

ATLANTA SCIENCE FESTIVAL™

FACT SHEET

About Atlanta Science Festival

The Atlanta Science Festival is an annual public celebration of local science and technology. Curious people of all ages explore the science and technology in our region and see how science is connected to all parts of our lives. Scientists and educators from museums, local schools, universities, and companies uncover mysteries and explain discoveries in a variety of hands-on activities, facility tours, stimulating presentations, and riveting performances to expand our community of science enthusiasts and inspire a new generation of curious thinkers.

With 100 individual events each year since the inaugural Festival in 2014, we have reached more than 150,000 people. Collaborations with 100-plus community partners, including school districts, post-secondary institutions, museums, businesses, civic and community groups facilitated the festival's success. The Festival has 14,500 followers on social media channels, and 200 million media impressions annually through out-of-home, television and radio ad buys, press releases and local celebrity support. Our evaluation data shows that our attendee racial/ethnic demographics closely match the percentages within the metro Atlanta region and that our Festival is reaching a wide variety of ages, with 50% of the attendee population aged 25-44 completing evaluations (no one under 14 years old completed a survey).

In 2017, Atlanta Science Festival was honored to be recognized by Phi Beta Kappa as one of four organizations building creative exchanges with new and diverse audiences as Atlanta was named as an [Arts & Sciences City of Distinction](#). Atlanta Science Festival is the proud winner of the 2015 [Technology Association of Georgia STEM Education Award](#) for Post-Secondary Outreach. The 2014 Expo was honored to receive the "Best Public Event" award from Association of Destination Management Executives International.

Founded by Emory University, the Georgia Institute of Technology, and the Metro Atlanta Chamber, the Festival is a collaboration among diverse [community partners](#) planning a collection of events for young people, families, and adults. The Festival is managed by Atlanta Science Festival Inc., a 501(c)3 nonprofit organization.

The Atlanta Science Festival is a proud member of the Science Festival Alliance, a professional community dedicated to supporting and creating more and better science and technology festivals.

The 2018 Atlanta Science Festival

The 2018 Atlanta Science Festival, presented by Delta Air Lines, takes place March 9-24, 2018. It begins with a dynamic Launch Event and culminates in the popular Exploration Expo. In between, guests of all ages explore science and technology with more than 100 engaging events, ranging in cost from free to a nominal fee. These include hands-on activities, facility tours, presentations, and performances at a variety of locations throughout Metro Atlanta. Expect drones and robots, comics and comedy, farms and orchards, nature walks, ice cream tastings, art, trivia, curling, superheroes, beavers, newts, and bees. And that's just the tip of the telescope.

Find full 2018 festival schedule here: www.atlantasciencefestival.org/events.

Launch Event: “Rise Up, Robots!”

The Atlanta Science Festival begins with its signature launch event at Georgia Institute of Technology. This time humans should prepare to bow down to the 'bots. “Rise Up, Robots!” puts the spotlight on a droid comedian, a robot musician, and an squad of interactive robots. (7 p.m. March 9. \$15. Ferst Center for the Arts, 349 Ferst Drive, Atlanta.)

The featured “Rise Up, Robots!” speakers include:

Heather Knight

Assistant Professor of Robotics at Oregon State University, founder of Marilyn Monrobots Lab
Perhaps best known for her popular TED.com appearance, Knight brings Data, the world’s first robotic jokester, to the “Rise Up, Robots!” stage. Knight will explain how she injects charisma into her creation, and give a live demonstration of Data’s interactive quips. Among her accolades, Knight has graced the cover of *Wired UK* magazine and was named to the 2011 *Forbes* List for 30 under 30 in Science. Her current research involves human-robot interaction, non-verbal machine communications, and non-anthropomorphic social robots.

Gil Weinberg

Professor and Founding Director of Georgia Tech Center for Music Technology
Yep, robots rock. Weinberg proves the point in the literal sense with Shimon, a marimba playing robotic musician. Shimon, seen on NBC’s “Today” show, uses machine learning for jazz improvisation, and Weinberg will show the “Rise Up, Robots!” audience how it’s done. Weinberg’s other projects include a prosthetic robotic arm, which restores and enhances human drumming abilities for amputees. He’s presented his work worldwide at venues such as The Kennedy Center and the Cooper-Hewitt, Smithsonian Design Museum, and for the TED-Ed online lesson series. Weinberg’s research focuses on developing artificial creativity and musical expression for robots and augmented humans. Professor Weinberg’s appearance is supported in part by the Atlanta Jewish Music Festival.

Stewart Coulter

Engineering Manager at DEKA Research & Development
A prosthetic, bionic arm with a hand that can pinch, grip, and conform to the objects it holds? Sounds like science fiction, but it’s science fact. Just ask Coulter. The LUKE arm can do all of that and more. Coulter served as the project manager for the LUKE arm, which stands for Life Under Kinetic Evolution. At “Rise Up, Robots!,” Coulter will give a demonstration and provide live evidence of how it changed someone’s life.

Find full event details and purchase tickets here: www.atlantasciencefestival.org/launch.

Exploration Expo

The Atlanta Science Festival culminates in the Exploration Expo, Atlanta’s biggest family science event. Thousands of curious kids and adults descend upon Piedmont Park to experience the wonder of science with 100 hands-on interactive science booths, live science demos, and shows from local organizations, universities, and companies. Attendees can experience everything from touching a human brain to driving an undersea robot. (11 a.m.-4 p.m. March 24. Free. Piedmont Park, 1071 Piedmont Ave., Atlanta. This is a rain or shine event.)

Find more info about the Expo here: www.atlantasciencefestival.org/expo.

Delta Air Lines

The Atlanta Science Festival is extremely honored to join forces with Delta Air Lines, the presenting sponsor of the 2018 Atlanta Science Festival. Delta Air Lines is committed to building a vibrant and engaged Atlanta community as well as advancing education and shaping the lives of future employees and customers. We are proud to work with Delta Air Lines to engage more students in science, technology, engineering, and math to generate tomorrow's STEM workforce.

Learn more about the Delta partnership here: www.atlantasciencefestival.org/delta-air-lines-takes-atlanta-science-festival-to-new-heights/.

The Mission

The Festival's mission is to engage the public in a celebration of our local science community, and the ways science, technology, engineering, and mathematics (STEM) help us to better understand and improve our world. Our goals are to:

Foster Connections

- Engage the public with all aspects of science, technology, engineering, and mathematics (STEM)
- Strengthen connections between the sciences and the arts (STEAM)
- Provide opportunities for interactions between STEM professionals and the public

Build a Curious Community

- Generate interest in, understanding of, and public discourse on STEM among youth and adults.
- Celebrate and inspire curiosity.
- Expand our community of science enthusiasts across age, race, gender, income, and geography. Carry science programming into neighborhoods across Atlanta that is unique to the needs of each community.

Highlight Metro Atlanta

- Highlight metro Atlanta as a national and global leader in innovation, creating a greater public awareness of the science & technology industry and educational assets in our region.
- Support pathways for educational advancement in STEM from cradle to career.

Learn more about the Atlanta Science Festival mission here:

www.atlantasciencefestival.org/about/mission-and-goals/.

By the Numbers

Figures taken from 2017 Atlanta Science Festival

Total Attendees: 41,000

Exploration Expo Attendees: 19,000

Events: 100

Volunteers: 280

Classroom Visits: 80 (5,000 students reached)

Venues: 70

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