

Disney · PIXAR LIGHTYEAR

CASE STUDY: CELEBRATING THE SCIENCE THAT INSPIRED DISNEY AND PIXAR'S MOVIE LIGHTYEAR

Project mission: to engage, inspire and involve school-age children, their teachers and families with a sense of excitement, curiosity and exploration of the science themes within the Lightyear movie.

Project summary: to support the accessibility and curiosity of STEM, science centres around the UK ran a multitude of workshops, experiences, challenges and Lightyear-inspired shows about the mind-blowing concepts, big science questions and the everyday STEM topics related to Lightyear.

"It was brilliant to work with you [ASDC] for Project Lightyear. We were able to create something that was totally unique and really elevated our campaign and the Space story within our movie. You brought so much authenticity and expertise - we couldn't have done it without you!"

Aideen Fox, Senior Partnerships Manager, The Walt Disney Company, UK & EMEA

152,000
direct engagements
with people including
families, school
children and
community groups
as part of Project
Lightyear at
12 science and
discovery centres

374,000+
reached online
through Facebook,
Instagram,
LinkedIn, TikTok
and Twitter



"The making studio was brilliant, my boys loved making their moon buggies and testing them out. The chap in there was very patient and kind, he made the experience even more enjoyable. He helped my son to look at his buggy and think about what worked well and why and how to improve it."

"The show was brilliant, the host was engaging and my son had a great time, he loved being able to participate."

Responses from a group that attended
Life Science Centre, Newcastle



"... So from always struggling to take part in lessons [this student] has now become the class star of the show with her knowledge of Buzz Lightyear! Thanks for sending the resources as the classroom is now covered with Buzz Lightyear. Intending to keep it all up as a great welcome back for next year!"

Primary school teacher
North Somerset