



# GUESS WHO'S BACK?

Beakerhead is back. This edition was short, but oh-so-sweet. September 23-25, 2022, Beakerhead got fired up, restarted its engines, and invited everyone along for the ride.

Beakerhead





All the installations  
never disappoint,  
year after year.

Nadine, Crew Member

## SUMMARY OF 2022

The best things in life are free and Beakerhead is one of them. Friday evening's launch at TELUS Spark, Calgary's first in-person PechaKucha Night since 2019, the weekend signature event at Century Gardens, and Beakerhead's wrap party at Dickens Pub were all free for people to attend. About 30,000 people.

## ENGAGEMENT AT A GLANCE

**33,000** Attendees

**134** Presenters

**5** Venues

**167** Crew Members

**627** Volunteer Hours

**53** Local Partners

**20** Sponsors

## REACH AT A GLANCE

**530,000** Social Media Impressions

**60.3 million** Traditional Media Reach

**27** Television & Radio Interviews

**19** News Articles

**12.4%** Increase in Instagram Followers

**10%** Increase in LinkedIn Followers

**5%** Increase in Facebook Followers

## CRUSHED IT!

### PROSTHESIS: THE ANTI-ROBOT Exosapien Technologies

What would you do if you were a giant? Well, you would stroll down the street and create quite a scene. Beakerhead connected Calgarians with **Prosthesis: The Anti-Robot**, the world's first human-powered mech racing machine by **Exosapien Technologies**. Weighing in at 4,000kg, Prosthesis prowled down 8th Avenue SW at **A 'LOT' of Curiosity**. It crushed castles created by local makers **Fuse 33**, stomped its way through wooden pallets, awed crowds with its awesome strength, and was piloted by Calgary's Mayor, **Jyoti Gondek**. Because that's what giants (and mayors) do.

Spent the afternoon at this fantastic, free event. It's things like Beakerhead that make Calgary a terrific city to live in!

Beakerhead Attendee



Beakerfriends! Teekay Othello, Rebecca Dawn and Beakerhead (the Astronaut)  
Photo by Brette Culpe / @403ABC



# COMMUNITY (RE)CONNECTIONS

They say that absence makes the heart grow fonder. This is just a snapshot of the boundless energy Beakerhead's community created together, after far too much time apart.

## BEAKERHEAD HAS IGNITION! Launch Party at TELUS Spark

On September 23, Beakerhead threw open the doors at its new home base: **TELUS Spark**. 3,082 friends joined in for shows in the Infinity Dome, Hack the House invention demonstrations, science-themed cocktails, **PechaKucha YYC**, live painting, roving performers, and so much more. The coolest part? Admission to the whole science centre was free!

## SOMETHING TO TALK ABOUT Speakerhead

Inspired by the iconic 80s MuchMusic creation, Speakers' Corner, Beakerhead brought out **Speakerhead**, supported by the **Calgary Foundation**. This talk-back booth, designed by **RocketHouse**, **Fracture A Femur Productions**, and **TechArt Custom Creations**, gives Calgarians a chance to answer a series of questions or simply free flow their thoughts on camera. Nearly 900 people shared their ideas, musings, dance routines, and funny faces with Speakerhead at Beakerhead. Watch for it in your community in 2023.

## THE KIDS ARE ALRIGHT Hack the House

With support from the **APEGA Foundation**, Beakerhead remixed its previous Hack the Flyer design challenge and relaunched it this year as Hack the House. Two youth teams supported by adult mentors flexed their creative muscles to turn pieces of recycled household furniture into sustainably powered machines — the Zoomer and the Chairiot — which were unveiled at Spark and showcased at Century Gardens.

## THERE'S NO PLACE LIKE 'DOME' BIG ART Geodome

**BIG ART**, the **Victoria Park Business Improvement Area**, and **Calgary Parks** partnered to bring a 44-foot geodesic dome to Beakerhead. This 360-degree mathematical marvel hosted **Sounds of Science**, yoga, sword swallowing, Flint the Robo-Dog, **Le Cirque de la Nuit**, **Reading with Royalty**, fire performers, a Star Wars string orchestra, and more — made more magical by immersive projections and surround sound.

# ARTISTS & MAKERS, MOVERS & SHAKERS

Beakerhead loves art, so in true Beakerhead fashion, art was everywhere, thanks to many friends.



## THE DARK ARTS MARKET & A 'LOT' OF CURIOSITY

Thanks to the **Dark Arts YYC** and **RISE UP**, folks got to witness wickedly talented local artists' creative process in real time next to Century Gardens at **The Dark Arts Market**, and down the street at **A 'LOT' of Curiosity**. Inspiration: Sparked.

## FLASHBACK WITH JAY INGRAM & THE BEAKERHEAD BAND

Jay Ingram and the Beakerhead Band threw a party at **Dickens Pub** as a toast to Beakerhead 2022 and the people who made it spectacular. Builders, makers, game-players, artists, scientists, and engineers shared the inside scoop on their creations, and the band rocked the house.



## NEW NEIGHBOURS

In April 2022, **Beakerhead** and **TELUS Spark Science Centre** joined forces to engage and inspire more people and communities with science and technology. With Beakerhead and Spark working together, the future of science in communities across Calgary looks brighter than ever before. The most spectacular outreach program a science centre could ever dream of!

TELUS  
**Spark\***  
SCIENCE CENTRE



## SPECTACULAR THANKS...

to the 2022 supporters who brought Beakerhead to the world for a **ninth** successful year!

