

# “Keeps getting better and better!”

In 2013, the inaugural Beakerhead opened a highly entertaining door into the world of science and engineering. In 2014, the word got out and 73,000 people took part – despite a September snowstorm. In 2015, ideas and partnerships incubated all year long and Beakerhead emerged stronger than ever, attracting 112,000 participants including 24,200 students, not to mention 40.5 million social media impressions.

In 2016, the attendance and media coverage increased again and the program content set a new bar. Beakerhead achieved a new level of local awareness, and started to attract out-of-town visitors who made travel plans for the first time in a deliberate way to attend Beakerhead.

The fourth iteration of Beakerhead stood up as an event that has proven it will hold its own in the years to come. During a time of tight budgets, Beakerhead saw sponsorships and partnerships grow.

All signs are pointing toward a record-breaking fifth year in 2017 as part of the Canada 150 celebrations.



The Beakerhead logo is a stylized, blocky wordmark. The letters are composed of a grid of small, colorful squares (red, green, blue, yellow) that overlap to create a sense of depth and texture. The logo is set against a white background with a decorative yellow and blue border.

**"What a wonderful, picture perfect evening! Thank you!"**

Guest at the food experience, Torched

**"Keeps getting better and better."**

Jason Bedard, Organizer,  
Calgary Mini Maker Faire

**"I took my kids to Beakernight last night and it was fantastic! We had such a great time, and I'm sure it will be a topic of conversation in our household for some time. I have to say I thought it was an impressive improvement on last year's event and I hope it continues to improve. We loved it, and all our friends who we convinced to meet us there were blown away."**

Lara Baldwin

## COMMUNITY CAPACITY BUILDING

In 2016, we saw the growth and strengthening of several signature programs and projects.

### REMARKABLE EXPERIENCES FOR TOURISTS

#### Big Bang Residency Program

The results of the first artist-and-engineer residency program came to life. An interactive artwork called BASS Ship was located in East Village and attracted a line up for the full five days.

#### TRICO CHARITABLE FOUNDATION PRESENTS

#### Social Entrepreneurship for a Better World

Six successful entrepreneurs engaged in two high-impact program elements this year, creating tens of thousands of interactions with visitors and one new start-up received \$10,000 through a pitch contest. The Mayor officially declared Friday of Beakerhead as Social Entrepreneurship Day.

### COMMUNITY CAPACITY BUILDING

#### Many Hands Make Great Art

The full expression of six community projects erupted in public spaces — from a steampunk airship and fire-breathing botany to delightful vehicles like the MakerBus and Camera Obscura. This was the second year of a two-year program supported by the Calgary Foundation!

