



The Stage Is Set – Beakerhead Preview

@beakerhead, #BangOn, #Beakerhead

“Daisy’s Dilemma”

Beakerhead is infusing Calgary with a display of creative engineering wonders – a six day, city-wide “pop-up” play of sight and sound, starting July 3, 2012.

This drama is a preview to the first standalone Beakerhead, which will launch September 11-15, 2013 in Calgary, kicking off an annual movement that brings together technology, art and engineering. Beakerhead is a sandbox for ingenuity that may change Calgary forever!

In this preview, Beakerhead will stage a larger-than-life intrigue that unfolds over a week called “Daisy’s Dilemma.”

Great metal creatures are “popping up”, visiting different public venues throughout the city. Why have these machine-like creatures come to Calgary? What are they doing here? On their quest to find each other, they are entertaining and engaging Calgarians – but will these creatures finally unite?

Three unconventional characters, each with their own features and personalities, will make the city their stage. With the help of some urban drummers and engineering friends, the creatures will provide interactive exhibitions everywhere they go.

Slyly emerging near the Glenmore Reservoir, “Titanoboa” will be the first creature to arrive. The next day, delightful “Daisy” wheels into town. Finally, party-crawling “MondoSpider” makes a flashy appearance. There will be a number of sightings in between, throughout the city, as the creatures make their way...toward each other?

Each sighting will be accompanied by engineers, interpreters, and a crowd-gathering group of “engineers of rhythm” from New York called Momentum, creating a party environment everywhere Beakerhead goes. Will the sound of the drummers and help of the crowds help these creatures find each other? We hope so!

At some venues, the public will be able help power their journey by riding the “Black Ghost” – a bicycle-style energy charger that can energize lights, sound, even battery packs!

As the simple story unfolds – where creatures from the past and future are trying to find each other in Calgary – we will all be part of an unprecedented performance of art meets engineering, unfolding on a citywide stage. This is high-profile public entertainment, courtesy of ambitious engineering and audacious creativity.

Get to know Beakerhead, through “Daisy’s Dilemma,” from July 3 – 8, 2012.



What is Beakerhead?

Ever wonder what it would be like to walk through a mechanical sculpture garden or build a citywide Rube Goldberg machine?

A first of its kind, international expression of Calgary's strengths, Beakerhead is a year-round community-driven movement that is gearing up to turn Calgary into a living lab of unique experiences. It's a movement that brings our creative and technical sides together and culminates in a week-long spectacle every September. With interactive street art, hands-on happenings, global contests, digital events for tablets and phones, larger-than-life theatre, art cars, pop-ups, motorized furniture and more, Beakerhead encourages everyone to roll up their sleeves and take part.

The first-ever Beakerhead will take place September 11 – 15, 2013, in Calgary, and will be an annual spectacle that brings together creativity, art and engineering. The grand-scale happening will be staged by and for all walks of life, with programs and performances indoors and out, both ticketed and free events in venues and public spaces throughout the city. Over 30 partners are planning programming for the 2013 debut to date.

Strategically set to position Calgary as a hub of ingenuity, Beakerhead will engage students, artists, engineers, scientists and tourists from all walks of life, bringing Calgary to the world's stage and the world to Calgary. Co-founders Mary Anne Moser and Discovery Channel's Jay Ingram have enlisted people and organizations from across the province and country to collaboratively stage this ambitious undertaking.

Why Calgary? Calgary is an engineering, creativity and entrepreneurial capital, making it the perfect place for these disciplines to collaborate and unite for an international spectacle. Beakerhead is taking action. Not only will the movement engage the community and inspire tomorrow's workforce locally, it will also position Calgary as a tourism and education destination every September, attracting new visitors and workers to Calgary.

An economic impact analysis estimates impact of Beakerhead on Alberta and Calgary in the first three years is \$40.3 million in expected income, 565 full-time equivalent new jobs and \$15 million in expected revenue to be collected by all three levels of government. Beakerhead proves to not only benefit Calgary and Canada by inspiring and cultivating human ingenuity, but will also benefit the region economically.

Beakerhead will make and create, experiment and exhibit, and compete and delight. Got a story to tell? You'll find yourself in the middle of one at Beakerhead!



