Edinburgh International Science Festival’s aim is to inspire people of all ages and backgrounds to discover the world around them. It goes without saying that we believe that science is at the heart of all of our lives and this notion proved to be the perfect theme for our 2014 Festival. Our Science at the Heart of…everything programme explored the science that surrounds us, from the everyday, like food and drink, through to global issues such as the impact of climate change.

Thanks to the hard work and commitment of our staff, participants and audiences, the 2014 Science Festival was an overwhelming success, attracting both public and critical acclaim for the programme of events. I’m delighted to announce a 27% increase in ticket sales from 2013 and our busiest box office day ever. There were many programming highlights, and details can be found over the next few pages.

For me, the stand out moments of our 2014 programme were Prof Peter Higgs in front of a sold out crowd at the Queen’s Hall, the development of a new Science Festival hub at Summerhall and the creation of a brand new interactive exhibit Making It at the National Museum of Scotland.

Science education and outreach underpins all of our activity and our Generation Science programme is a perfect example of this. Aimed at addressing skills and resource gaps in primary schools, our touring shows and workshops once again reached 58,000 pupils across Scotland. This year we were delighted to present a new astronomy show in our travelling planetarium as Space Base took pupils on a journey through the solar system.

A personal highlight of 2013 was the development of a new project for young adults. Fuselab was a
As always, I’d like to offer huge thanks to all of our city partners and funders. We simply couldn’t deliver such a rich programme of events without these valuable relationships. I’d also like to thank each one of our dedicated staff team who keep us going from strength to strength each year and, of course, our audiences for their continued support and involvement.

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Finally I’m pleased to report continued expansion in our international work thanks to our relationship with the Abu Dhabi Technology Development Committee, and several new major projects in other countries. Edinburgh International Science Festival’s unique process of developing and presenting events has made us a world leader in the field of science engagement and it is with great pride that we present and adapt our work for the overseas market.
FESTIVAL HIGHLIGHTS

100,000

Physics to Blow Your Mind was excellent. My fifteen-year-old daughter left even more enthused about physics.

Audience Member 2014

Of our surveyed audience, 95% of respondents were satisfied or very satisfied with the Science Festival event they attended.

95%

Audiences

We celebrated our largest ever Festival — over 100,000 people attended a Science Festival event during the 15-day run while our ticketed event audience increased by an incredible 27%.

And they liked it…

Press

The Festival once again attracted global media attention across a variety of outlets. GastroFest was a press highlight with extensive coverage of the events and participants including a special on BBC Radio Scotland (Culture Studio, A Kitchen Cafe). We were delighted to welcome The List as our media partner and i-on magazine as our lifestyle partner for the first time, helping us showcase the newer areas of our programme and expand our audience.

Students and Young People

To encourage attendance amongst a younger age group, we addressed the pricing barrier and piloted a new half-price ticket scheme for students and young people. During the course of the Festival, we sold over 2,000 tickets to this new concession group and will be expanding this offering for future years.

In other #student news @edscifest are launching half price student tickets this year! #getonit #edscifest @katesouthern22
A Greener Festival

Edinburgh International Science Festival remains committed to building a sustainable future. We installed recycling points at our main venues and encouraged staff and customers to make use of them. We continued our partnership with Natural Scotland and presented The Future’s Bright at The Centre, Livingston, showcasing ways in which we can all make green choices, everyday. A new relationship with Lothian Buses meant that we could expand our advertising of public transport routes to Festival venues and we continued to offer free gifts as a public transport incentive for audiences at City Art Centre (supported by Natural Scotland).

A New Festival Hub

For two weeks we took over one of Edinburgh’s most exciting venues, Summerhall, and presented a variety of events for all ages in this unique venue. The former Royal (Dick) School of Veterinary Studies in Edinburgh, which now serves as a creative hub for the arts and festivals, is the perfect location for our varied programme, blending science and creativity with a plethora of adaptable spaces for talks, shows and workshops. A sci-art trail led visitors around the building to discover wonderful, inspiring exhibitions, and the bar provided a fantastic social space to unwind with a drink and continue the conversation between speakers and audiences.
Our vibrant 2014 programme explored the role of science at the heart of everything through a series of entertaining and engaging events.

