

# Year three flew in on the wings of a butterfly!

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

In 2014, the word got out and 73,000 people took part.

In 2015, ideas and partnerships incubated all year long and the Beakerhead butterfly emerged in September as a cultural force, attracting 112,000 participants, including 24,200 students, not to mention 40.5 million social media impressions!

Many people are surprised to learn that Beakerhead is only three years old. In this short time, it has been embraced as a cultural event that reflects the complexity and ambitions of who we are today – people from all walks of life who value what we can learn from each other!

**Beakerhead**

# 2015 IMPACT REPORT

“GZA had the best time. Truly feel we made a great cultural impact yesterday.”

Heathcliff Berru, Manager of GZA of Wu Tang Clan

“The production resources and facilities have been amazing and all the people have been incredibly friendly and supportive.”

David Kousemaker, Blendid Interaction Design, The Netherlands

“Beakerhead was so fantastic. The vibe was so positive and fun! Not just the events my team and I participated in but everything. We met so many great people and learned so much from the experience.”

Mitch Kern, Associate Professor, ACAD

## PROOF IS IN THE PARTNERSHIPS

With three years of experience now, Beakerhead is building momentum!

- 178 presenters
- 65+ distinct events
- 60+ venues
- 45 sponsors
- 24 participating restaurants
- 7 new volunteer crews created
- 61% of waste diverted from the landfill


### NOT TO MENTION...

- 888 eggs prepared
- 16 dogs auditioned
- 1000s of crickets eaten

and 53,000 young and old spilling onto the streets for the pinnacle party, Beakernight and the whole phenomenon trending nationally on Twitter.

## AND THE IMPACT IS GROWING!

	2013	2014	2015
In-person encounters	62,500	73,000	112,000
Students involved	4,300	20,500	24,200
Volunteer hours	3,740	3,276	6,654
Social media mentions	2.1 million	5.3 million	40.5 million
Media impressions	69.5 million	162.7 million	95.6 million



“Brilliant performance!!! I thought I was too old to learn anything more ever, but here you go teaching even me all sorts of stuff in such a friendly manner.”

Stephanie R Wilson, Clinical Professor, Cummings School of Medicine, University of Calgary

“By all accounts you guys have really created something magical, engaging and full of wonder and imagination.”

Chris Bedford, CEO, Karo

“People have been raving about various events to me, and my son had a wonderful time. I heard him explaining strawberry DNA to someone the other day! Way to bend the laws of the universe!”

Niki Wilson, Science Communicator, Jasper

“My students said this was the best field trip they had ever been on, and I loved seeing them so involved and engaged.”

Carolyn Lutz, Junior High Teacher, St. Albert the Great School

Fiskee Ball by Site 3 Co-Laboratory. Photo by Kelly Hofer

## LEARNING GETS PHYSICAL!

In 2015, **24,200 students** engaged with Beakerhead.

### Field Trips

**1,527 students filled 24 busses** to visit three different school trip destinations, including Station B at Fort Calgary, the newly opened St Patrick's Island, and The Locked Room.

### School Visits

**4,245 students at 16 schools** welcomed Beakerhead for a total of 38 hands-on workshops and presentations with visiting artists, engineers, astronauts!

### Virtual Visits

**10,873 students across 151 classrooms from Alberta, Ontario, BC, California and even Singapore** logged into a live web presentation with flight surgeon, medical doctor and engineer Dr. Douglas Hamilton.

### Atomic 13 Ingenuity Challenge

**7,267 students from 53 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, *Larger than life*.

## SCIENCE AND ENGINEERING, MEET CREATIVITY!

In 2015, new programs, projects and community involvement began to explode.

### Big Bang Residency Program

The first artist-and-engineer residency program, attracted applications from around the world. Fasten your seatbelts for the unveiling of the the first major project that comes out of this unique crucible at Beakerhead 2016.

### Beakerhead for a Better World

Five successful companies and entrepreneurs created tens of thousands of delightful interactions with visitors in this new program stream created in partnership with the Trico Charitable Foundation. Yes, you can delight, amaze and save the world all at once.

### Many Hands Make Great Art

The first three of six community projects, involving dozens of architects, engineers, artists and builders, erupted in public spaces during Beakerhead in 2015.

### Engineered Eats

24 restaurants cooked up roughly 888 eggs to treat patrons with science-infused food! For the icing on the cake, The Gorgeous Molecule and The Gorgeous Libation made their debut as engineered foodie events with top chefs.

# SPECTACULAR THANKS...

to the 2015 sponsors who brought Beakerhead to the world for a third successful year