Here's the data – About Beakerhead

- Beakerhead is a movement that demonstrates the possibilities when arts and engineering collide, culminating in an annual five day spectacle in Calgary that will launch in full force in September 2013.
- Beakerhead's vision is to bring together the arts, science and engineering sectors, to build, engage, compete and exhibit interactive works of art, spectacle and entertainment.
- Beakerhead is the brainchild of Mary Anne Moser and Discovery Channel's Jay Ingram, who started working on this in 2009 and formed the non-profit in the summer of 2011.
- Early supporters of Beakerhead also include the University of Calgary, Mount Royal University, SAIT, TELUS Spark and the Glenbow Museum.
- Programming will be divided into three streams: *Productions*, *Programs* and *Speakerhead*:
 - *Productions* include local and internationally commissioned grand openings, premieres, productions and concerts that highlight creativity, engineering and technology.
 - *Programs* involve people from around the world in student challenges, interactive races, massive mechanical sculpture gardens, backyard invention tours, exhibitions and more.
 - *Speakerhead* is the idea laboratory, but still hands-on, with workshops, talks and screenings by internationally recognized leaders in art, science, engineering and technology.
- Uniting art and engineering, Beakerhead recently unveiled its first Art Car called the Beakermobile, a stretch limo decked out (literally) with artificial grass, lawn chairs, an umbrella and, of course, a "sandbox for ingenuity."
- Beakerhead will host its first workshop during Stampede as well as stage "Daisy's Dilemma." In the workshop, participants can learn to build motorized living room furniture!

Beakerhead

“Daisy’s Dilemma” – Meet the Cast





Titanoboa (#Titanoboa)

Titanoboa is an 11 metre, 455 kilogram snake that moves smoothly and swiftly along the ground with an enormous 10-foot wide slithering stride. Titanoboa reached his enormous size millions of years ago in the sweltering heat of a warmer climate than today. Once rendered extinct by past climate change, the ancient monster has been resurrected through the power of state-of-the-art electric vehicle technology. Titanoboa slithers stealthily through the night and when he wants to see where he is going, he has the ability to light up the night and seek out his prey. The huge serpent can be caught for a ride, and the ambitious may even be able to convince Titanoboa which direction he should go. But beware, for this huge serpent may slither back into the darkness with you still on his back.

Daisy (#Daisy)

Standing at four metres tall, Daisy is the largest solar powered tricycle around. This feminine creature sparkles and shines as the sun glistens off the beautiful solar panels that provide her energy. A natural community-builder, her upstairs carriage is able to seat up to eight people. With a cooler and stereo, the gentle creature provides riders the true VIP experience. Although huge, Daisy is a silent creature, especially when coasting along grass. Her ease of movement and aesthetic provide the ultimate atmosphere for a lover's ride high up in the sky. And nothing makes the whimsical creature happier than to help two people fall in love! Fold down her canopy, stare up at the stars and let this gorgeous creature be your ultimate matchmaker.

Mondo Spider (#MondoSpider)

Mondo Spider is 773 kilograms of mechanical mayhem. About the size of a small car but as wide as he is long, this enormous arachnid is powered by electricity, running at the speed of a fast walk or slow jog. One metre tall and two and a half metres long, the strong eight-legged creature is extremely agile for his size. He can move in multiple directions, using his multiple legs to scurry along. This mysterious and powerful creature can take you by surprise with his ability to go backwards and forward. Thankfully, he doesn't bite...or so we hope!



The Cogs in the Machine

The Creature Creators and eatART

The artists behind Daisy, Titanoboa and MondoSpider are supported by an organization called eatART. An ambitious team of both artists and engineers, eatART takes unassuming everyday objects and turns them into masterpieces of epic proportions, making them perfect partners to seed the Beakerhead movement. With passion and precision, they become modern day Dr. Frankensteins, bringing metal to life with unimaginable size and capabilities. Focusing on large-scale kinetic and robotic sculptures, they use art to educate people about the role energy plays, hoping to raise questions about the social and economic impact of energy use.

Lovers of large scale art projects that use and bring light to alternate energy sources, the eatART team consists of Pip Cunningham and Emily Hamilton, Co-Executive Directors; Jonathan Tippett and Charlie Brinson, Principle Artists; Ben Z Cooper, Media Officer; Dylan Groven, CFO; Christian Lev, Lab Chief; Natalie Ethier, Event Coordinator, Polly Tan, Volunteer Coordinator; Spencer Treffry, gBike's Fearless Leader; Eva Shaffer, Harrison Pratt; Rob Cunningham, Leigh Christie and Duane Elverum, Directors.

Why did the artists create these creatures? Simple: because they could (and so can you!).

