRESENTING IT FOR ALL THE WORLD TO SEE. THIS WAY YOUR DREAM, TOGETHER WITH HUNDREDS OF THOUSANDS OF OTHER DREAMS FROM CHILDREN AND ADULTS ALL OVER THE WORLD WILL BE EXHIBITED TOGETHER IN SPACE!

**DON'T FEEL LIKE DRAWING A PICTURE?
YOU CAN WRITE IT TOO - WE WILL SEE THAT IT GETS DRAWN FOR YOU!**

your dream
😊



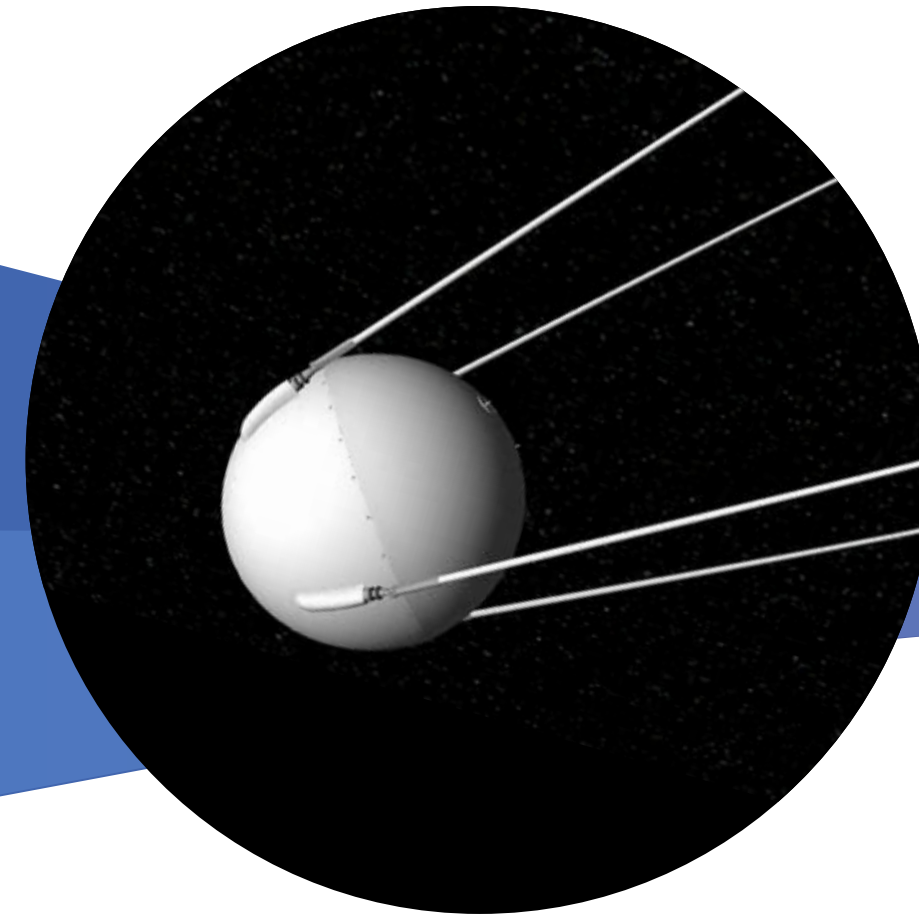
WHY SPACE?

