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NEWS RELEASE

Science and engineering just got mainstream – and spectacular! Beakerhead 2014 program announced

[Calgary, Alberta] — A human-sized nest, a plastic bubble meeting room, 90-square-foot home, inflatable giant lotus and other interactive structures, all in a miniature neighbourhood with a fire-breathing gnome and sensor garden – what kind of a creatively engineered wonder world is this?

Welcome to Little Big Street! This is the flagship installation of Beakerhead, a spectacle of human ingenuity at the crossroads of art, science and engineering. The 2014 event will erupt on the streets and venues of Calgary from September 10 to 14, 2014, and includes a city-wide roster of educational entertainment. The 2014 line-up is being announced today at the official program launch.

“Our Government is proud to support Beakerhead in its efforts to spur creativity and innovation,” said the Honourable Michelle Rempel, Minister of State for Western Economic Diversification. “Through collaboration, we are making the understanding of science and engineering a part of everyday life right here in Calgary.”

In its second year, Beakerhead will stage hundreds of encounters, large and small, with more than 90 collaborators. 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, including:

- The Tremendous and Curious World of Beakerhead: A performance in the Jack Singer Concert Hall, with a stage full of talent.
- The Periodic Table: A ferris wheel turned dining room that will serve molecular gastronomy meals to diners as they enjoy a city view.
- Four-to-Six: Rush hour just got fun! Stephen Avenue Walk will fill with big time science buskers to help you learn a little wondrous something on your way home from work.
- The Giant Walkthrough Brain: The international premiere of a live show about the brain.
- Speakerhead: Dozens of speakers, workshops and wonders that will pop up in different locations around the city.

Visitors will encounter a number of art and engineering wonders making a Canadian debut, such as a two-story-high fire-breathing octopus named El Pulpo Mecanico.

“After an outstanding debut, Beakerhead is back with activities and events that are as enlightening as they are inspiring,” said Culture Minister Heather Klimchuk. “We are proud to once again join with Beakerhead organizers, participants and sponsors like APEGA for this year’s festival of creativity, innovation and imagination.”

“Beakerhead showcases Alberta’s innovative and creative spirit. It’s an example of the authentic experiences that will strategically help to grow tourism in Alberta,” said Dr. Richard Starke, Minister of Alberta Tourism, Parks and Recreation.

Many organizations have come together in what may be one of Calgary's largest collaborative efforts, from artists and art groups, technology organizations, teams of friends and colleagues such as TELUS Spark Science Centre, National Music Centre, and Heavy Industries, plus Calgary's post-secondary institutions, to local maker organizations like Calgary Mini Maker Faire. The Calgary Board of Education is offering a summer course for students to design and build projects leading up to September and more than 15,000 students will participate in field trips, school visits and ingenuity challenges during Beakerhead 2014.

"At Suncor, we understand how important innovation can be to creating change and social progress," said Pat O'Reilly, director of sustainability and outreach for Suncor Energy, a Beakerhead founding sponsor. "We are so excited to once again be part of Beakerhead, an event that brings together art, science, and engineering to spark creativity, foster innovation, and inspire us all!"

"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* for more than 16 years. "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."

Beakerhead 2014 will take place in Calgary, Alberta on September 10 - 14. Find the preliminary event schedule at www.beakerhead.org. Most events are free. Please check the website for program updates and ticket sales. Additional events will be added this summer.

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