



MoMA Design Store

MoMA Design Store Showcases Stellina New Telescope For NYCxDDesign

For its pre-launch, Stellina smart telescope will be available exclusively at MoMA Design Store during NYCxDDesign in May 2018.



From Las Vegas to New York, journey of a French cutting edge product shooting for the stars.

Vaonis at MoMA Design Store

Stellina, the award-winning next generation telescope, has a new occasion to shine after being noticed at the Consumer Electronics Show in Las Vegas last January. MoMA Design Store has selected the telescope as part of their product suite launching during NYCxDDesign in May. It will be the first telescope that the MoMA Design Store will offer in their store.

On the occasion of the New York City's annual celebration of design, MoMA Design Store will shine a spotlight on the dynamic French Tech startup scene. MoMA Design Store collaborated with La French Tech, an innovative public policy initiative that has fostered the booming French startup community, to select over twenty of the country's most innovative new technology products with standout design. The full assortment will go on view and be available for sale starting May 10 at MoMA Design Store locations in Soho and Midtown, New York and online at store.moma.org. The Stellina telescope will be available for avant-première since the official launch of the product is expected in September 2018. The price will be \$2,999.

Stellina New Telescope: The Future of Stargazing

Exploring the universe has never been easier. Like the mobile apps using augmented reality to observe and identify constellations, the telescopes has taken amateur astronomy to the next level and are getting digitized.

Stellina is the first born of a new generation of telescopes designed by the company Vaonis. Smart and robotized, the telescope is not limited anymore to stargaze on his own the beautiful sky through an ocular. You can now observe and take picture of the stars at the touch of your fingertips. Once connected to your smartphone or tablet, the mobile app remotely controls the telescope. The screen has replaced the ocular, giving much more comfort, details and content than the traditional telescopes, difficult to use and sometimes disappointing to watch through. Stellina telescope offers a brand new user experience, inviting stargazers to share their vision of the universe: by sharing literally the sight on their screen with friends or family, by sharing their pictures on social media as well as sharing their datas with scientists. It has never been so easy to explore, capture and share the Andromeda galaxy or the Orion nebula from the comfort of our home, making the universe accessible to everyone now.

With its monoblock sleek design, Stellina does not look like any other telescopes. In two years of existence, the telescope has received two Design awards for its unique and modern design and a CES Innovation Award in the Digital Imaging category for its innovative technology. For its exclusive pre-launch at MoMa, Stellina (Italian for “*little star*”) will shine once again before its worldwide launch at the end of the year. From astronomy events, major tech tradeshowes to art museums, Vaonis has definitely started its star odyssey, starting in the land of America.

ABOUT VAONIS

Vaonis is a French company based in Montpellier, France, that designs and manufactures innovative telescopes for the general public. It was founded by Cyril Dupuy, an astronomy enthusiast who created Stellina in order to make stargazing easier and the universe more accessible to everyone. The company is supported by the ESA (European Space Agency, equivalent to the NASA in Europe), the BPI (Public Investment Bank of France) and raised over €1.7M in December 2018.

ABOUT MoMA DESIGN STORE

MoMA Design Store offers curator-approved products that bring quality, creativity, and design innovation to everyday living. Every purchase supports groundbreaking exhibitions at The Museum of Modern Art (MoMA), a wide range of education programs, and the preservation of the Museum's collection. In 1932, MoMA was the first art museum to establish a curatorial department dedicated to Architecture & Design, and by mid-century, it was playing a leading role in defining and promoting the values of “Good Design”, which MoMA Design Store continues to champion.

Shop online at store.moma.org, or at our locations in SoHo, on 53rd Street, and within the Museum.

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