

# TEXAS A&M SPACE LAB



## Texas A&M Space Lab

MARCH 14-16

Texas A&M University continues to unlock humankind's potential on Earth and beyond. New ideas and innovations, along with solutions and better understanding, will be showcased in downtown Austin, Texas as leaders from across the nation share insights about the future of our world.

### Texas A&M's Fourth Year at SXSW

As the world contemplates what's next, Texas A&M stands out among U.S. higher education institutions: It is the only university at SXSW Interactive Festival that has developed comprehensive programming incorporating high-level thought leadership panels, interactive exhibits and authentic Aggie experiences. This securely positions the nation's largest university among technology trailblazers, Fortune 500 companies and extraordinary start-ups.

Texas A&M started as a land-grant college 144 years ago, and eventually was named a sea-grant and then space-grant recipient thanks to its research, teaching, scholarship and discovery enterprises.

### Events at the Texas A&M Space Lab

320 E. 2ND ST., AUSTIN, TX | MARCH 14-16

The Texas A&M Space Lab, located at Fleming's in downtown Austin near the Convention Center, is open to SXSW attendees Saturday, March 14 through Monday, March 16. All panel discussions and programming will be hosted at 320 E. 2nd St., Austin, Texas.

Texas A&M is hosting five panel discussions on issues ranging from treating food as medicine to constructing habitats in space and from who makes the laws outside Earth's atmosphere to what living in space does to a body.

### Contact Details for Media

All Texas A&M SXSW panel discussions and activations at the Texas A&M Space Lab March 14-16 and the Austin Convention Center March 14-18 will be staffed by the Division of Marketing and Communications. They will coordinate interviews, as well as videography and photography.

For inquiries, please email [tamunews@tamu.edu](mailto:tamunews@tamu.edu) with "TAMU SXSW" in the subject line.

#### DAY 1 EVENT

### Texas A&M Space Lab Launch Party feat. Bubby Saturday, March 14 | 5 p.m. - 10 p.m.

Featuring a new Bubby product with a "Howdy" tab along with space-themed mixology station, live music and giveaways.

#### DAY 2 EVENTS

### The Future of Food

Sunday, March 15 | 11 a.m. - 12 p.m.

#### Panelists:

- Dr. Patrick J. Stover, vice chancellor and dean of Texas A&M's College of Agriculture & Life Sciences
- Martin Otto, chief operating officer of H-E-B Grocery Co.
- John Sharp, chancellor of The Texas A&M University System
- Dr. Martha Field, biochemist at Cornell University

Food policy, precision nutrition and healthcare costs take center stage. The idea of "food as medicine" is more important than ever in preventing and treating illness. Scientists and leaders from academia and one of the largest grocers in the nation discuss this and other means of solving America's one trillion-dollar diet-related chronic disease burden.

## Smart Branding

*Sunday, March 15 | 12 p.m. - 1:30 p.m.*

### Panelists:

- **Stephanie Schierholz**, NASA Communications for Spaceflight
- **Akshaya Sreenivasan**, marketing and social media professor at Texas A&M University
- **Krista Berend**, social media director at Texas A&M

Broad appeal to a brand is rare, but NASA created a true lovefest when it unveiled its “cosmically cool” merchandise in 2017. Is it nostalgia at work, or a renewed interest in engineering, technology and science? NASA’s top communicator talks with a marketing master and social media expert about remaking traditional organizations into modern trendsetters, as well as what is working on digital platforms and why.

## Pushing Our Bodies and Minds to the Limits

*Sunday, March 15 | 3:30 p.m. - 4:30 p.m.*

### Panelists:

- **Dr. John Charles**, NASA’s first and only Scientist-in-Residence
- **Dr. Ryan Pittsinger**, director of Texas A&M Counseling and Sport Psychology Services
- **Dr. Bonnie Dunbar**, director of Texas A&M’s Aerospace Human Systems Laboratory and former NASA astronaut

If the future of humankind relies on space, many believe that the mental challenges can be overcome, but what about our Earth-friendly bodies in such weightlessness? A former astronaut, NASA’s Scientist-in-Residence and a sport psychologist discuss the possibilities of long-term human presence in space.

## You’re the Expert comedy show

*Sunday, March 15 | 5:30 p.m. - 7 p.m.*

Created and hosted by comedian Chris Duffy, this live episode recorded at the Texas A&M Space Lab features a Texas A&M researcher. Through games, sketches and hilariously misguided guesses, three comedians try to figure out what our expert studies. Over the course of the show, we hear about the latest findings and why the expert’s field is important.

## DAY 3 EVENTS

### Lunar Village

*Monday, March 16 | 11 a.m. - 12 p.m.*

#### Panelists:

- **Rob Mueller**, senior technologist at NASA’s Kennedy Space Center; co-founder, Swamp Works
- **Peter J. Carrato**, senior advisor at Bechtel, the largest construction company in the U.S.
- **Dr. Pat Suermann**, department head of Texas A&M Construction Science, College of Architecture
- **Nicole Shumaker**, research specialist at Texas A&M overseeing prototype of brick-printing lunar robot.

Four leading technologists and construction experts discuss with authority the feasibility of building a life-sustaining environment on other planets, along with creating zero-gravity live-work quarters. This is where space architecture, construction, robots and engineering intersect.

### Who on Earth should Govern Space

*Monday, March 16 | 3:30 p.m. - 4:30 p.m.*

#### Panelists:

- **Michael K. Young**, Texas A&M University President who has background in international law
- **Caryn Schenewerk**, senior counsel and director of space flight policy at SpaceX
- **Michelle Hanlon**, founder of For All Moonkind; associate director of the Center for Air and Space Law; instructor at the University of Mississippi School of Law
- **Bijal Trivedi**, senior writer for The Conversation; journalist specializing in science

Who will make the rules once out of the Earth’s orbit? Can any commercial space company attempt to colonize Mars? These are just the start-off questions for those with insatiable curiosity. A university president, the director of space flight policy at SpaceX and an expert on who owns artifacts discovered in space confer with an award-winning science journalist.

### Texas A&M Space Lab wrap up event and announcement

*Monday, March 16 | 5 p.m. - 7 p.m.*

Featuring live music, food and an announcement by President Michael K. Young.



◀ Visitors to the Texas A&M Space Lab will be able to maneuver a Mars rover prototype across a Mars-like environment constructed on-site.