Excellent programme of events.
Audience Member 2014

Mind blowing 3D printing is just part of the Edinburgh International Science Festival at the National Museum.
@janetleeadam

Making It
Our brand new interactive display Making It took centre stage in the Grand Gallery of the National Museum of Scotland during this year’s Festival. This unique showcase gave 117,000 visitors the chance to immerse themselves in accessible technologies and discover the maker movement – from 3D printers to giant drawing machines, and electronics to DIY biology.

The Making It showcase was complemented by a series of interactive workshops at Summerhall offering a more hands on and in-depth maker experience – from screen-printing to soldering, video design and animation. Over 850 aspiring makers took part in these workshops over the Festival.

Mini Maker Faire
The Edinburgh Mini Maker Faire returned for its second outing on Sunday 20 April. This day-long celebration of maker culture was a fantastic showcase of creativity and invention, featuring over 50 inspirational makers and attended by 2,000 people.

Everyone was really friendly and happy to talk about their ‘makes’. It gave me the confidence to ask daft questions and really learn something from everyone I met.
Audience Member 2014
Family Science Shows

In response to demand and customer feedback, we expanded our family programme for 2014. Stages at Summerhall were brought to life with some of the best science performers from around the globe and over 1,900 visitors enjoyed this new programme strand.

Informative, educational and fun.
Audience Member 2014

City Art Centre

Our flagship family venue welcomed record audiences in 2014 as over 13,000 people visited us during the Easter holidays. The packed schedule of shows and workshops featured three brand new events — Oasis Island, Code Crackers and Energise.

Brilliant day out for the family! My daughter learned a lot in a fun way and loved every minute, so did I.
Customer Review (Facebook)
FESTIVAL PROGRAMME HIGHLIGHTS

SCIENCE AT THE HEART OF...

Art
We placed Science at the heART of Summerhall with a series of exhibitions and installations showcasing the work of artists with one special thing in common – their work is inspired by science in some shape or form. Highlights included Bigert & Bergström’s The Weather War and Helen Storey’s Dress of Glass and Flame.

Living Lights
Our photography exhibition moved to a new location at the Mound this year, attracting 85,000 visitors during its three-week installation. This year’s theme Living Lights took visitors on a journey through some of the greatest light shows on earth – from fireflies to dinoflagellates, while looking at how bioluminescence and fluorescence research is used by scientists. Living Lights has now moved to Our Dynamic Earth, where it will be displayed until November 2014. We predict over 500,000 people will see the exhibition throughout Edinburgh’s summer festival season.

Evenings
Here at the Science Festival, we enjoy a night out with a scientific twist. In 2014, our adult programme lit up some of Edinburgh’s most inspirational venues with special themed evenings showcasing science for the sociable. Our opening party at City Art Centre gave adults the chance to enjoy a drink and get hands on with our most popular children’s workshops, while the Science Ceilidh at Summerhall offered the chance to replicate DNA by swinging base-pairs in an Orcadian Strip-the-Helix.

One of the joys of the Edinburgh International Science Festival is its ability to bring the arts and science together in the most engaging way.

The Edinburgh Reporter

Hanging out @edinburgh at the Edinburgh International Science Festival #livinglights installation. Lovely day.
@niallmaguire

The opening party was TONNES of fun!
Wish it lasted longer, went by in a flash!
Customer Review (Facebook)

A catwalk show at Summerhall explored the world of wearable technologies, through the work of CuteCircuit – high-end fashion designer of choice for Katy Perry – while the return of LateLab in partnership with New Media Scotland featured nightly programmes of talks, interactives and installations.
GastroFest
Our mini festival of food, drink and science, took place across the opening weekend of the Science Festival, bringing together chefs, mixologists, food producers and audiences to explore the science behind our favourite foodstuffs. Highlights included Sensation from food pioneers Jelly and Gin, Feast of the Commonwealth featuring a menu designed by Neil Forbes and Tom Lewis, and SciMart – a scientific twist on the traditional farmers’ market.

