

# MISSION MOON 3-D

RELIVING THE GREAT SPACE RACE

By Dr Brian May and Dave Eicher

Contributions from  
legendary moonwalkers,  
Charlie Duke and Jim Lovell

Published by The London Stereoscopic Company,  
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“ *The experience of this book is as close to being there on the Moon’s surface as it’s possible to get for Earth-bound creatures like us.* ”

Charlie Duke

“ *I’m proud to present the London Stereoscopic Company’s 8<sup>th</sup> book, and this one is something absolutely unique. With text by Astro Guru David J. Eicher, it’s the story of the space race and the Apollo Moon landings told from both sides of the race — and brought to life for the first time ever in true side-by-side full-colour stereoscopic 3-D. Somehow, although it’s 50 years since these historic adventures, the trail is as fresh as ever, especially viewed in the ‘virtual’ world of the stereoscope.* ”

Brian May

Mission Moon takes readers on a skilfully narrated and beautifully illustrated journey through the events which led up to Apollo 11’s lunar landing in July 1969 when Neil Armstrong and Buzz Aldrin became the first people to walk on the face of the Moon.

The *Mission Moon* archive team delved deeper than deep into the NASA archives and Russian sources to obtain the most captivating historic images (many previously unseen) to bring the incredible Apollo adventures of the past to life in the present. This is the first time that the story of the space race has been captured in stereo (3-D) and it presents the largest-ever collection of stereo photos of the Apollo program, with over 150 unique views altogether. The 3-D imagery will enable readers to venture beyond the pages of the book, to the Moon and back. As with all titles published by Brian May’s fine arts publishing company, The London Stereoscopic Company, Mission Moon comes with a Lite Owl, a slick state of the art 3-D viewer designed by Brian May.



The London Stereoscopic Company Lite Owl, 3-D viewer.

## PRESS RELEASE

Brian May who has a doctorate in astrophysics and Dave Eicher, Editor of the world's leading astronomy magazine, co-wrote the publication with the aim of presenting a new perspective on the space race. The narrative differs from other texts in its exploration of events from both sides (the United States and the Soviet Union). Eicher and May unearth fascinating new stories of the astronauts and investigate in detail the scientific results of each mission, whilst celebrating glorious moments in space. The book also presents the human interest story, exploring the extraordinary mindsets of these rare and brave individuals and how friendship developed among the astronauts and cosmonauts as the space race matured. Powerful first-hand accounts from the few remaining Apollo astronauts including Charlie Duke and Jim Lovell, provide intimate insight into unimaginable experiences. *Mission Moon* also includes a special tribute section to the astronauts lost to the dangers of space exploration.

What also sets the book apart from other texts on the subject is May's rock 'n' roll twist – a unique social and musical narrative accompanies the space race story, following events in the 60s and beyond that transformed the world: Vietnam, Woodstock, the growing social momentum of rock 'n' roll, Live Aid, and more.

*Mission Moon* serves as a tribute to the heroic astronauts who ventured into the unknown, publishing to commemorate the 50<sup>th</sup> anniversary of the first Moon landing.

### **ABOUT THE AUTHORS:**

#### **DAVE EICHER**

Dave Eicher is one of the most widely recognized astronomy enthusiasts in the world. He is Editor in Chief of *Astronomy magazine* and has worked for the world-famous US magazine for 35 years. Dave has spoken widely to amateur astronomy groups, logged many hundreds of hours at the eyepiece, and written eight books on astronomy. Among the most used by amateur astronomers are *The New Cosmos: Answering Astronomy's Big Questions* (Cambridge University Press), *Comets: Visitors from Deep Space* (Cambridge University Press), *The Universe from Your Backyard* (Cambridge University Press), *Deep-Sky Observing with Small Telescopes* (Enslow), and *Stars and Galaxies* (Kalmbach Books). Dave is the author or editor of 21 books on science and history. In 2014, he wrote and edited, along with Brian May and astronomer Garik Israelian, *Starmus: 50 Years of Man in Space*, and in 2016 edited the follow-up volume, *Starmus: Discovering the Universe*. In addition to his book writing, Dave has written or edited hundreds of articles on all facets of astronomy, science and hobby. In 1990, the International Astronomical Union named a minor planet, 3617 Eicher, for Dave in recognition of his service to astronomy.

