



“Why does the city feel so good right now?”

“It’s Beakerhead.”

The 2017 edition of Beakerhead included Canada 150 programming where the city core became a larger-than-life version of the game of Snakes and Ladders. Fourteen art installations across six neighbourhoods were connected by the story of human ingenuity. **More than 145,000 people were engaged in Beakerhead this year.** Tourists from across Canada came to visit and **the largest single event, Beakernight, attracted a record-breaking 59,000 people.** This year, 70% of the 200+ artists involved were from the Calgary region.

With the popularity and affection for Beakerhead exploding, and **five successful years under its belt**, it looks like Beakerhead is here to stay as a massive mainstream science culture event – and will be a **defining force** in the next generation of Calgary’s – and Canada’s – reputation as a **creative and enterprising** city.

Beakerhead



"I wasn't sure what to expect heading into volunteering at Beakerhead but it was, by far, the best volunteer experience I've had It was hard not to be excited the whole time."

Liam Harrison, volunteer

"It was an absolute honour to have been a part of such a beautiful event."

Titilope Sonuga
Seven Wonderers presenter

ENGAGEMENT AT A GLANCE

145,000 in-person encounters

202 presenters

65 distinct events

58 sponsors

27 participating restaurants

33,700 students

327 volunteers

7,406 volunteer hours

REACH AT A GLANCE

23.6 million Social media impressions

114 million Traditional media impressions

43 Countries reached

30 Percent increase in followers across three major social media platforms

WHY BEAKERHEAD MATTERS

Beakerhead looks and feels like one of the most engaging and delightful ways to you could spend five glorious days in September.

Look a little deeper and you'll see that Beakerhead couldn't be more important to our future – as individuals, as companies and as a culture.

Beakerhead is a year-round organization whose programs are designed to eliminate barriers, so everyone can reach their full potential. Winter, spring and summer programs inspire people of all ages and cultures, from across the city, province, country and world to build and exhibit works of interactive entertainment. People learn-by-doing and exuberant expression of art and ingenuity explode, with science and engineering at their heart. All of this year-round activity culminates in a spectacular five-day phenomenon of art, science and engineering each September, giving even more people a chance to see, touch, do and create. Adults are engaged and kids are changed.

"Thank you so much for hosting and organizing such an incredible evening last night! My colleagues and I have received numerous messages from guests thanking us for a professional, fun, and unique corporate experience. I think this Beakerhead experience may become a new tradition for our company."

Erica McDonald
Marketing Communications Manager
SysGen Solutions Group, on a corporate tour

COMMUNITY CAPACITY BUILDING

In 2017, several signature programs and projects reached new heights.

REMARKABLE EXPERIENCES FOR TOURISTS

Big Bang Residency Program

The results of the second artist-and-engineer residency program came to life. A theatrical artwork called the Calgary Municipal Space Station took over the Calgary Tower for a week and offered visitors a VR experience and playful look at the future of public transit. The Big Bang Residency Program is a partnership with the Banff Centre and funded by Calgary Arts Authority and the Calgary Hotel Association.

PLATFORM FOR PARTNERS

Sold out workshops and rave reviews

It's not the usual suspects attending quirky shows, exhibits and workshops staged by community partners. New audiences are mixing and growing, according to partners. The criteria for inclusion as a Beakerhead event? Simple. A willingness to warmly welcome people from all walks of life to an experience that reduces social friction between traditional silos. Science, meet art. Art, meet engineering. Engineering, meet everyone. The delight is palpable.

CAPACITY BUILDING

Snakes and Ladders

Almost three quarters of the presenters in Beakerhead's special Canada150 programming called Snakes and Ladders were regional artists and engineers. The two-way conversation between Calgary creativity and the world is ignited!

ALBERTA CULINARY TOURISM ALLIANCE

Engineered Eats

27 restaurants across Calgary served 960 menus items, including appetizers, entrees and drinks, over a week of culinary creativity with the 2017 theme ingredient: barley.

YEAR ROUND EDUCATION

Moonshot Program

Beakerhead is unpacking its school programs to work with teachers and students year-round. A new initiative, Science Genius Rap Battles, was launched in 2017, with astonishing results. In some schools, students are attending science class with interest for the first time.

EDUCATION SYSTEM BENEFITS

Beakerhead is a registered Canadian charity whose mandate is education at the crossroads of art, science and engineering. Like language, children learn the creative application of science and math by immersion in science culture.

OVERVIEW

The education program engages students in direct experiences and through the Beakerhead Field Guide for teachers. The engagement in 2017 has increased by 25%:

- 197 schools reached
- 33,700 directly through programs
- 36,100 through teachers using the field guide

FIELD TRIPS

- 1,957 students took part in the three field trip destinations in September
- 19% were from outside of Calgary, including a class from Vancouver, BC.

SCHOOL VISITS

- 9,750 students received visitors sent by Beakerhead to their schools and classrooms in September

INGENUITY CHALLENGE

- 11,681 students are registered to take part in the Ingenuity Challenge in October

VIRTUAL SPEAKERHEAD

- More than 10,000 students are scheduled to take part in Virtual Speakerhead in November



Impulse. Photo by Johanna Hung

"I remember attending the very first Beakernight – which I loved at the time – but it was nothing compared to this year's Beakernight and the thousands and thousands of people who came out. It is great to see Beakerhead grow in both calibre and popularity over the years."

Laurel McLean
Attendee

SPECTACULAR THANKS...

to the 2017 supporters who brought Beakerhead to the world for a fifth successful year



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