# Katy Perry’s Blue Origin space flight sparks mixed reactions amid commercial space race



Pop star Katy Perry recently returned from a brief journey aboard a Blue Origin rocket, expressing a hopeful message for humanity. Speaking to reporters at a post-flight news conference last week, Perry said, “I hope they can see the unity that we modelled and replicate that. You’ll never know the amount of love that you have inside of you to give and to receive until the day you launch.” Despite her inspiring sentiments, public reaction to Blue Origin’s first all-female flight has been largely critical.

The high-profile space trip, which featured the group wearing skintight suits alongside their slogan “taking up space!”, has attracted more attention for its visual spectacle than for its message. The accompanying mockery has included echoes of misogyny, with commentators noting that similar voyages with male figures, such as William Shatner, did not provoke the same reaction. The event has also been met with a degree of discomfort given its extravagance at a time when the United States faces a potential economic recession.

For Jeff Bezos, founder of Blue Origin and former Amazon chief executive, the backlash presents a complex dilemma. As the owner of a private space company committed to developing space tourism, Bezos sees Blue Origin’s success as closely linked to that of Amazon. Blue Origin is not solely focused on suborbital tourist flights; it is also developing the heavy-lift rocket New Glenn for orbital launches, which could play a crucial role in Amazon’s satellite internet project, Project Kuiper.

Since stepping down as Amazon’s CEO in 2021 to dedicate more attention to Blue Origin, Bezos has maintained an executive chair role at Amazon. The companies’ fortunes are intertwined, exemplified by the appointment of Dave Limp, a former senior Amazon executive, as Blue Origin’s chief executive. Project Kuiper, valued at a potential $10 billion business, aims to beam high-speed satellite internet globally, competing directly with Elon Musk’s SpaceX Starlink service.

Currently, Amazon plans to launch its first non-prototype satellites this month using a rocket provided by United Launch Alliance, a joint venture of Boeing and Lockheed Martin, but New Glenn could be employed in future phases. Blue Origin is part of a larger competitive landscape where billionaire-led private ventures are driving orbital rocket development and space infrastructure. Other start-ups like Interlune, aiming to conduct lunar mining missions, and AstroForge, focusing on extracting metals from near-Earth asteroids, are set to benefit from such advancements. The global investment in space technology increased by 25% last year, reaching $8.6 billion, according to UK-based Seraphim Capital.

Despite the growth of commercial space ventures, Blue Origin and SpaceX continue to depend significantly on contracts from the US space agency NASA and other governments. NASA’s funding remains a pertinent issue; last year, its budget was $24.9 billion, falling short of its requested amount. The White House has proposed a reduced budget of around $20 billion this year, even as President Donald Trump has made public statements advocating for human missions to Mars.

Public opinion on space exploration reveals prioritisation of scientific endeavours over crewed spaceflights or high-profile stunts. The Pew Research Center’s recent poll found that most American adults believe NASA’s top priorities should be monitoring potentially hazardous asteroids and safeguarding Earth. Manned space missions ranked lowest among the options, and commercial flights involving celebrities did not score significant public interest at all.

This complex environment highlights the challenges faced by Blue Origin and similar space companies as they balance ambitious commercial and scientific goals with public perception and funding realities.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://www.noahwire.com> - This is the source for the original article discussing Katy Perry's flight with Blue Origin and the broader context of space exploration and public opinion.
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6. <https://spacenews.com/amazon-satellite-constellation/> - This URL provides additional context on Amazon's satellite constellation project, Project Kuiper, and its relevance in the broader space industry. It supports the narrative of companies like Blue Origin and Amazon competing in space technology advancements.
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