Big Ideas
The Festival showed its serious side with a programme of talks and debates featuring some of the world’s biggest thinkers. Prof Peter Higgs made his first major public appearance since being awarded the Nobel Prize, in front of a sold out crowd at the Queen’s Hall, while the 2014 Edinburgh Medal was awarded to Prof Mary Abukutsa-onyango for her work on finding sustainable solutions to the double burden of obesity and malnutrition that challenges Africa in the 21st century.

I met Nobel Prize Laureate Peter Higgs last night, a modest and charming gentleman, thanks @EdSciFest #hugsboson @alywight

Heston eat your heart out.

i-on Magazine
What a wonderful science workshop! It engaged the children from beginning to end. A brilliant way to introduce scientific language and concepts to young children. Educational and great fun.
Teacher, East Linton Primary School

Show was excellent. Presenters engaged pupils from start to finish with their enthusiasm. Excellent variety of activities e.g. singing, dance, and experimenting. Thank you!
Teacher, Castle Kennedy Primary School

I thought the science show was absolutely fantastic and exciting — it also taught me a lot.
P5/6 Pupil, EdinBarnet Primary School

Thank you for coming to our school with your planetarium. I really enjoyed it and have learnt a lot more about space and planets.
P6 Pupil, Luncarty Primary School

Generation Science
Generation Science, our touring programme of workshops and shows, has been bringing science to life in schools across Scotland for over 20 years. In 2014 the Generation Science tour reached over 58,000 pupils in Scotland, delivering almost 1,500 shows and workshops. In 2014, our brand new show Space Base took pupils on a journey through the solar system in our travelling planetarium.

Live for It!
Our health and wellbeing workshop programme for children and young people, produced in collaboration with Diabetes Scotland, is now in its fourth year. Live for It! works with pupils over four school visits to encourage healthy lifestyle and behavioural changes. In 2014 this project saw 1,000 pupils at 18 schools, touring over nine weeks.
Education Sponsorship
We are committed to providing access and equality across all our education and outreach activities. Thanks to continuing support from our sponsors and funders, this year, over a third of the Generation Science programme was delivered free of charge to schools, reaching over 22,000 pupils in economically deprived or remote locations.

Outreach
In 2014 we provided content for local science events and festivals including the Caithness International Science Festival and the Dunbar Science Festival where over 5,000 people took part in our workshops and demonstrations. In the past year we’ve also delivered transition events for pupils moving from primary to secondary school and a show for the Bright Sparks project on Mull.

Fuselab
Fuselab is an out of this world experience for 16–20 year olds that invites participants to plan the future of an as yet uninhabited world.

The first Fuselab pioneers graduated in July 2013 after completing one of two four-day residential courses at Summerhall. Over the course of these sessions, 80 innovative and creative young minds were challenged to come up with innovations which could aid the development of a sustainable way of life, free from the constraints of the systems and structures we live by here on Earth.
SPECIAL PROJECTS

With 26 years’ experience in creating high quality and engaging science events, Edinburgh International Science Festival is a world leader in its field. In 2013–2014 we were involved in the following projects.

Edinburgh International Science Festival India

From 30 August–8 September 2013, Bhartiya City Bangalore hosted some of our best-loved shows and workshops as we transferred the wonder and excitement of our world famous Science Festival to India for the first time. This new Festival was produced in conjunction with Bhartiya City to support its work in curating exceptional cultural programs that engage and inspire Bangalore’s youth. In all, 100,000 people visited the Festival during its 10-day run.

Rock the Lab

In the summer of 2013, our science busking team toured music festivals around Scotland with Rock the Lab. This joint project with National Museums Scotland invited participants into the specially designed Sin Academy to explore the science of hedonism. These brand new science busks premiered at RBS Museum Lates: Dino-Night in the National Museum of Scotland and at Robots Live at the National Museum of Flight before touring to the Hebridean Celtic Festival, the Wickerman Festival and Belladrum Tartan Heart Festival. In addition to these festival appearances, the Rock the Lab team also made local community appearances in Tarbert, Uig, Great Bernera, Stornoway, Dumfries, Inverness and Strathpeffer.