**WHY DO WE HAVE TO
GO TO SPACE AT ALL?**

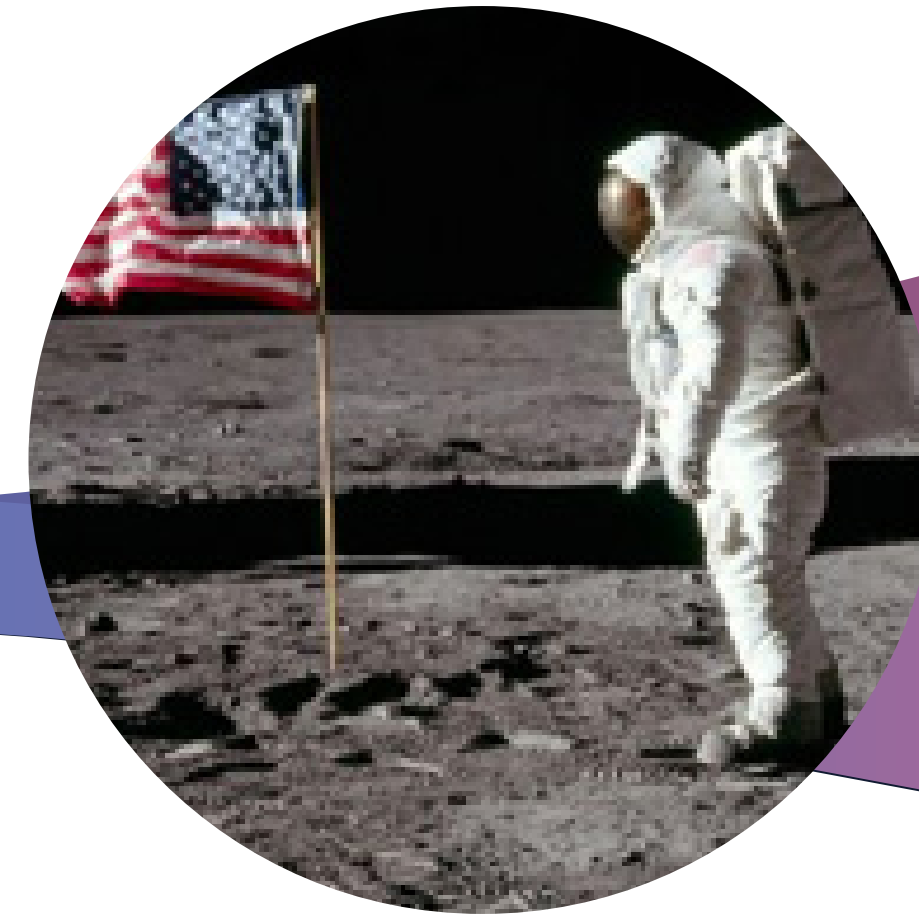
**WHAT'S THERE THAT'S
WORTH STUDYING?**



**SPACE ROVER
PERSEVERANCE**
LAUNCHED TO EXPLORE AND
STUDY MARS (2020)



SPUTNIK 1
THE FIRST SATELLITE IN SPACE
LAUNCHED BY THE SOVIET UNION
(1957)



