



For Immediate Release

## NEWS RELEASE

### **Inaugural Beakerhead program announced**

**Over 60 program partners involved in citywide collaboration of creativity and engineering**

Calgary, Alberta [June 10, 2013] — Over 60 arts, science, engineering, and education organizations are included in a large-scale lineup announced today for Beakerhead – a major new arts and engineering collaboration in western Canada. The initiative is original to Alberta and a first in the world. It will erupt in the streets and venues of Calgary for the first time this September 11-15, 2013.

The five-day long event is designed to attract residents and tourists from around the world and includes free outdoor exhibits, street performances and ticketed events, and includes a citywide open-air museum called Beakernight and a speaker and workshop series called Speakerhead.

“Beakerhead is a unique collaboration connecting art and technology in ways we have only begun to explore. This event unifies us in a way that respects the diverse talents and interests of many Albertans from so many different disciplines,” says Heather Klimchuk, Minister of Alberta Culture. “I applaud Calgary’s arts and culture organizations for taking a leadership role, as an event of this scale and scope will shine the light on a unique and contemporary element of Alberta’s evolving cultural landscape.”

“We are proud to partner with Beakerhead – a celebration of innovation and creativity that will be a unique and memorable experience for Albertans and for the many visitors from across the globe,” said Dr. Richard Starke, Minister of Alberta Tourism, Parks and Recreation. “Once guests have been wowed by the sights and sounds of Beakerhead, we hope they will be inspired to discover and explore the rest of our incredible province.”

Over 60 organizations are program partners in what may be one of Calgary’s largest collaborative efforts, from TELUS Spark, Glenbow Museum, University of Calgary and Mount Royal University, to local maker organizations like Scoperta. The Calgary Board of Education is offering a summer intensive for students to design and build projects leading up to September.

“Shell is proud to inspire innovation in today’s students through the Shell International Engineering competition,” said Lorraine Mitchelmore, Shell Canada President and Country Chair, on this flagship Beakerhead event. “By investing in the creativity and ingenuity of today’s students, we can help them find the solutions to tomorrow’s most pressing energy concerns.”

Alongside the Shell International Engineering Competition at Stampede Park, visitors will also find there a funfair fuelled by vegetable oil, called Sustainival. Even the opening ceremony on September 12 involves a crane and a 900 kg mechanical spider, called MondoSpider.

“Beakerhead is an invitation to everyone to imagine and build, “ says co-founder Jay Ingram, science broadcaster and writer who co-hosted the Discovery Channel’s *Daily Planet*. “Engineer your bike, design an art car, build a robot with your family, race a kinetic contraption ... anything goes. Think of it as turning the whole city into the most entertaining laboratory for five days.”

*The first Beakerhead will take place in Calgary, Alberta on September 11-15, 2013. Confirmed events can be found on [www.beakerhead.org](http://www.beakerhead.org). Most events are free. Please check the website for program updates and ticket sales. Additional confirmed events will be added this summer.*

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## **NOTES TO EDITORS**

### **BEAKERHEAD IN A NUTSHELL**

Beakerhead is an annual, citywide, interactive movement that explodes with creativity. It brings together the arts and engineering sectors from across the city, province, country and world to build, compete and exhibit interactive works of art, spectacle and entertainment during an annual week-long international happening each fall. From outdoor artworks and late-night laboratories, to community contests and celebrations, interactive digital events to event premieres, Beakerhead creates a crucible of human ingenuity, mixing energetic community involvement with international talent. The first Beakerhead will take place in Calgary, Alberta on September 11-15, 2013. *For more information visit [www.beakerhead.org](http://www.beakerhead.org) or follow @Beakerhead on Twitter.*

### **HISTORY OF BEAKERHEAD'S GENESIS AND FUNDING**

Beakerhead's founders, Jay Ingram and Mary Anne Moser, work at the crossroads of science and culture. Jay Ingram is a renowned Canadian science broadcaster, author of 12 books, who was appointed to the Order of Canada in 2009. Mary Anne Moser is the editor of two books on science in society: *Immersed in Technology and Science, She Loves Me* and holds a BSc in Zoology, and an interdisciplinary PhD. Through several years of development, the event gained definition as a hands-on happening, designed for people to make and create, experiment and exhibit, compete and delight by bringing the arts, sciences and engineering together. The ambitious collaboration strikes a chord with Canada's emerging economy. Calgary – as an engineering, creative and entrepreneurial capital – emerged as the perfect place for this catalytic reaction.

### **ABOUT THE BEAKERHEAD LAUNCH SUPPORT SYSTEM**

Beakerhead 2013 has been developed in collaboration with over 60 arts, science, engineering, and education organizations and led by Beakerhead's human start-up engine Jasmine Palardy, now Director of Programs and Partnerships. The secretariat has expanded to include Michelle Htun-Kay, Director of Marketing and Communications, Hanan Chebib, Director of Creative Experiences, and Dallas Kitt, Volunteer Manager. Beakerhead is indebted to the many sponsors, artists, engineers and makers who have provided start-up support, expertise and human energy to bring Beakerhead to life.

### **SPONSORS**

Beakerhead has been made possible by funding from Suncor Energy Inc., who provided generous and courageous funding from the idea stage. Financial support for the proof-of-concept Beakerhead 2012 was provided by the City of Calgary Strategic Initiatives Fund, Association of Professional Engineers and Geoscientists of Alberta (APEGA), Devon Energy Corporation, WorleyParsons Ltd. and Victoria Park BRZ.

For the inaugural 2013 Beakerhead, sponsors to date are:

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And generous private donors.

We are very grateful to the Champions of Innovation who are investing in this new project. Thank you to the individuals and organizations making this happen for Calgary and Alberta.

**BEAKERHEAD BOARD OF DIRECTORS**

- Chris Bedford, President and CEO, Karo Group
- Elizabeth Cannon, President and CEO, University of Calgary
- Kevin Hanson, President, Simon & Schuster Canada
- Jay Ingram, Co-founder, Beakerhead
- Donna Livingstone, President and CEO, Glenbow
- Jennifer Martin, President and CEO of TELUS Spark
- Mary Anne Moser, President, Beakerhead
- Larry Shelley, Managing Partner, Citrus Capital Partners
- Len Webber, Member of the Legislative Assembly, Calgary-Foothills, Government of Alberta

**ABOUT THE BEAKERHEAD KINETIC ART INSTALLATION AT THE ANNOUNCEMENT**

The kinetic art installation of Calgary, created by local artists from Studio Cartel, exemplifies the convergence of engineering and the arts. It measures 8x8x4 feet and is made of multiple layers of acrylic plates and gears on steel frames to drive the movement of the plates and reveal Beakerhead over the city skyline.