Children were engrossed in the wonders of science.

The Times of India

Science with #RocktheLab this morning. Sad to see them pedal away.

@dumfriesmuseum

Loving the seriously sinful science from the #rockthelab team @belladrumfest

@eilidhmay
Science Days

A team of buskers from Edinburgh International Science Festival travelled to Germany in Autumn 2013 to perform at Science Days.

Established in 2000, Science Days attracts around 20,000 to 25,000 visitors annually. The event, primarily aimed at school children aged 8–16, ran over three days from 10 October–12 October. It was held in Europa-Park, Germany’s biggest theme park, and featured a variety of science and technology activities from both local event providers and organisations from across the globe.
Abu Dhabi Science Festival 2013

Edinburgh International Science Festival has been Major Programming Partner for the Abu Dhabi Science Festival since the first Festival was held in 2011. Each year we help to programme, produce and deliver the event. In 2013, the Festival ran from 14–23 November and moved to new locations at the du Forum Yas Island and the Abu Dhabi Corniche East Plaza. It also expanded its reach in the Emirates with a regional tour that travelled to new locations across the Northern Emirates, including Ras Al Khaimah, Fujairah and Umm Al Quwain.

It was a record year for the Abu Dhabi Science Festival with over 150,000 people coming through its gates – an increase of 26% on 2012. In all the Festival featured 77 events, with over 60% of the content completely new to ADSF, including some brand new events developed specially for the Festival by the Edinburgh International Science Festival team. Over 900 local science communicators were trained to deliver the events in courses organised and provided by the Edinburgh team.

Whether children are interested in becoming artists or scientists, this is an opportunity for them to become inspired and recognise the potential in themselves to go and do something amazing with their lives.

Artist Jason Hackenwerth at Abu Dhabi Science Festival 2013
The Science Education Outreach programme in Abu Dhabi continues to grow, delivering three terms of science shows in 2014. So far the tour has completed two six-week terms, reaching over 11,000 children at 70 schools.

Lema? features shows developed by Edinburgh International Science Festival which are delivered in English and Arabic by local science communicators. This year’s tour included an additional two new shows specially developed for the project – Secrets of Space and Lego Mindstorms Advanced.

Everyone here has the passion to make something remarkable happen. You can’t go wrong using your brain to create the future.

Cameron Robertson, Guest Speaker
The above figures are draft and unaudited, based on the finance records for year to 31 July 2014. Audited accounts to year end July 2014 will be available from December 2014.
Edinburgh International Science Festival is a high profile and dynamic educational charity. Each year it delivers one of Europe’s largest Science Festivals, an education programme that tours across Scotland and a variety of international projects including its role as Major Programme Partner for the Abu Dhabi Science Festival.

Discover the World
Our vision is a world where the wonder and value of science and technology is recognised and celebrated, in order to achieve a brighter and more sustainable future.

Our mission is to inspire, encourage and challenge people of all ages and backgrounds to explore and understand the world around them – and to communicate the educational, social and economic benefits of science and technology.

Directors
Simon Gage Festival Director
Amanda Tyndall Deputy Festival Director

Communications
Emma Pirie Marketing and Communications Manager
Laura Bain Communications Officer
Joshua Smythe Graphic Designer
Liz Wallace Press Officer (contract)

Creative
Eilidh Dunnet Events Developer
Ali Floyd Events Developer
Siân Hickson Events Developer
Andrew Jeffrey Events Developer
Augusta Macdonald Events Developer
Craig Macfarlane Events Developer
Laura McLister Events Developer
Nicola Shepherd Events Developer
Matt Wright Events Developer
Kate Deans Festival Administrator

Development
Helen Chomczuk Development Manager (maternity leave)
Anthony Davis Business Development
Juliet Tweedie Development Manager
Katie Phair Development Officer

