

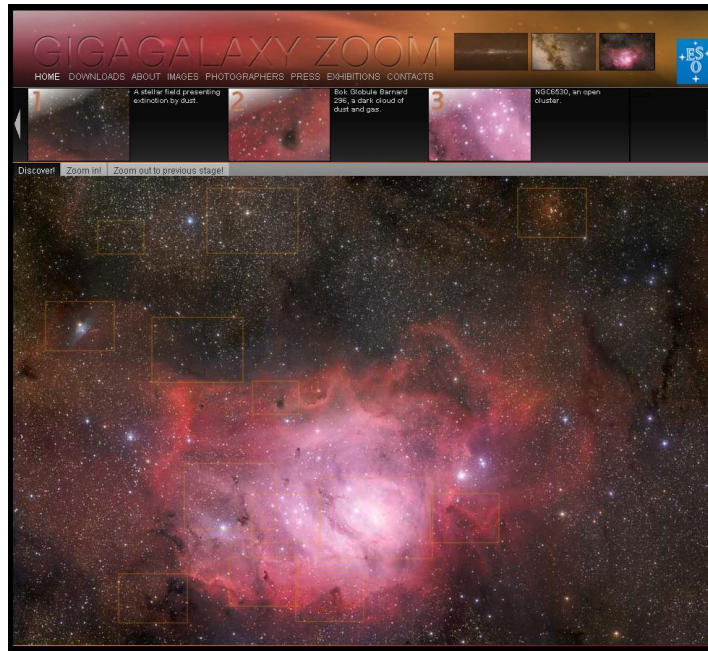
# ESO/ESA/IAU/Excellence Cluster 'Universe'

## Astronomy Communication Seminars

— Monthly half-hour seminars about contemporary issues in astronomy communication

Wednesday, 28 October 2009 - 14:00-14:30

ESO Auditorium



## ESO's GigaGalaxy Zoom: The Sky, from Eye to Telescope

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**Abstract:** Within the International Year of Astronomy 2009 (IYA2009), ESO's GigaGalaxy Zoom project aimed at connecting the sky as seen by the unaided eye with that seen by amateur and professional astronomers. The project has revealed three amazing, ultra-high-resolution images of the night sky that online stargazers can zoom in on and explore in an incredible level of detail. The GigaGalaxy Zoom project thus illustrates the vision of IYA2009, which is to help people rediscover their place in the Universe through the day- and night-time sky.

The project proved very successful both to the media and to the general public. It is a nice demonstration of the power of astronomy, a testament to the splendour of the night sky at the ESO sites where the pictures were taken, and a clear appeal for further collaboration between astrophotographers and professional observatories.

We will show you the behind the scenes of this breathtaking dive into our Galaxy and present some thoughts on the possible reasons why it proved successful and how it fits in ESO's communication strategy.