### ALBERTA CULINARY TOURISM ALLIANCE

#### Engineered Eats

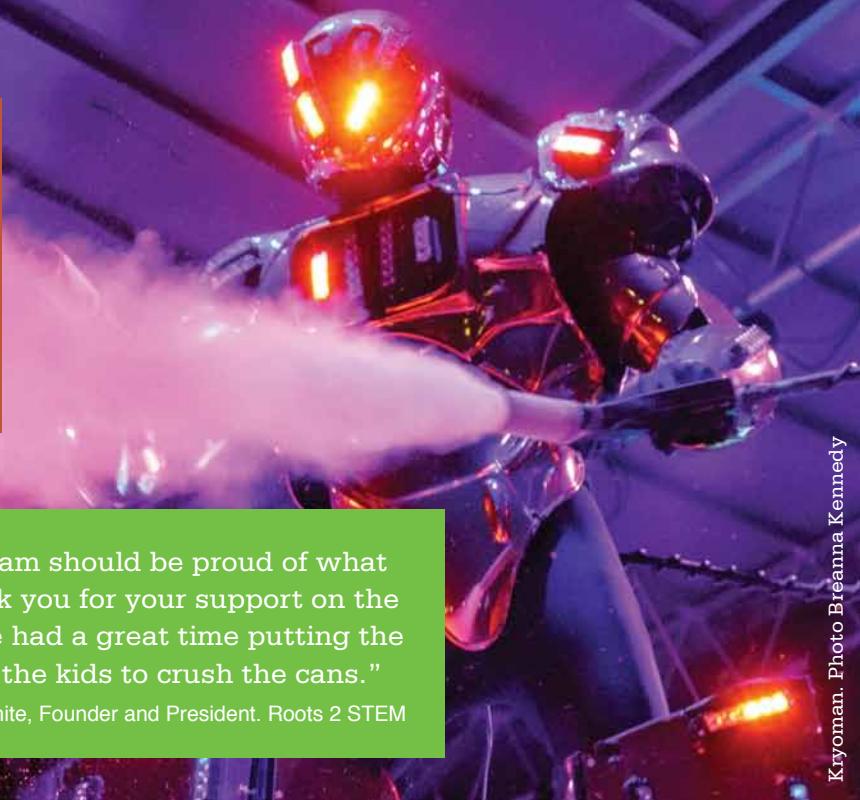
A food experience called Torched had many people saying they felt they were in a city like Berlin or San Francisco. Six Calgary chefs and a brilliant event experience kicked off the ticketed events series. Another 32 restaurants took part in a culinary challenge. The reputation for the annual food experience at Beakerhead is gaining traction.

### YEAR ROUND EDUCATION

#### Moonshot Program

Beakerhead rolled out a strong new educational program under the name the Moonshot Program, playing a key role in activating a cultural fluency in the next generation with science, technology, engineering and math (STEM subjects) through arts and culture. A central new initiative is called Science Genius Rap Battles, led by Columbia University professor Christopher Emdin, who is helping Beakerhead and the National Music Centre launch an Alberta version of the program proudly involving indigenous educators and youth.





"Wow! After three consecutive awe-inspiring Beakerhead events I thought I had seen the best of things. Well, that was clearly not the case. The program and accessibility of events around the city were phenomenal this year."

Tyler Henry, Curiosity Rover Crew Member

"That was one great party. You and your team should be proud of what you have accomplished. Great work. Thank you for your support on the Can Crushing Cow (aka Betsy) project. We had a great time putting the project together and a better time getting the kids to crush the cans."

Dean C. White, Founder and President, Roots 2 STEM

Kryoman. Photo: Breanna Kennedy

## SUMMARY OF ENGAGEMENT

	2013	2014	2015	2016
<b>In-person encounters</b>	62,500	73,000	112,000	<b>130,000</b>
<b>Students involved</b>	4,300	20,500	24,200	<b>28,720</b>
<b>Volunteer hours</b>	3,740	3,267	6,654	<b>8,260</b>
<b>Social media impressions</b>	2.1 million	5.3 million	40.5 million	<b>38.5 million</b>
<b>Media impressions</b>	69.5 million	162.7 million	95.6 million	<b>110 million</b>

## EDUCATION SYSTEM BENEFITS

Beakerhead's informal learning environment builds fluency in science, technology, engineering, art and math (STEAM) the way language is learned by immersion in culture. Beakerhead school programs engaged 28,500 students in 2016.

### FIELD TRIPS

2,600 students from 29 schools took part in the two field trip destinations.

### SCHOOL VISITS

9,750 students at 29 schools received visitors for 34 hands-on workshops and presentations.

### INGENUITY CHALLENGE

3,271 students from 27 schools across Alberta (and BC) received a paint tin containing ping pong balls and bubble wrap. Their challenge? To create a music video using the kit of materials. 87 videos were submitted by students.

### VIRTUAL SPEAKERHEAD

8,600 students across 137 login points heard from UK inventor Dominic Wilcox via webcast. Participants were from British Columbia, Alberta, Ontario and the UK.



# SPECTACULAR THANKS...

to the 2016 sponsors who brought Beakerhead to the world for a fourth successful year



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