Mary Anne Moser, Beakerhead

Mary Anne Moser, co-founder of Beakerhead, is Vice President, Strategic Communications at Cybera. A journalist, book editor and award-winning graphic designer, Mary Anne holds a Bachelor of Science in Zoology, a Masters in Communications and an interdisciplinary PhD. With a particular interest in the intersection of art, culture and science, she is the founding editor of Banff Centre Press, and editor of two books: *Immersed in Technology* and *Science, She Loves Me*.

Mary Anne celebrates her passion for science and worked towards sharing that passion by founding and directing the annual two-week Science Communications Program at the Banff Centre for science and communicators. That same passion has fuelled her in creating and expanding Beakerhead with co-founder Jay Ingram.

Jay Ingram, Beakerhead

Co-founder of Beakerhead, Jay Ingram is a well-known science broadcaster and writer, best known as co-host of Discovery Channel's Daily Planet for 16 inspiring years. Since 2005, Jay has been Chair of the Science Communications Program at the Banff Centre. He has written twelve books, almost all of which have made the bestseller list, and three of which have won Canadian Science Writers' Awards. Jay recently launched his latest book, *Fatal Flaws*, a look into astonishing revelations about disease, the brain and infection throughout history.

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Credits to his name include host of CBC Radio's Quirks and Quarks from 1979 to 1992, host of CBC Radio series Cranial Pursuits and The Talk Show in 1992 and 1993, article writer for popular children's publication *Owl Magazine* for 10 years, writer of a *Toronto Star* weekly science column for 12 years and current columnist for *Canadian Wildlife*. This fall, Jay is set to host three documentary specials on Discovery's Science Channel and will also produce a column for Daily Planet on human behaviour.

Jasmine Antonick, Beakerhead

Jasmine Antonick is Beakerhead's founding staff member. Responsible for shining a light on the culture of innovation that's ripe right here in Calgary, Jasmine is Beakerhead's community connector and programming manager. She also dedicates her time as volunteer co-chair of the TEDxYYC committee in Calgary, is responsible for curating content, speaker development and marketing. A Mount Royal College alumna, Jasmine received a Bachelor of Communications in 2004. Before Beakerhead, she co-founded a Calgary-based tech start-up and produced large-scale technology showcases in San Francisco. Jasmine's passion for connecting the dots that help spark invention has fuelled her in helping build Beakerhead to what it is today.

Engineers of Rhythm

Momentum Live Entertainment (Momentum) provides the energy-fuelled instrumental rhythm behind Beakerhead's 2012 preview. The passionate and energetic performers come from New York City. Their instrumentation includes anything from a giant drum wall to stools or garbage cans; if it makes a sound, they'll make music out of it! Their intricate routines contain precise choreography consisting of synchronized playing, stick tricks and even acrobatics. Momentum provides live entertainment for any venue or situation, from corporate parties and huge stage productions with other artists, to small novelty shows with stools, trash cans, buckets and anything else they can get their hands on. Momentum has provided official entertainment for the 2010 Olympic Torch Relay with Coca-Cola and Zero Gravity Circus, acoustic DJ at Ford's VIP unveiling for the 2013 line-up, midterm distractions for Yale, Rutgers and Princeton University and party-starters at Ignition, Coca-Cola and RBC corporate events.



Potential Beakerhead Story Angles

- How Beakerhead is becoming a reality – Co-founders Jay Ingram and Mary Anne Moser have turned a seemingly wild vision into reality by creating an original preview, and a first in the world. Find out how Beakerhead is being created.
- A lot of people are talking about creativity and technology. Beakerhead is taking action, with Calgary and Canada as the stage. Learn more about the strategy and rationale that are forming the movement and why Beakerhead's mantra is, "Show, don't tell."
- How Beakerhead, Vancouver artists, Calgary engineers and New York drummers got together – Beakerhead is a never-before spectacle with larger-than-life creatures possessing impressive capabilities. Learn more about the genesis of this Beakerhead story.
- Street poll ... Do you know any backyard inventors? What did they "creatively engineer" or rig up?
- Q & A with the artists – Want to know more about the creative minds behind the creatures? Have the opportunity to speak with the artists and ask the creative team everything you want to know.
- Learning the mechanics behind the machines – Ever wonder the work that went into making Titanoboa? How long it took to create Daisy? Get the scoop on how each of the creatures was created and the work and dedication that went into their intricate designs.



The Engine Room

Beakerhead is grateful to its visionary start-up partner, Suncor Energy Foundation and the additional support of the Association of Professional Engineers and Geoscientists of Alberta (APEGA):



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THANK YOU!



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