He has spoken to and inspired many science and business groups around the world, including at Harvard University, the Starmus Festival and the American Museum of Natural History in New York. Dave was president of the Astronomy Foundation, the telescope industry and astronomy outreach group, from 2011–2017.

Dave has appeared on CNN, CNN Headline News, Fox News Channel, National Public Radio, and other media outlets to promote the science and hobby of astronomy. He has written planetarium shows for Adler Planetarium in Chicago and film scripts for NASA.

He lives in Waukesha Township, Wisconsin, near Big Bend, with his wife, Lynda, a schoolteacher. His son Chris is a journalist and videographer.

#### **BRIAN MAY**

The Astronomy: In 1974 Queen's stratospheric rise to rock superstardom left Brian little time to pursue the PhD studies in astronomy which he had begun three years earlier. After possibly one of the longest student breaks in history, and with the encouragement of the legendary Sir Patrick Moore, some 33 years later he re-registered at Imperial College London to continue his studies under Professor Michael Rowan-Robinson. Amazingly, just one year later he submitted his thesis *A Survey of Radial Velocities in the Zodiacal Dust Cloud* and was awarded his PhD. His active interest in astronomy continues as a visiting researcher at Imperial, and recently he has maintained close contacts with the *Rosetta* mission to comet *Churyumov-Gerasimenko/67P*, the *New Horizons* mission to Pluto, and the *Hayabusa* mission to asteroid Ryugu, releasing the first 3-D images following the successful encounters of the spacecraft with their targets. He has also published three astronomy books – his thesis, of course, and two popular titles with Patrick Moore and Chris Lintott – *Bang!* (2006) and *The Cosmic Tourist* (2012). Asteroid 5 2665 *Brianmay* was named in his honour.

## **THE LONDON STEREOSCOPIC COMPANY & THE BIRTH OF THE OWL:**

Some time in 1854 'The London Stereoscope Company' was born. Its business was selling stereo views and viewers to the public, and they were leaders in a huge boom – a craze which swept England, Europe, and eventually the United States too, of stereo photographs of every conceivable subject, which, viewed by means of a stereoscope, presented scenes in life-like three dimensions. In a world which had never experienced Television, the Movies, or the Internet, this was a major sensation. In February 1856, The London Stereoscopic Company (LSC) advertised, in the *Photographic Journal*, "The largest collection in Europe, upwards of 100,000 stereo views."

Brian May's introduction to stereoscopy was as a child finding 3-D cards in his breakfast cereal. In the 1950s Weetabix gave away free coloured stereo cards in their packets, along with an opportunity to send off one-and-sixpence for the stereoscope required to view them. Brian, discovering that he could free-view them without the viewer too, was entranced, and quickly figured out how to make his own stereo views, and was hooked for life. Scouring Portobello Road market for stereoscopic items some years later, Brian discovered the intriguing Diableries cards, which stirred a special passion, which was to lead to the *Diableries* book 40 years later. While studying astronomy at Imperial College, Brian became a regular viewer at Christie's photographic auctions, at the time a rich source of long forgotten stereo views from the 1850s onwards which were turning up in people's attics. In 2008 Brian realised his dream of recreating The London Stereoscopic Company (LSC), its aim to bring the magic of true stereoscopy to the modern world. In order to share Victorian 3-D, Brian designed his own OWL stereoscope, which is now produced in large quantities. The OWL has become a new standard around the world in stereoscopic viewing. It can be used to view modern or vintage stereocards, stereo illustrations in books and magazines but also 3-D videos and even VR content on your smartphone.

In 2011 Brian met a redoubtable French scholar, Denis Pellerin, one of the world's experts on French and English Photographic History. Their two passions connected immediately, and Denis became Brian's curator, conservator, researcher, and co-author. The London Stereoscopic Company is now restoring and republishing Victorian classic cards, as well as original stereoscopic works on other subjects. Finally the LSC completed the picture by entering into book publishing, each new work accompanied by an OWL stereoscope included in the package. *Mission Moon* will be the LSC's eighth title.

**The London Stereoscopic Company** is the ONLY publisher in the world dedicated exclusively to publishing stereoscopic works. The LSC's mission is to share the world's greatest 3-D images, from Victorian time to present day.

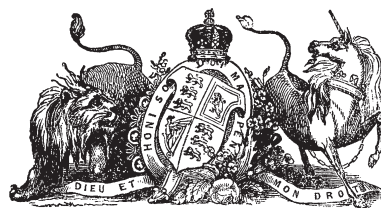
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