



ROME

Maker Faire

THE EUROPEAN EDITION

PRESS RELEASE

“Maker Faire Rome – The European Edition” – Fourth edition 14 -16 October - Fiera di Roma

Over 100,000 square metres for the largest European event on innovation

*Rome, 20 September 2016 - The appointment with “Maker Faire Rome - The European Edition” once again returns, from 14 to 16 October 2016 at the Fiera di Roma, with 6 pavilions. 100,000 m² overall with over 55,000 m² of covered exposition space: nearly three times greater than in 2015. Among the hundreds of surprising projects, some absolute premiers such as: the world’s first magnetic “Wakeskate”; We-Lab, the portable analysis laboratory; Ortuino, the smart, child-size home vegetable garden; the restaurant of the Future and the **R.O.M.E. PRIZE of 100 thousand euros**.*

Maker Faire Rome - The European Edition is promoted by the Chamber of Commerce of Rome and organised by its special Company: Innova Camera. An international event that gathers together in Rome innovation from around the world. **700 projects on display**, selected from among the **1,500** collected thanks to the various Calls.

Also scheduled are **hundreds of conferences, seminars and training workshops** on crucial and current issues such as domotics, drones and robotics, 3D printing, 4.0 industry, IoT - internet of things, credit, technology applied to transportation vehicles, cuisine and music. Maker Faire Rome also proposes a series of demo-workshops, i.e. demonstration courses on the application of digital manufacturing for handicraft activities. The objective is to induce the craftsmen to undertake innovation paths, both in the process and product by taking advantage of the growth opportunities arising from the new digital technologies. Specifically, new digital methodologies will be illustrated for the processing of materials (metals and alloys, wood and gold) and their integration with traditional techniques specific to the work of the craftsman.

For visitors, Maker Faire Rome is the unique opportunity to interact - by way of preview - with the innovations that will change life for the better. For makers, entrepreneurs (or aspiring ones) and digital artisans this is the opportunity to meet with internationally established businesses who have chosen the event as the launch platform for their products and their innovations.

Much space has also been dedicated to the young: no less than **8,000 m²** dedicated to children and young people between the ages of 4 and 15 with **laboratories** organised in a special **Kids Area**.

A NEW VISION OF THE FUTURE WITH THE PROJECTS OF MAKERS, CRAFTSMEN, SCHOOLS, UNIVERSITIES AND ARTISTS

Maker Faire Rome is the celebration of the commitment of those who “try things out” in all fields, with the conviction that innovation is first of all a great collective effort of experimentation and of

building the future. The event seeks to give visibility to the energy of those who undertake, thanks to their creativity, their own entrepreneurial path and who wish to share the results of their efforts.

The curators of the event are Massimo Banzi and Riccardo Luna with the assistance of Alessandro Ranellucci, executive coordinator of the content and a team of area coordinators: Chiara Russo, co-founder of Codemotion, for the Kids Area; Paolo Miarabelli for the Drones area, Professor Stefano Micelli for New Manufacturing and Sara Roversi, co-founder of You Can Group and Future Food Institute for the Food Area.

The city of Rome, for the fourth consecutive year, confirms itself as a driving force, at the European level, of new ideas, content and economic models: **400 selected projects** from among the over 1,500 submitted to the **Call for Makers** from **over 65 countries** including Germany, Spain and Greece but also from the United Kingdom, Turkey, China, the United States, Singapore, the United Arab Emirates and Taiwan.

At Maker Faire Rome you can “experience for yourself” how work and the strength of ideas are capable of generating new production models based on the variety and customisation of products. A concrete example are the 50 projects from the **Call for New Manufacturing**, that unite the artisan’s knowledge and new technologies from the most advanced components of our manufacturing industry.

The centres of knowledge at Maker Faire Rome: schools, Universities and research centres

The new generations are looking to the future through Maker Faire Rome. This is confirmed by the extensive participation of **Universities, research centres and schools** through the relevant Call. In a special dedicated area of the fair grounds, together with the **CNR** (National Centre for Research), are all the public universities in Rome (Sapienza, Roma Tre, Tor Vergata) and the most important Italian universities (Politecnico of Milan and Politecnico of Turin, the Universities of Florence, Naples, Siena and Trento, just to name a few) and also the **Beijing University** and the **University of Coburg**. A total of **40 from among Italian and foreign Universities and Research centres**.

The **schools** that have been selected to exhibit at the Maker Faire Rome are **56** (40 Italian secondary schools and technical schools and 15 coming from EU countries), almost twice as many as in 2015. Schools were chosen from among the 186 candidates who participated, with no less than **285 projects** to the Call for Schools, which was held in collaboration with the MIUR (Italian Ministry of Education, Universities and Research).

Big Bang Projects

This year has launched, for the first time, the “Call for Big Bang Projects” addressed to *makers*, artists and visionaries with the intention of building the event, not only in its content, but also in its most important attractions. From the more than **100** projects received - from Italy and abroad - 15 have been selected for their ability to enchant visitors, such as: **the interactive wall measuring 10 metres that reacts to touch; a 200 m² go-kart track integrated with Virtual Reality**, directed to a younger audience; **a treasure hunt to solve a crime with IOT technology**.

