



ENGINEERING FEST

BUILDING TALL

SATURDAY, FEBRUARY 24, 2024

SUPPORTING
SPONSOR



ADDITIONAL
SPONSOR SUPPORT



VENUE
PARTNER



ENGINEERING FEST

SATURDAY, FEBRUARY 24, 2024

OVERVIEW

Engineering Fest is CAC's contribution to National Engineers Week. This Saturday festival offers a variety of programs for all ages, and supports CAC's goal of reaching families through engaging learning experiences. Hundreds of young people and their caregivers attended the twelfth annual CAC Engineering Fest on Saturday, February 24th. This year, the learning focus was Building Tall and we could not think of a more appropriate partner than Chicago architecture

icon, Willis Tower! The day consisted of conversations surrounding the changing needs of downtowns throughout the US, using Chicago as a model. Participants had a chance to meet with more than 50 engineering and design professionals to take part in free, hands-on activities that explored architecture and engineering's responsibility in creating the built environments they know.





GOALS

- **Create a fun and interactive experience** that illustrates how structures and systems are created, through hands-on learning.
- **Provide a bridge between the design field and the public** by asking engineers to impart their specialized knowledge, to explain career pathways, and to share their love of engineering.
- **Define the field** by introducing engineering concepts and how they relate to participants through a broad range of programs and demonstrations.
- Bring it home by **showcasing Chicago's history and future as an innovator** in the field, while making concepts real, tangible, and personal for participants.



“Thank you very much for this wonderful and educational free event. This was our second time at Engineering Fest and the fact that the theme was Building Tall and it was hosted at the Willis Tower made this year very memorable.”

– PARENT PARTICIPANT



OVERVIEW OF ACTIVITIES

Engineering Fest participants from throughout the Chicago region participated in a variety of activities, including:

- Family Walking Tour
- Ask an Expert
- Catapult Challenge
- Wind Turbines
- City Planning Challenge
- And much more!

The various challenges, tours, and other activities took place throughout Willis Tower's Catalog spaces, which were filled to capacity. One activity of note was the participation of Willis Tower's building engineers and their custom-made learning tool which illustrated how and why Chicago's tallest building is an engineering marvel.

SPONSORS

The CAC would like to thank our Engineering Fest sponsors for their generous support.

- **Supporting Sponsor:** Cyclone Energy Group
- **Additional Sponsor Support:** Sargent & Lundy
- **Venue Partner:** Catalog at Willis Tower

Because of their generous support, we were able to offer this festival at no charge to participants and double the capacity to serve more families. In partnership with our valuable sponsors, time donated by CAC volunteers continues to be essential to the success of Engineering Fest. A total of 50 engineers, Education Guides and CAC staff shared their love of engineering with participants at seventeen activity stations. Volunteers used their knowledge of design and the built environment to provide brief, but in-depth learning experiences tailored to the audience of children ages 8 to 12.

“I think the location and diverse activities were great for kids to get interested in STEM.”

– PARENT PARTICIPANT

“We loved seeing all the different STEM organizations in one place. We are so glad we came!”

– PARENT



CHICAGO PARENT

Fairs & Fests Free Museums STEM

Engineering Fest: Building Tall at Willis Tower in Chicago

FEBRUARY 24 @ 10:00 AM - 2:00 PM



Photo credit: Anva-Muhselner

LOCATION

Willis Tower
233 S. Wacker Drive
Chicago, IL 60606

[VIEW MAP](#)

DESCRIPTION

Children ages 8-12 are invited to build and learn from engineers, check out the CAC's special exhibitions and more. Pre-registration required.

Event cost: Free

Event time: 10 a.m.-2 p.m. Feb. 24, 2024



FESTIVALS, FAIRS & SPECIAL EVENTS

Engineering Fest: Building Tall

On Saturday, February 24th, drop by Willis Tower anytime between 10 a.m. and 2 p.m. to build and learn, explore the building, meet engineers, and learn how architecture and engineering partner to create cities we know and love. This festival is geared towards 8-12 year olds but all are welcome and entry is FREE with pre-registration.

LOCATION

Willis Tower
233 South Wacker Drive
Chicago, 60606

[+ Google Map](#)

DATE

Saturday, February 24th

TIME

10:00 a.m. - 2:00 p.m.

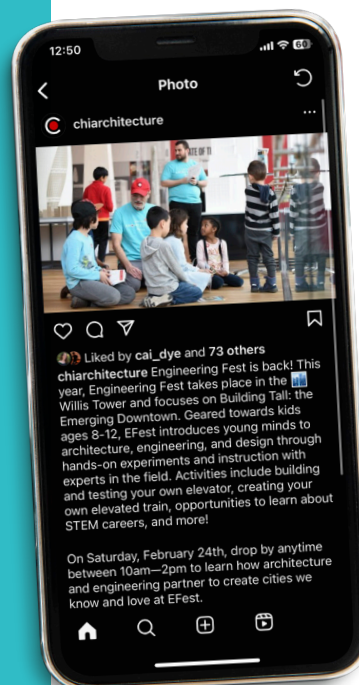
COST

Free

MEDIA COVERAGE

Engineering Fest achieved pre-event media coverage through listings with Chicago Parent, Mommy Poppins, and WGN, and was noted as one of the Top 5 Things to do in Chicago through Choose Chicago. CAC also placed advertisements on multiple social media platforms as part of a comprehensive social media plan. These ads targeted Chicago-based families and past participants of CAC's family programs. These ads drove Facebook event RSVPs, as well as traffic to the Engineering Fest web page on architecture.org. E-Fest messaging was also distributed through Instagram stories and Twitter.

- More than **1,300 people**—from 60 unique zip codes visited Engineering Fest. A 60% increase from 2023.
- More than **250 people** took advantage of our Education Guide walking tours.
- Over **2,200 people** inquired about E-Fest.
- There were **82k impressions** through social media.
- **70% of participants** reside in Chicago proper. More than 40% of those zip codes would be considered south, southwest, or west side Chicago Community Areas.
- **60% of emails** collected had no prior interactions with the Chicago Architecture Center; E-Fest was their initial experience.



“It was so well organized and there were so many activities for the kids! I think there were plenty of volunteers for each activity and great materials were provided!”

– PROFESSIONAL VOLUNTEER

The background of the entire page is a teal-tinted photograph of the Chicago skyline. The most prominent feature is the Willis Tower, which stands tall in the center-right. To its left, the dark, cylindrical structure of the Marina City skyscraper is visible. Other various skyscrapers of different heights and shapes are scattered across the horizon. The sky is a clear, bright teal color with a few wispy white clouds near the top edge.

**See you at the next
Engineering Fest, scheduled for
Saturday, February 22, 2025!**

ALL PHOTO CREDIT: ANNA MUNZESHEIMER