



@beakerhead

Thursday, June 21, 2012

Art and engineering collide

Larger-than-life creatures about to make the city their stage

Calgary, AB – Beakerhead, the movement bringing arts and engineering together, is about to infuse Calgary with a display of technological surprise and intrigue.

While the first standalone Beakerhead will officially launch in 2013, a preview – starting July 3, 2012 – will descend upon the city and give Calgarians and visitors a taste of what's to come.

“In 2012, a Beakerhead drama will take place just prior to the Calgary Stampede, whetting appetites for its full scale debut in 2013,” says Jay Ingram, one of the event co-founders and a prominent Canadian science broadcaster. “The quirky nature of Beakerhead is best seen and experienced in order to be fully understood.”

Calgary will become a stage for a week-long, roving drama featuring some large scale, unexpected engineered guests, who will be “popping up” in various city locations. An intrigue of both sight and sound, it will provide the public an opportunity to engage with and ponder technology in a personal and interactive way.

Beakerhead is an annual movement that brings together innovation, arts and engineering, and is the brainchild of Mary Anne Moser and Discovery Channel's Jay Ingram, who started developing Beakerhead in 2009 and formed the non-profit in the summer of 2011. Ingram is a well-known science broadcaster and writer, best known as co-host of Discovery Channel's Daily Planet for 16 years. Moser is Vice President, Strategic Communications at Cybera, and a public sector entrepreneur working at the juncture of science, technology and culture.

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About Beakerhead

Beakerhead is an annual, city-wide, 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 for tablets and phones, 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 September 11 – 15, 2013. For more information please visit www.beakerhead.org or follow @beakerhead on Twitter.

For more information, please contact:

Paula Worthington
Brookline Public Relations, Inc.
Office: 403 538 5641 ext. 104
Cell: 403 585 2429
pworthington@brooklinepr.com

Sophie Pilon
Brookline Public Relations, Inc.
Office: 403 538 5641 ext. 110
Cell: 403 815 7340
spilon@brooklinepr.com