



ROME

Maker Faire
THE EUROPEAN EDITION

PRESS RELEASE

"Maker Faire Rome - The European Edition" is back from 14th to 16th October

It will transform the venue in an actual "innovation park".

Best new entries: "Call for Big Bang Projects" and the R.O.M.E Prize – 100.000 euro up for grabs!

The "Call 4 Makers" will open on April 26th

Rome, March 18, 2016 - Back to the "Maker Faire Rome - The European Edition", the largest innovation event, now in its fourth edition from 14th to 16th October 2016 at the Fiera di Roma.

After the success of last year's event, this year Maker Faire Rome is even bigger: the new venue is "Fiera di Roma", the official city's fair compound which, for three days, will turn into an actual "innovation park".

Six pavilions – an area of over 100.000 sqm will be at the complete disposal of the makers and the visitors. One of them – about 7.000 sqm, it will be exclusively dedicated to conferences, seminars and workshops. An amazing set, then, for Europe's largest bottom-up innovation exhibition, promoted by the Rome Chamber of Commerce, organized by its Innovation Unit "AssetCamera " and curated by Massimo Banzi, Arduino co-founder, along with Riccardo Luna, Digital Italian Champion.

The Calls

Call For BigBang Projects

This year there's something new: Maker Faire Rome is being designed "together" with the makers, who are called to contribute not only in terms of content but also in terms of major attractions. Pending the usual Call for Makers (April-June) – through which makers from all over Europe will be able to submit their projects – Maker Faire Rome is also looking forward to receiving proposals to make this event unforgettable. The "Call for BigBang Projects" is open **until April 28th**. The call will consider large-scale, entertaining, high impact, interactive projects. Installations and performances proposals will be welcome, too. The goal is to create the most immersive scenery one could dream of for a Faire of such character.

Call for Schools

At Maker Faire Rome, any contribution from the youngster is kept in high consideration. The energy and creativity students feature has proved to be able to boast the revival of some Italian manufacturing projects. This is why Maker Faire Rome invest fostering school participation.

The **Call for Schools** was launched - in collaboration with the Ministry of Education – on March 16th. It will run **till May 20th**. The Call for Schools is open to educational institutions belonging to all EU countries (Level 3 /14-18 years of age). A jury will pick 55 of the most innovative projects which will be hosted during Maker Faire Rome 2016 in a dedicated section of the Faire. Participation is free of charge. 1 teacher + 1 student for each winning school will be invited to Rome to attend the Faire at the expenses of Maker Faire Rome.

We are expecting creativity, passion, ingenuity and inventive work and... any project created on a school desks! Maker Faire Rome means wide visibility, plenty of contacts and lots of fun. All participating projects will enjoy media and communication coverage; the Maker Faire Rome media team will go the extra mile to make sure those projects will be recognized national and international visibility they deserve.

Call for Makers

The "Call 4 Makers" 2016 will open on the **April 26th and will close on June 15th** . Innovators and makers from around the world will have the time and opportunity to prepare and submit their projects.

Participation could be gained by proposing

- The exhibition of projects – free stand for the selected project
- Presentation/Pitch of projects - classroom arrangement or a stage, depending on the project features
- Workshops: makers proposing to hold a workshop, will be allowed – at no cost – a dedicated area. The only requirement is that the workshop should be highly interactive and involve the attendees in a very experiential way

Projects will be selected by a dedicated committee, coordinated by the Maker Faire Rome's curators.

Selected projects will be invited to be part of Maker Faire Rome.

R.O.M.E Prize

Brand new to Maker Faire Rome is the "R.O.M.E. Prize", an award worth 100.000 thousand Euros for the best European maker project with the highest social impact.

Topics

Home automation, re-use, drones and robots, 3D printing, digital manufacturing, industry 4.0, IoT - Internet of things, mobility, safety & security, food , fashion, music are just some of the topics that will be featured at Maker Faire Rome 2016.

Food & Nutrition will get more attention than ever. Together with the Future Food Institute (FFI), trust voted to food and innovation, Maker Faire will focus on the intersection between food and technology and will deepen the relationship between nutrition and health & wellbeing. A specific "Food Makers" area will take up its own space in one of the Pavilions. As everywhere else, education will play a big role and many activities will be aimed at informing about best practices.

Also new this year is "**Waiting for Maker Faire 2016**" a series of approaching events at the fair to be held in Italy and in Europe. Among them, the most important, is the **European Maker Week**, an entire week of makers' events, **from the 30th May to the 5th of June**, an initiative promoted by **The European Commission and implemented by Maker Faire Rome in collaboration with Startup Europe** aims to draw European citizens to the "Maker world" thanks to the aid of Fablabs, Makerspaces, Hackerspaces and the hardware startups environment. The goals of European Maker Week are two folds: create awareness about the importance of the maker culture to foster an education of creativity and innovation in all schools across Europe; build bridges between local authorities and media and the main players of their own local makers ecosystems. It is of particularly importance to reach out to new players (e.g. Schools) who have never organized a maker event before.

Milan, Lecce, Rome and Turin, will be the Italian stages of "Waiting for Maker Faire."

There will be also "**The Big Hack**", the biggest Italian hackathon dedicated to innovation and the Internet of Things. The event, to be held from the 8th and the 9th of October, is a great coding marathon in which participants (mostly students) are challenged to develop applications and projects on different thematic areas that will range from safety, mobility to the food. The contest is open to developers, engineers, designers, startupper, students and makers.

SNEAK PEEK OF MAKER FAIRE ROME

It will all begin on the 14th of October, with the "**Educational Day**": morning session entirely dedicated to students and teachers of all grades. Admission is free of charge; in 2015, over 16.000 people from all over Italy were welcomed.

