

# It's not beginner's luck!

In 2013, the inaugural Beakerhead opened a highly entertaining door into the worlds of science and engineering.

In 2014, the word got out and 73,000 people took part – despite a September snowstorm! Social media buzzed with excitement again and more than doubled in volume over the first year.

The program was original and magnetic, with two-hour line-ups, sold out workshops, rave review performances, and tens of thousands spilling onto the streets to take part in this smash up of art, science and engineering.

Beakerhead is building on a strong foundation. On to year three!

**Beakerhead**

# 2014 IMPACT REPORT



“Big congrats from Suncor on Beakerhead 2014!”

Joanne Manser, Senior Advisor,  
Community Investment, Suncor

Above: Laser Cat by Art Directors Club & Hungry Castle, shot on location at Beakernight.  
Photo by Denise Kitagawa.

## PROOF IS IN THE PARTNERSHIPS

Beakerhead is building momentum, working closely to support and coordinate the many partners who are, together, shaping this phenomenon.

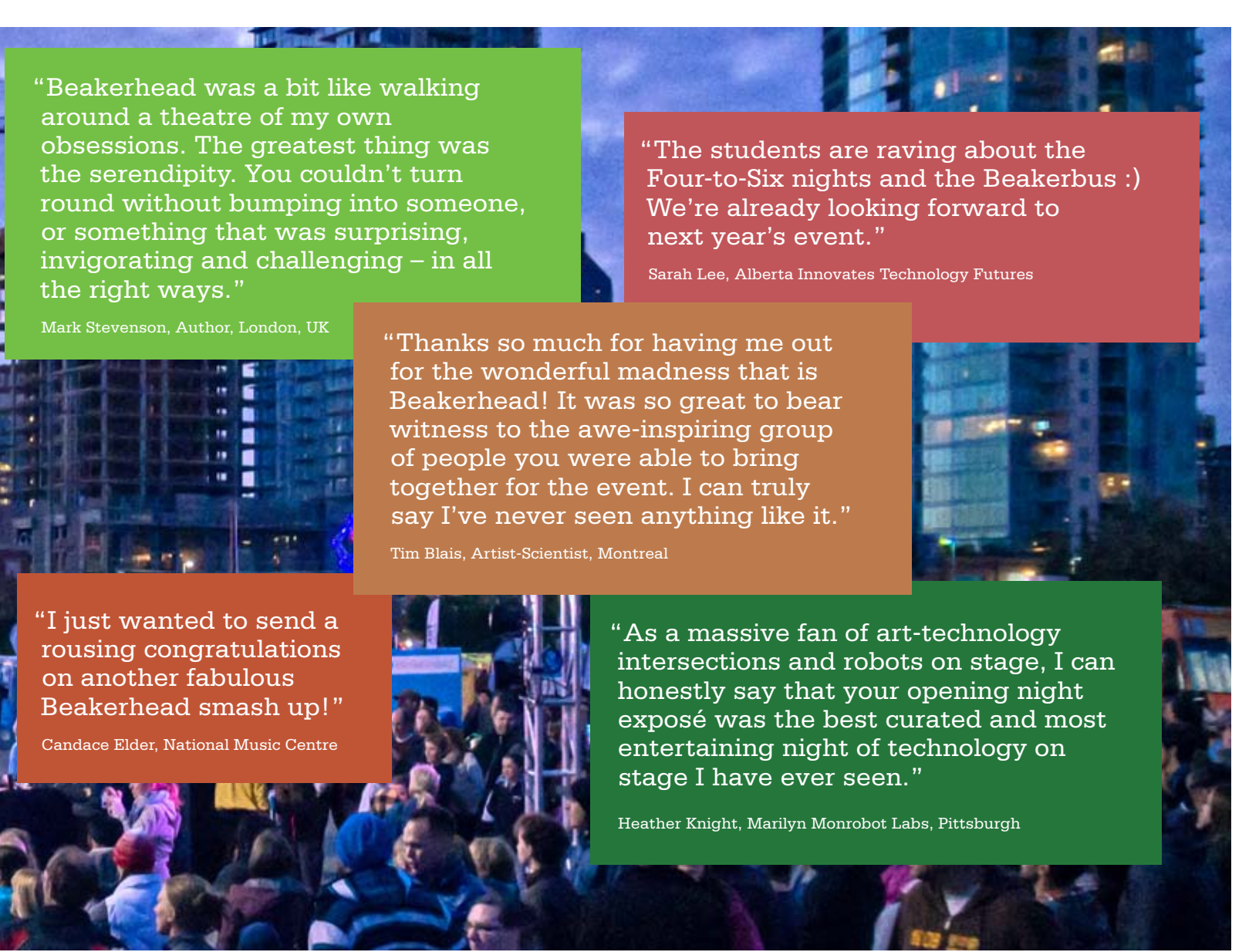
- 100+ collaborating organizations
- 68 distinct events
- 52 venues: indoors, outdoors and virtual
- 29 corporate and government sponsors
- 14 in-kind sponsors
- 17 local and international media partners
- 15 volunteer photographers

