



Immersive Media Entertainment, Research, Science & Arts

23 July 2013

To Whom it May Concern,

IMERSA is a global non-profit organization promoting the science and art of the fulldome (digital planetarium) medium. IMERSA has over 200 active members and affiliates world-wide.

It came to our attention that changes in the Birmingham Museums' staffing are being considered. While we understand and appreciate the realities of staffing and running a facility such as the Thinktank Planetarium, the board of IMERSA thought it might be useful for you to understand the importance of Mr. Di Maggio and the Thinktank planetarium to our profession.

Mario is a trail blazer in the innovative use of the fulldome medium, and has been instrumental in bringing new artistic and storytelling talent into the format. Because of Mario, the Thinktank Planetarium is seen as a global asset in our profession, leading the field through signature events like Fulldome UK and Dome Club. We do hope that Thinktank's status and importance to the future of the digital planetarium, and Mario's key role in building this status, is taken into account in any administrative re-organizations that may be required. It should also be recognized that his ability to offer viable and progressive programming is dependent upon his staff and resources.

We are available to discuss further. If we can be of assistance please do not hesitate to contact us.

Warm regards,

Dan Neafus
Ryan Wyatt
Michael Daut
Ed Lantz

IMERSA Board Members