PROGRAMME AND CONTENT

It starts on the morning of Friday 14 October with the **Educational Day** and the **Opening Conference**. **Currently**, for the **Educational Day**, the free of charge morning dedicated to students from 9 am to 1 pm, where already registered - from all of Italy - are over **15,000 students**, of

the primary, middle and high schools. **It continues, starting from 10:30 am also in live streaming, with the Opening Conference - The Future of Making.** In the afternoon, from 2 pm, Maker Faire Rome - The European Edition opens to the general public until Sunday 16 October. Worth mentioning is Saturday 15 October, featuring the award ceremony of the **R.O.M.E. Prize**, the prize of 100 thousand euros that will go to the best European project maker with the greatest social impact. The **R.O.M.E. Prize** is an absolute innovation, among the many of the Maker Faire, at the world level.

The themes of Maker Faire Rome - The European Edition 2016

3D Printing, IoT -Internet of Things, Education, Digital Fabrication, Open-Source Innovation, Robots, New Manufacturing, Wellness & Healthcare; these are some of the themes offered by the event.

For a satisfying visitor's experience, each pavilion has been designed with a leitmotiv:

Move: dedicated to flying, aquatic and terrestrial drones, but also to the means of transport from bicycles to innovative solutions for urban mobility, and then the robots and animated technology in general; the fair grounds host two large aviaries and a pool of water.

Life: dedicated to life in all its forms: human life, with dozens of projects dedicated to health, to quality of life and to disability; animal and plant life, with a vast area of agricultural and gardening projects; and finally, an important area dedicated to food.

Interaction: dedicated to electronics, to home automation, to games, to interactive inventions, but also to science, wearables, art and music.

Fabrication: dedicated to the future of manufacturing, with innovative craftsmen, robotic arms for industry, 3D printers, *digital fabrication* machinery, recycling and reuse projects. The section is curated by Stefano Micelli, Professor at the Ca' Foscari University of Venice.

Young makers: dedicated to schools and makers under 20; it also contains all the kids activities, i.e. dozens of workshops aimed at children and youth.

Universities: the Italian and international universities that lead research projects and those of their students.

In the programme, moreover, there are dozens of workshops, conferences and exhibitions - some held for the very first time - able to satisfy the desire for innovation and fun of curious people of all ages.

KIDS AREA

The eagerly awaited **KIDS AREA** of over **8,000 m²** will involve children and youth between the ages of **4 and 15** in a vast programme of **interactive activities**: technological laboratories, guided tours and educational islands dedicated to: electronics, making, robotics and coding. During the three days, there will be an alternating series of demonstrations and scientific performances. In addition, there will be an actual **FabLab4kids**, in which the young apprenticemakers will be able to transform their own ideas into working prototypes such as: creating a bionic arm, operating a sensor, inventing their own game, programming a videogame but also having fun with food thanks to 10 kids labs entirely dedicated to food. In every corner of the Kids pavilion, it is the young people themselves who are the protagonists of change and **creators of innovation**.

THE HOUSE OF DRONES

The area dedicated to everything new coming from the world of drones has been doubled this year, with two aviaries that will allow the simultaneous execution of various activities. In the larger one, **no less than 800 m² of enclosed space, among the largest aviaries in the world**, the association of drone racing pilots “**FPV Racing Club**” will hold demonstrations of acrobatic flight with homebuilt drones and ones driven with the aid of FPV glasses (Front Person View) that allows one to see what the camera at the edge of the drone itself is framing. In the large aviary the largest **Facebook** group in Italy will be present: (9200 members) that will present exhibitions and choreography, even attempting the world record of 32 special drones stopped mid-air at the same time. The smaller aviary, instead, will be dedicated to the **introductory flight**. Even the persons from the general public will be able to fly their own drones. Fans can also attend mini-conferences with professionals in the legal, security and professional use of drones.

R.O.M.E. PRIZE (Rome Outstanding Maker of Europe) - Saturday 15 October

The **R.O.M.E. Prize** is the great novelty of the 2016 edition of Maker Faire Rome - The European Edition. An exceptional jury, chaired by **Neil Gershenfeld** (American professor at MIT, Massachusetts Institute of Technology and founder of the Centre For Bits&Atoms), **Bruce Sterling** (famous science fiction author and essayist) and **Simona Maschi** (co-founder and Director of the Copenhagen Institute of Interaction Design) will select, from among a shortlist of ten finalists, the best project maker that will win the prize of 100,000 euros made available by the sponsors.

Guiding the jurors in their choice will be two evaluation criteria: the social impact of the project (in terms of diffusion and effectiveness on the greatest number of people) and its economic sustainability (concrete possibility of succeeding and developing in the market).