The **Kids Area**, the area dedicated to the soon-to-be innovators, gets bigger and bigger every year, to obey an ever-increasing demand of education and entertainment innovation-oriented for (and from) kids of all ages. Children and teenagers will get to know the coding world and to explore the most fascinating tricks of electronics and robotics. They will even boast the opportunity to "make" something themselves, either a circuit or a music video, by using what they will have just learned. The 2016 edition will also feature some workshops on food technologies, to pass on some good practice about nutrition.

On the same day, the afternoon session will see the official opening to the audience. More than 600 exhibitors from all over Europe will await the visitors to show(case) their project and involve them in many interactive activities. There will be so many "must see" however, we do recommend not to miss the "Domotic House" and the "Factory of the Future" project.

House of Drones

They shoot wonderful pictures and videos, high up in the sky or sinking into the abysses of the sea. They can rescue people lost or in difficulty; perform reconnaissance missions in inaccessible places; help farmers protect their crops and archaeologists recover the heritage from our past. Drones, what else? Besides the many "new entries", Maker Faire Rome – the European Edition 2016 edition will also feature a new edition of "The House of Drones", the most exciting drones cage where drone professionals, pilots and amateurs will throw each other the gauntlet. The drones Area will be split in two, actually. A smaller one for speed races, piloting lessons and tournament that will run over the three days to show how drones work and to impress about their amazing potential and for holding mini conferences for the professional use of drones. A greater for exhibitions (FPV racing, autonomous flight tests, weightlifting competitions, war between drones, the war between the ground rover, skill challenges also in teams).

Industry 4.0

The industrial landscape, working life and production systems are changing. The question no longer is when, but how to respond. So much has changed in just a few years, and so has the relationship between customers and manufactures. How deeply they'll be impacted depends on us all. This is why Maker Faire Rome – the European Edition 2016 will feature, once more, both an exhibiting area and activities dedicated to the "contemporary manufacturers", the digital (or "aiming to become") artisans, for them to learn how to make the most out of technologies, and to understand what fits better their businesses.

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Around the world, traditional manufacturing industry is in the throes of a digital transformation. Learning how to “navigate it” might result in increasing competitiveness, utilising opportunities, adjusting talents, reducing market risks. Visitors will have the opportunity to actively interact with projects on display, take workshops, listen to speeches and make acquaintance with the so called “Industry 4.0”.

MFR Figures

Figures from the last (2015) edition are impressive: over 100k visitors during the 3-days; over 450 maker projects on display; over 500 light talks, workshops, training sessions, over 600 journalists and bloggers. We are committed to equal, and exceed, those figures with this upcoming edition

Stay tuned: www.makerfairerome.eu

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Press Office : tel.0039 06-6781178 – press@makerfairerome.eu

Maker Faire is the Greatest Show (and Tell) on Earth – a family-friendly showcase of invention, creativity and resourcefulness, and a celebration of the Maker Movement. It’s a place where people of all ages and backgrounds gather together to show what they are making, and share what they are learning. Maker Faire celebrated 150 Faires in 2015 alone and has reached over 1,5 million attendees globally since it launched in San Mateo, California in 2006, less than a year after the publication of the first Make: Magazine. The tenth annual Maker Faire Bay Area welcomed some 1200 maker entries and 145,000 attendees. World Maker Faire New York, the other flagship event, has grown in five years to 900+ maker entries and 90,000 attendees. Detroit, Kansas City, Atlanta, Milwaukee, Orlando, Rome, Paris, Hannover, Berlin, Trondheim, Oslo, Newcastle (UK), Tokyo Singapore, Taipei, and Shenzhen host our larger-scale “featured” Maker Faires, and over 120 community-driven, independently organized Mini Maker Faires inspire and ignite creative communities everywhere around the globe

MAKER FAIRE ROME – The European Edition

Maker Faire Rome is the European edition of Maker Faire. It’s organised by Asset Camera, a Special Agency of the Rome’s Chamber of Commerce, whose mission is to place the city of Rome at the center of the debate on innovation, by spreading the digital culture, and developing the individual and collective entrepreneurship that is so integral to the Maker movement’s genetic makeup. Maker Faire Rome combines science, science fiction, technology, entertainment and business to create something totally new. It’s an event created to cater to curious participants of all ages, wishing to experience firsthand the makers’ innovation. Innovations that are the result of a desire to solve everyday problems, whether big or small. Maker Faire Rome is an event designed to turn the spotlight on hundreds of projects from around the world that are able to catapult visitors into the future.

The watchwords of the Maker Faire Rome are: meeting, exchange, training, entertainment and interaction. The public can experience and try their hand with these new inventions where innovation is made available to everyone. An experience where participants are an integral part of the fair itself.

An event for families, where children and adults can get involved in hundreds of fun and educational activities and demonstrations. A place where you can learn how to build your own smartphone, your own toys, “3D print” shoes, jewellery, handbags and even edible ravioli, or discover how to make your house home-automated with just a few simple measures.

With over 600 inventions on display in 2015 and more than 100 thousand visitors, Maker Faire Rome is the world’s largest exhibition after the “Area Bay” and “New York” in the US.

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Maker Faire Rome In Figures . Students(Educational day): 16.400 (6.000 in 2013; 15.000 in 2014); Light talks and workshops: 511 (237 in2014; 70 in 2013,); Projects : 452 (410 in2014; 250in 2013,); Journalists and bloggers : 600 in 2015 (500 in 2014; 260in 2013,).