**"ONE SMALL STEP FOR
MAN, ONE GIANT LEAP
FOR MANKIND"**
(NEIL ARMSTRONG 1969)



**THE BERESHEET
ISRAELI SPACECRAFT**
THE FIRST SELFIE FROM
SPACE – TAKEN DURING
THE ATTEMPT TO LAND
ON THE MOON (2019)



WHY SPACE? NO. 1

BECAUSE WE ARE
CURIOUS TO
EXPLORE THE
UNKNOWN



HAZAA AL MANSOURI
FORMER FIGHTER PILOT, THE
FIRST EMIRATI ASTRONAUT

OLEG SKRIPUCHKA
RUSSIAN ENGINEER

JESSICA MAYER
AMERICAN MARINE BIOLOGY
PH.D. AND PHYSIOLOGIST,
DAUGHTER OF
AN ISRAELI FATHER

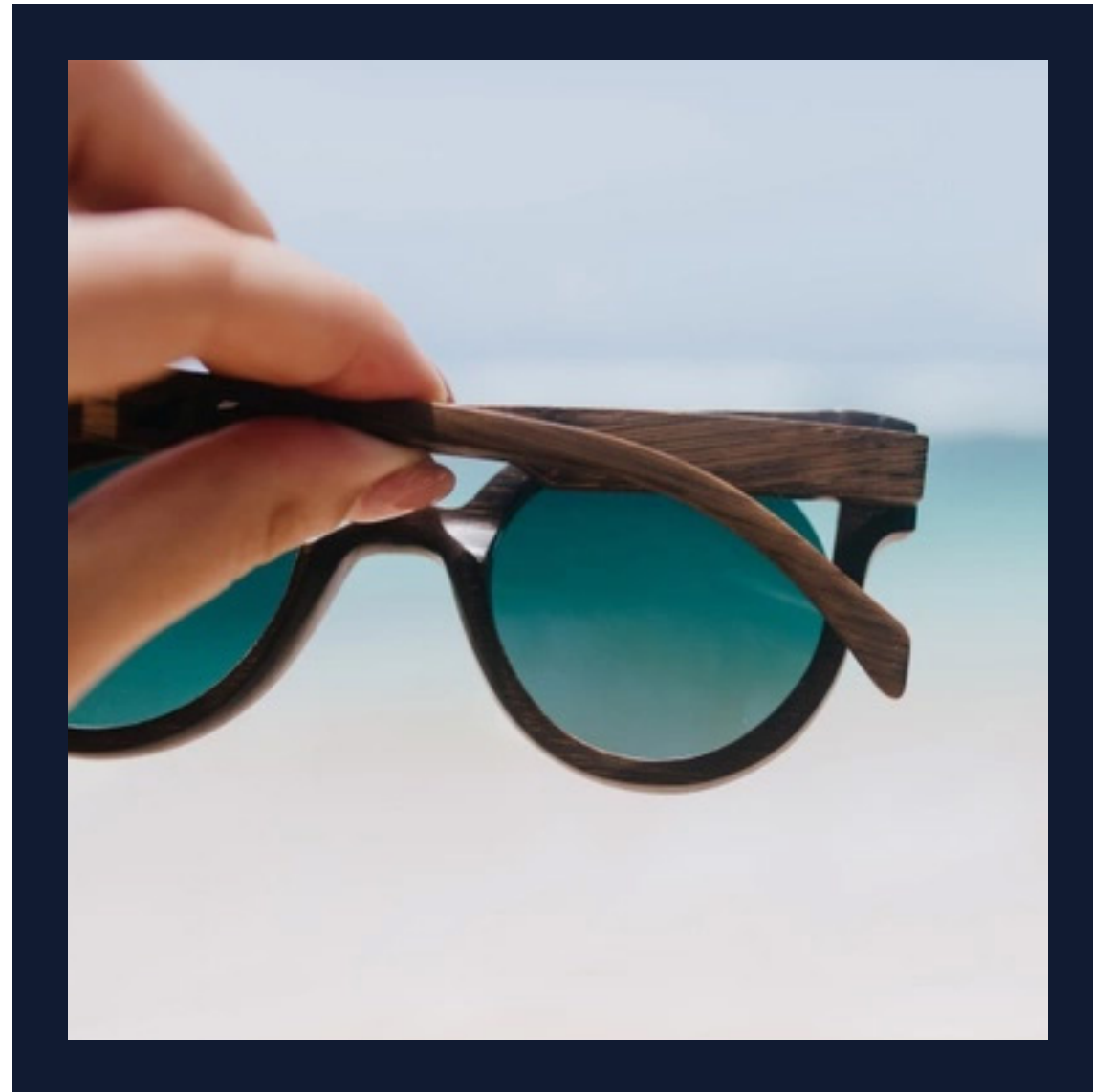
LIFTED OFF TOGETHER TO THE INTERNATIONAL SPACE STATION IN 2019



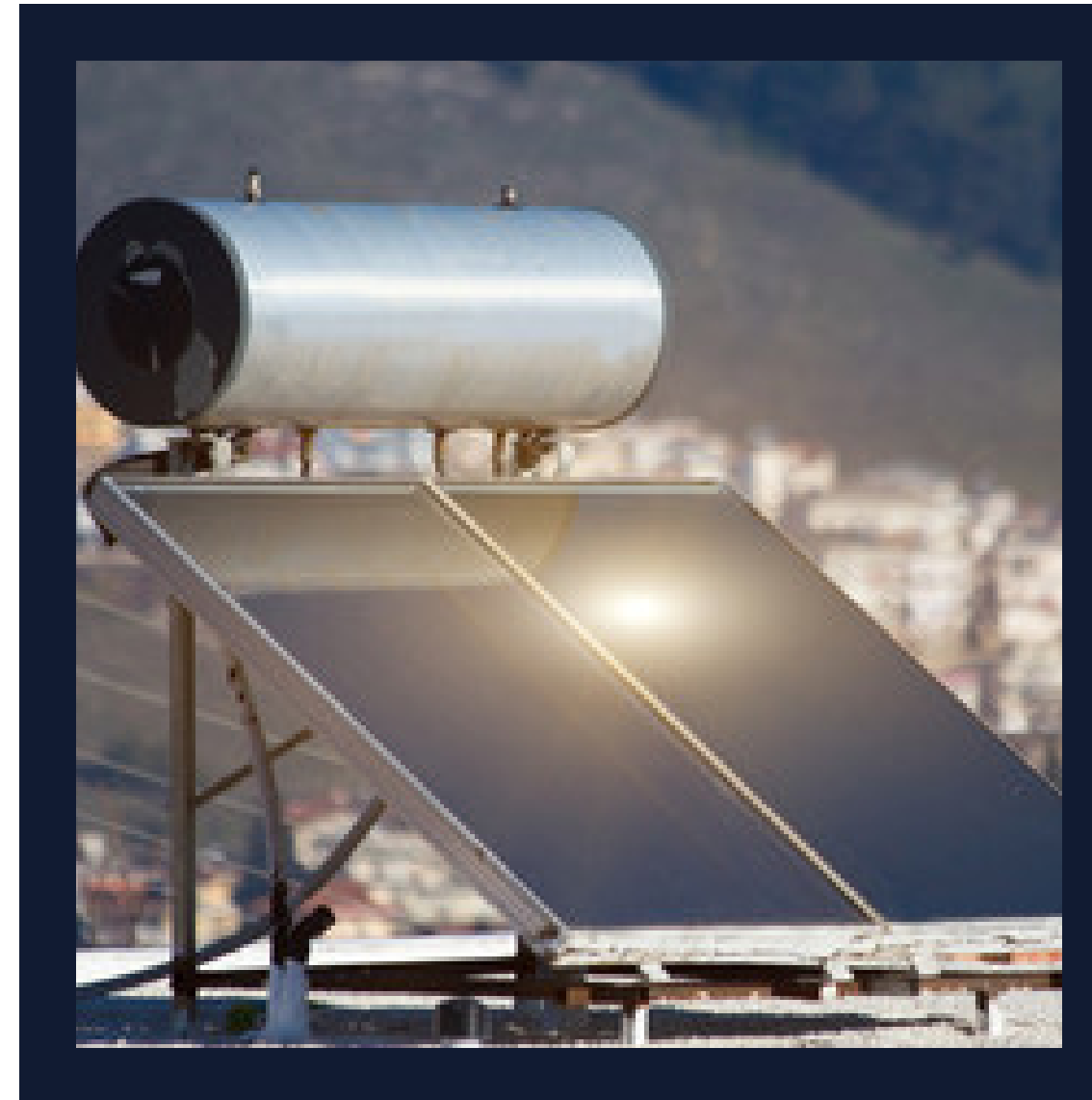
WHY SPACE? NO. 2

**SPACE BRINGS US
ALL TOGETHER**

SPACE EXPLORATION AND THE VARIOUS SPACE MISSIONS OVER THE YEARS ARE THE CATALYST FOR A GREAT NUMBER OF DISCOVERIES, RESEARCH AND DEVELOPMENT OF TECHNOLOGY THAT MAKES ITS WAY INTO THE DAILY LIVES OF EACH AND EVERY ONE OF US.



EVEN OUR SUNGLASSES HAVE SPECIAL FILTERS THAT WERE ORIGINALLY DEVELOPED TO PROTECT THE ASTRONAUTS' EYESIGHT AGAINST THE BLINDING SUNLIGHT WHILE ON THEIR SPACE MISSIONS.



SOLAR WATER HEATERS THAT PROVIDE US WITH HOT WATER DURING THE COLD WINTER MONTHS WERE DEVELOPED FROM THE HEATING SYSTEM USED ON THE SPACE SHUTTLE.



