



2021 COMMUNITY REPORT



BEAKERHEAD LOOKS UP

What can we say? SMASH-UPS HAPPEN! While the ongoing pandemic meant Beakerhead hit pause on the 2021 festival, ingenuity and creativity remained on fast forward throughout the year. We knew that we had to find a way to celebrate science, augment art, and exalt engineering. Our community needed some Beakerhead-style fun and inspiration and we were determined to rise to the occasion!

Performance and film merged with puppetry and engineering as Beakerhead presented THE ASCENT, imagined with CIFF (Calgary International Film Festival). With eyes on Calgary's skyscraper skyline, DAVID, a 34-foot tall, fully articulated marionette, climbed 39 stories of Oxford Properties' Devon Tower! DAVID's epic journey mirrored our human experience during the pandemic and through film, innovative cinematic capture, and projection, we shared DAVID's emotions and reactions as he climbed and ultimately triumphed. Down below, adjacent to Eau Claire Market, a "wonder"-through of favourite Beakerhead installations, science demos, and creative performance delighted a curious audience. Our friends at CIFF live streamed all the action to science lovers near and far!

THE ASCENT

5,575 in-person attendees

3,236 livestream views

6,145 #ICYMI video views

304,431 social media impressions

10,461 social media engagements

500,000+ traditional media impressions

23,073 website views

125 volunteers engaged

Beakerhead

DIGITAL DISCUSSIONS

With K-12 students across the country moving to online learning during the pandemic, Beakerhead launched a new education program and took it on the internet highway! Digital Discussions is an entertaining, curriculum-based video series that goes behind the scenes with innovators, artists, and builders from around the globe to get the in-depth scoop on their inspiration and process. Each video series is accompanied by an Educator Resource Guide packed with discussion prompts, projects, and activities that teachers can use.

Digital Discussions featured human flying suits, cymatics and sound art,

kinetic sculpture, light-inspired public artworks, mechanical beasts, and biological art.

SCIENCE GENIUSES

Beakerhead's Science Genius Rap Battles program was also transitioned to the cyberworld in 2021. Program ambassadors beamed into classrooms and students created their own videos to present their cool beats and science-savvy lyrics. Science Genius champions were in the house at THE ASCENT to share their work from the live stage!



#THEASCENT

"The best part of tonight was the regular chanting "we love science, we love science and we can't deny it" It's a good reminder that there ARE still believers in science in Calgary"

@SARAHMAKSON

"Thank u @Beakerhead for the most fun in ages."

@KAITKUCY

"Thanks @Beakerhead for the dose of community and wow last night. All the feels playing with robots, enjoying dance music and watching a 34-foot tall marionette climb a building to fill your culture cup."

@JOREYNOLDSYYC

"Calgary is so weird. A giant marionette is climbing a tower in the city with lights and fireworks. I love it"

@KEVENSKINNER

GARGANTUAN THANKS TO OUR SUPPORTERS!



Northweather