

**Branksome Hall – Media Fact Sheet***The Karen L. Jurjevich Innovation Centre & Studio Theatre (iCAST)***WHAT IS iCAST?**

iCAST is a brand new, state-of-the-art learning facility designed to bring together science, technology, entrepreneurship, design, media and the arts in one collaborative environment.

Students at Branksome Hall can move from curiosity → concept → creation → impact, developing the creativity, confidence, technical skills and problem-solving abilities needed to lead in a changing world.

This is the **first facility of its kind for a K–12 school in Canada** and one of only five in North America.

CORE PROJECT SPECIFICATIONS

Project Title	The Karen L. Jurjevich Innovation Centre & Studio Theatre (iCAST)
Institution	Branksome Hall (Independent All-Girls IB World School, JK–Grade 12)
Location	10 Elm Avenue / East Campus, Toronto, ON (Toronto-Waterloo Tech Corridor)

BY THE NUMBERS

Size of Facility 36,000+ sq. ft.	Grand Opening Date September 17, 2026	Make Way Campaign: Donation Total Raised To-Date \$46.1M (Original goal: \$30M)	Number of Designated Learning Spaces 7
Fundraising Totals:	iCAST Total Raised: \$37.5M	More than 2000 donors who contributed over 7,600 gifts	

STATISTICAL CONTEXT

iCAST is addressing systemic gender disparities across STEAM workflows by providing early, hands-on access to emerging fields.

Gender Gap in STEAM Fields	35% of women aged 25–64 held a STEM bachelor's degree; of those, only 21% worked in a STEM field. (Statistics Canada)
Gender Gap in Entrepreneurship	19% of all businesses in Canada were majority women-owned in 2024. (Toronto Metropolitan University, Diversity Institute)
Gender Gap in Venture Capital	~4% of venture capital funding in Canada goes to women founders despite women owning roughly 21% of businesses. (Queen's University, Smith School of Business)
Gender Gap in Arts Leadership	28% of contracts in Canadian TV went to female creatives (2017); just 1.81% went to women of colour and 0.69% to Indigenous women. (The Globe and Mail)

ARCHITECTURAL & SPATIAL BREAKDOWN

Lo Family Studio Theatre	Black-box theatre featuring reconfigurable seating, digital projection walls, and a 2,550 sq. ft. tension grid for professional theatrical lighting and stagecraft without ladders.
Media and Recording Studio	Complete multimedia suite with green-screen production, live camera equipment, and a sound-isolated Sound Box for audio engineering, podcasting, and film scoring.
Woodshop & Machine Studio	Branksome's first-ever fabrication shop with professional power tools and machinery for multi-material prototyping in wood, metal, plastic, and foam.
Love Thomas Noodle HQ	Permanent incubator for Noodle (Branksome's business accelerator), featuring pitch seating, collaboration zones, and a product marketplace.

Bratty Family Pitch Space	Flexible space for entrepreneurship pitches, presentations, performances, debates, Model UN and guest speakers.
Chen Robotics Arena	Dedicated arena for cross-grade coding, engineering, and prototyping; home to Branksome's top-10 provincially ranked robotics team.
AI / AR / VR Labs	Immersive digital environments dedicated to artificial intelligence applications, data analytics, and virtual reality simulations.

COMMUNITY PARTNERSHIPS & CREATIVE COLLABORATIONS

Red Sky Performance Partnership	A multi-year creative partnership with Red Sky Performance – Canada's leading Indigenous contemporary dance and performance company – funding collaborative creative residencies, student workshops, and performance pieces designed for the opening of iCAST.
Noodle	A long-standing entrepreneurship partnership with Noodle – Branksome Hall's student entrepreneurship incubator – providing students with opportunities to develop, pitch, prototype, and bring their ideas to life, with iCAST serving as its permanent home.
Entrepreneurs-in-Residence	Brings external scholars, entrepreneurs, and industry experts directly into iCAST to mentor JK–12 students on live projects and venture pitches.

SITE SAFETY & ENVIRONMENTAL STEWARDSHIP

Ravine Protection	Located strictly on the northeast side of Mount Pleasant Road, safeguarding the adjacent ravine system in coordination with the Toronto and Region Conservation Authority (TRCA).
Heritage Conservation	Designed alongside ERA Heritage Consultants and City of Toronto Heritage Preservation Services to complement local heritage architecture.