COMMUNICATION SATELLITES IN SPACE ENABLE US TO TALK TO PEOPLE IN ISRAEL AND ABROAD, TO WATCH TELEVISION PROGRAMS FROM ALL OVER THE WORLD, THEY EVEN ENABLE US TO BROWSE THE INTERNET



WHY SPACE? NO. 3

**BECAUSE SPACE
EXPLORATION HELPS
US SOLVE PROBLEMS
HERE ON EARTH**

THE GROWTH OF THE SPACE INDUSTRY – THE NEW SPACE REVOLUTION

THERE HAS BEEN A MAJOR SHIFT IN THE GLOBAL SPACE INDUSTRY THIS PAST DECADE. UP UNTIL TEN YEARS AGO, THE SPACE INDUSTRY WAS THE DOMAIN OF NATION STATES.

BUT IN THE PAST FEW YEARS, PRIVATE CORPORATIONS HAVE ENTERED THE MARKET AND HAVE INVESTED IN DEVELOPING THE SPACE INDUSTRY, ALL OF WHICH HAS YIELDED SOME FANTASTIC ACCOMPLISHMENTS.

THIS PROCESS HAS SPURRED THESE COMPANIES TO BE MUCH MORE INNOVATIVE, TO TAKE GREATER RISKS AND TO FIND MORE CREATIVE SOLUTIONS.



VIRGIN GALACTIC, THE COMPANY RICHARD BRANSON FOUNDED, OPERATES A SPACE AIRCRAFT AND ALSO HAS AN EYE ON OPERATING SPACE TOURISM SERVICES



SPACEX, THE COMPANY ELON MUSK (ONE OF THE FOUNDERS OF PAYPAL AND THE FOUNDER OF TESLA) FOUNDED, HAS DEVELOPED THE WORLD'S FIRST REUSABLE ROCKET.

EYTAN STIBBE IS GOING TO BE LAUNCHED ON THE FALCON ROCKET AND IN THE DRAGON SPACECRAFT, WHICH IS MANUFACTURED BY SPACEX



BLUE ORIGIN, THE COMPANY JEFF BEZOS (FOUNDER OF AMAZON) FOUNDED, DEVELOPS LAUNCH ROCKETS AND WILL ALSO BE OPERATING SPACE TOURISM SERVICES



THE RAKIA MISSION

WHAT DO YOU THINK THE MISSION'S LOGO
SYMBOLIZES?

THE MISSION LOGO SYMBOLIZES BOTH THE GROUNDBREAKING ASPECT AND THE CREATIVE ASPECT OF THE MISSION.

THE SPHERE REPRESENTS EARTH AND THE STARS, THE COLORS REPRESENT FIRE AND WATER.

THE TWO DOTS REPRESENT ILAN RAMON AND EYTAN STIBBE.

THE NAME FOR THIS MISSION WAS SELECTED BY THE PUBLIC IN A COMPREHENSIVE SURVEY, WHICH FLOATED HUNDREDS OF NAMES AND THOUSANDS LOGGED ON TO VOTE.

THE NAME RAKIA HAS MANY MEANINGS, ALL RELATED TO THE MISSION TO SEND THE SECOND ISRAELI INTO SPACE.

RAKIA IS A SYNONYM FOR THE WORD "SKY". IT APPEARS IN THE BIBLE, IN THE BOOK OF GENESIS, DESCRIBING THE SECOND DAY OF CREATION:

"And God said, Let there be a firmament [Rakia] in the midst of the waters, and let it divide the waters from the waters. And God made the firmament [Rakia], and divided the waters which were under the firmament [Rakia] from the waters which were above the firmament [Rakia]: and it was so. And God called the firmament [Rakia] Heaven. And the evening and the morning were the second day.



THE RAKIA MISSION

THE NAME RAKIA ALSO MEANT SOMETHING PERSONAL TO THE LATE ILAN RAMON, THE FIRST ISRAELI ASTRONAUT.

WHILE HE WAS IN SPACE, THE SONG IMAGINE, WRITTEN BY JOHN LENNON, WAS PLAYED TO THE CREW. IT INCLUDED THE VERSE: "ABOVE US ONLY SKY". ILAN TRANSLATED THIS INTO HEBREW AND USED THE WORD "RAKIA".

LATER ON RONA RAMON PUBLISHED A BOOK CONTAINING THE JOURNALS ILAN AND ASSAF (ILAN AND RONA'S SON) HAD WRITTEN. THE BOOK WAS NAMED "ABOVE US ONLY RAKIA".