NEW MANUFACTURING/DIGITAL ARTISANS

In the space reserved for **Technological artisans**, on scene is the new idea of manufacturing based on variety and customisation, able to respond in the most suitable manner to the requests of increasingly diverse and demanding clients. Visitors will be able to perform specific activities, such as prototyping a typical production of *made in Italy* using antique knowledge and technology of the third millennium. By using new technologies, in fact, new artisans make the creativity of the digital world become reality thanks to the craftsmanship of the finest Italian tradition.

FOOD AREA

Together with the **Future Food Institute (FFI)**, **Maker Faire Rome** will offer to the public events, conferences, laboratories and workshops all dedicated to the world of food. There will also be “**OffiCucina**,” a hybrid space between a kitchen and a workshop, in which showcases will be organised in a continuous cycle with the involvement of 15 international talents. The food Area will be animated by greenhouses, robotics, future foods, seaweed, sensors, 3D printers, new tools and unusual objects of design. Elements that will contaminate the Maker Faire will give life, in a mix of innovation and tradition, to actual *collisions* between technology and food. Visitors with the most curious palates can taste the food of the future cooked in an alternative and revolutionary way in the “**Food Tech Jungle**”, the restaurant of the future.

MAIN ATTRACTIONS

The visitors’ route through Maker Faire Rome - The European Edition will be further enhanced by the presence of visually stunning attractions of great emotional impact:

- **Watly**, the first thermodynamic computer in the world, able, through solar energy, to purify contaminated water and provide, at the same time, energy and connectivity.

- **R1 “Your Personal Humanoid”**, the first robot specifically designed to operate in domestic and professional environments, produced by the **IIT - Italian Institute of Technology**. **R1** is unique in two respects: in being designed starting from the study of human reactions and in being equipped with **Artificial Intelligence (AI)**, in line with the latest findings in neuroscience. **R1** is designed to interact with humans and is able to read the **non-verbal language of a human being** and to use the sense of touch through **artificial skin**.
- The navigation bridge simulator of the multirole “Carlo Bergamini” frigate and the “Mobile Information Centre” technological bus of the **Italian Navy (Marina Militare)**. The **Navigation bridge simulator** consists of three monitors and a command post from which one can try to manoeuvre the “Carlo Bergamini” frigate. The **Mobile Information Centre** has seven monitors and a pyramid-shaped terminal able to project holograms which reproduce the vessels currently employed by the Navy.

MUSIC MAKERS

The Music Maker Area will be present - also this year - with a proposal of artists chosen from among the most representative of the new Italian music scene and makers dedicated to musical projects that have been able to arouse the interest of sponsors and international experts. Artists and makers will take turns on stage in the two days of Saturday 15 and Sunday 16 to surprise not only the less experienced public with their performances but also the most informed of music lovers.

PARTNERS AND SPONSORS

The incredible Maker Faire Rome - The European Edition is made possible thanks to the collaboration with the Regione Lazio (awaiting contribution) and to the participation of Italia Lavoro, recent entry into Anpal, the new National Agency for Active Labour Policies. This year Italia Lavoro and other partners (such as the Ferrovie dello Stato - Italian State Railways) will present the events dedicated to the world of work and Maker Faire Rome - The European Edition will host projects for entrepreneurship, alternating between school and work, development of the dual system and the establishment of direct contacts between companies and candidates for real job opportunities. Paramount is the support of the main sponsors **INTEL**, **DWS** and **Eni**. Also very important is the support provided by all the other sponsors, especially from Gold ones: Artigiancassa, Unidata and TIM.

All the partners of Maker Faire Rome - The European Edition have embraced the logic of interaction with the public and experts to offer unforgettable experiences and multiply the offer of content that is accessible to a diversified audience, also made up of businessmen and investors.

With some sponsors, projects have been launched that have taken place over 6 months, such as the Fab Lab Tour of **Intel**; The **ReNEWables** path on renewable energy was created together with **Eni** on the topics of energy harvesting from organic photovoltaic panels and luminescent solar concentrators developed by **Eni**; The project “**Factory 4.0: business your idea**” with **DWS**; The programmes of access to credit for artisan and craftsman businesses with less than 18 months’ in activity, developed by **Artigiancassa**; The ideas competition **#Maketocare** launched with **Sanofi Genzyme** with the aim of fostering new ways to improve the quality of life of those who must deal with a disability; The competition **Start-up Contest**, organised together with **Digi-Key** that is giving away **75 thousand euros (50,000 in cash and 25,000 in services)** for IOT start-ups that have participated in the Call for Makers.

The 2016 Edition, overall, involves 65 companies/sponsors, coming not only from Italy but also the United States and numerous European countries (Austria, France, Germany, the Netherlands, Portugal, Czech Republic, Spain and also from Switzerland and Israel).

We thank **ROMA CAPITALE** for its support

Lastly, we would like to mention the collaboration with the **Festa del Cinema** and **Romaeuropa Festival**, with whom we have developed a relationship that has its foundation in the common mission of promoting innovation, creativity, and art as development opportunities; **Ferrovie dello Stato** and **ADR**, Rome Airports for their collaboration in the communication of the event and its values.