### NOT TO MENTION

25,000 young and old gathering in the streets for the pinnacle one-night party, Beakernight – and the whole phenomenon trending on Twitter for four days

## AND THE IMPACT IS GROWING!

	2013	2014
In-person encounters	62,500	73,000
Students involved	4,300	20,500
Schools involved	28	167
Volunteer hours	3740	3267
Social media mentions	2.1 million	5.3 million
Earned media impressions	60.3 million	28.7 million
Paid media impressions	9.2 million	134 million



“Beakerhead was a bit like walking around a theatre of my own obsessions. The greatest thing was the serendipity. You couldn’t turn round without bumping into someone, or something that was surprising, invigorating and challenging – in all the right ways.”

Mark Stevenson, Author, London, UK

“The students are raving about the Four-to-Six nights and the Beakerbus :) We’re already looking forward to next year’s event.”

Sarah Lee, Alberta Innovates Technology Futures

“Thanks so much for having me out for the wonderful madness that is Beakerhead! It was so great to bear witness to the awe-inspiring group of people you were able to bring together for the event. I can truly say I’ve never seen anything like it.”

Tim Blais, Artist-Scientist, Montreal

“I just wanted to send a rousing congratulations on another fabulous Beakerhead smash up!”

Candace Elder, National Music Centre

“As a massive fan of art-technology intersections and robots on stage, I can honestly say that your opening night exposé was the best curated and most entertaining night of technology on stage I have ever seen.”

Heather Knight, Marilyn Monrobot Labs, Pittsburgh

# LEARNING GETS PHYSICAL!

(AKA SCHOOL PROGRAM HIGHLIGHTS)

In 2014, Beakerhead inspired students through six different school programs throughout Alberta and reaching as far as Ontario and British Columbia.

## FIELD TRIPS

**2,200 students from 18 schools** explored Little Big Street and climbed in, on and around different structures that were built to solve specific social and environmental challenges.

## SCHOOL VISITS

**2,300 students at 9 schools** welcomed Beakerhead for hands-on workshops and presentations with visiting artists, engineers, astronauts!

## VIRTUAL VISITS

**178 classrooms across Canada** logged into a live web conference on the future of space travel with NASA’s first aboriginal astronaut, Commander John B. Herrington.

## ATOMIC 13 INGENUITY CHALLENGE

**9,800 students from 42 schools** across Alberta participated in this K-12 classroom challenge, using a massive spool of tin foil to create an artwork that addressed the theme, *things are not what they appear*.

## IGNITION CREW

**11 teacher-nominated teen ambassadors** participated in seven Beakerhead events, learning photography, hosting an outreach booth, and getting backstage access and introductions to the Beakerhead presenters.

## CREATE YOUR OWN BEAKERHEAD SCHOOL EXPERIENCE

**1,700 students** created their own Beakerhead events and projects, including a southern Alberta location that hosted school-wide Beakerhead Days.



# SPECTACULAR THANKS...

to the 2014 sponsors who brought Beakerhead to the world for a second successful year

