

# Boundless inspiration

A little drizzle, rain and snow during Beakerhead  
could not squash the magic!

“Dreams Never Die” by Maria Galura. Photo by Johanna Hung



What an exhilarating five days, September 19-23, 2018. A bit damp, but delightful. One Beakernight visitor said, “The mist makes it feel that much more magical.”

## Talk About a Silver Lining

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

Beakerhead



"Beakerhead is truly a great addition to our city. " "

Kim McNabb, Arcurve

## SUMMARY OF 2018

Beakerhead made some biggish changes this year – slightly fewer events during the September spectacle and more events spread out throughout the year, especially in the K-12 program area. We ticketed the single largest program element, Beakernight, for the first time. We increased the focus on quality with more outreach training for presenters.

These directions are a work in progress. In the spring of 2019, Beakerhead will be adopting a new sustainability-focused business model. It will affect all aspects of Beakerhead – in a good way! And make this enterprise stronger for the long term.

### In the meantime, so many firsts to celebrate in Beakerhead's sixth year!

- Beakerhead grew its Instagram following. Swipe up!
- Three wedding parties took their photos at a most photogenic Beakerhead installation.
- The first augmented reality (AR) game trended on Google Play.
- And of course Beakernight trended, with more coverage nationally than any previous year.
- More than 10,000 people purchased Beakernight tickets, which is kind of amazing, given the coldest fall on record.

## ENGAGEMENT AT A GLANCE

**12,598** Tickets sold

**25,230** Free hands-on encounters

**153,500** Drive-by or walk-by viewers

**290,000** Web site visits during the five days

**180** presenters

**60** distinct events

**54** sponsors

**32,629** students engaged

**380** volunteers involved in program support and delivery

**6,378** volunteer hours

## REACH AT A GLANCE

**26.6 million** Social media impressions, and counting!

**122 million** Traditional media reach

**19** National stories

Increase in followers across three major social media platforms

**7%** Increase in Twitter follower

**12%** Increase in Facebook fans

**30%** Increase in Instagram followers

"A really great year! We are always delighted with what Beakerhead brings to life every year."

Clare LePan, Director of Marketing & Communications,  
Calgary Municipal Land Corporation

## COMMUNITY BUILDING

In 2018, several significant advances were made to support exuberant expressions of human ingenuity!

### BUILDING CAPACITY:

#### Art and Technology Apprenticeship Program

A new program this year funded by the Canada Council for the Arts has helped Beakerhead prototype an apprenticeship program that builds capacity in the art community for large-scale installations. As the world-wide appetite for big art increases, there is potential to develop a reputation as a go-to source for installations that are designed to delight the user.

### PLATFORM FOR PARTNERS:

#### Strong reliable cultural fabric for emerging leaders

Several major new partnerships flourished this year that create a force in the maker movement – MakeFashion and Maker Faire Calgary are valuable Beakerhead supporters, and vice versa. All five major post-secondary institutions are now bold and distinct partners in programming, from the University of Calgary, SAIT, Alberta College of Art and Design and Mount Royal University and, new this year, Bow Valley College. We're seeing a powerhouse of potential for emerging leaders in Calgary.

### WILD AND FREE: Beacons

Free and distributed works of art and delight have become a mainstay of Beakerhead programming. Neighbourhood partnerships have helped to create marvellous tours of the imagination. The Beakerhead Beacons will be streamlined into easy-to-tour experiences for visitors.

### YEAR ROUND EDUCATION: K-12 Moonshot Program

Beakerhead is unpacking its school programs to work with teachers and students year-round. In 2018, the first round of school programming was rolled out according to an expanded calendar – and teachers love it! A subscription service to help teachers get students excited and learning through the integration of art, science and math is coming to classrooms in 2019.

“I speak for the whole Montreal team when I say we really enjoyed our time in Calgary, most especially working with the Beakerhead gang (for the second year in a row!)”

Conor Sampson, CSDesign

## CHARITABLE CORE

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. The education program engages students in direct experiences and through the Beakerhead Field Guide for teachers.

- 142 schools reached
- 32,639 students engaged
- 23% from outside of Calgary

### Field Trips

- 1,194 students took part in the three field trips in September

### Classroom Programs

- 31,443 students took part in programs throughout the year in their classrooms, learning through an integration of arts and culture with science and math.



Volunteers photo Jackie Ho.



Local music lab. Photo Denise Kitagawa.

## SPECTACULAR THANKS...

to the 2018 supporters who brought Beakerhead to the world for a sixth successful year



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