Education
Joan Davidson Education Manager
Patrick Campbell Education Co-ordinator

Finance & Administration
Philip Young Finance Director
Carolyn Wilson Finance Manager
Tasmin Campbell Finance Assistant
Amy Russell PA to the Directors

Operations
Oli Melia Head of Operations
Amy Elder Production Manager
Debbie Howard Production Manager
Sarah O’Connor Production Assistant

Projects & Planning
Gill Duncan Staff and Projects Manager
Bill Addison Projects Officer
Siân Bevan Staff and Training Officer
Kirsty Smith Projects and Staffing Assistant

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Cllr Norma Austin Hart
Cllr Angela Blacklock
Prof Michael Fourman
Stuart Munro
Ian Ritchie
Dawn Robertson
Cllr Cameron Rose
Cllr Frank Ross
Ben Thomson
Ian Wall
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Prof Michael Fourman
Stuart Munro
Ian Ritchie
Dawn Robertson
Cllr Cameron Rose
Cllr Frank Ross
Ben Thomson
Ian Wall
Philip Young

Edinburgh International Science Festival
Photography
Stuart Armit
Collin Hattersley
Allan MacDonald
Claudia Scandella (volunteer photographer)
Chris Scott
Joshua Smythe
Aly Wight

Education Programme
Photography
Allan MacDonald

Abu Dhabi Science Festival
Photography
Chris Scott
This year we inspired over 500,000 people to interact with science and technology. We could not have achieved this without the significant ongoing support of our principal funding partners, the City of Edinburgh Council, the Scottish Government, the Edina Trust, and our generous sponsors, charitable trusts, and individual donors.

Support of Edinburgh International Science Festival takes many forms, from street science bikes filled with mind-boggling experiments and science demos, to an immersive jungle workshop at City Art Centre exploring the science behind sound, to sponsorship of a high-profile venue packed with sensational shows, discussions, workshops, and exhibitions. We are adept at developing creative sponsorship options to help our partners and supporters meet their strategic CSR, marketing and PR objectives, while embedding science in art, culture and amazing experiences.

We are also grateful for our many supporters who invest in the workforce of the future by supporting our schools programmes that now reach a quarter of all Scottish primary schools. Fostering an interest in science and inspiring a new generation of scientists is at the heart of our work and we remain committed to ensuring that children in disadvantaged and rural communities are able to access our science activities. We are delighted that this year we have delivered 557 free and subsidised workshops to schools in priority areas, reaching 22,844 children.

The confidence and support of our funding partners makes it possible for us to evolve and diversify, and continue our mission to encourage and challenge people of all ages and backgrounds to explore and understand the world around them. Thank you to our partners for their continued support, and we look forward to creating even more sensational science opportunities in the future.

Thank you for arranging such a wonderful lecture. It has been a pleasure to be involved in the Edinburgh International Science Festival.

Winton Capital Management

We would like to thank Generation Science Club members for their support of Edinburgh International Science Festival’s schools touring programme. Generation Science Club is a network of individuals and companies dedicated to engaging the next generation in science and technology. Members of the club donate funds to help ensure our school shows and workshops can be enjoyed by all pupils – wherever they are and whatever their financial background. With particular thanks to:

Members
Alex and Rhona Callander
Edina Trust
Joe Faraday
Sandy Finlayson
John Hylands
Nimar Charitable Trust
Ian Ritchie
Barry and Helen Sealey
The BEST Trust
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Scottish Qualifications Authority
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Honorary Members
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Prof Lord Robert Winston
Prof Anne Glover

Education Ambassadors
Prof Jack Jackson
Strathclyde University
Heather Reid OBE
Walter Whitelaw
Midlothian Council
WITH SPECIAL THANKS TO ALL OUR PARTNERS

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To discuss sponsorship and the ways in which a partnership with Edinburgh International Science Festival can benefit your business, please contact our development team on 0131 553 0324

Juliet Tweedie
Development Manager
juliet@scifest.co.uk

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