

ROME

Maker Faire

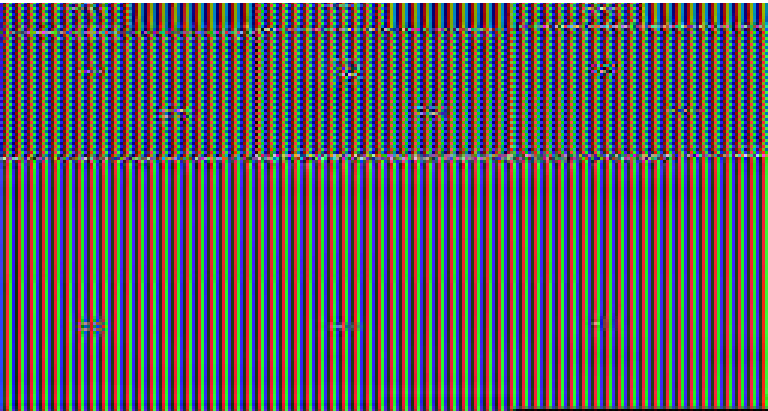
THE EUROPEAN EDITION

The fourth edition of
the largest European event
dedicated to innovation and
digital manufacturing

Rome

October 14-16, 2016

**Maker Faire is a festival of innovation and digital manufacturing.
A celebration of the technology-based extension of DIY
(Do-It-Yourself) culture, better known as “*Maker movement*”.**



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What is Maker Faire Rome

Maker Faire Rome boasts an ever increasing interest from both the public and the business community.

Unlike the US (*where Maker Faire was born*) editions, Maker Faire Rome – The European Edition welcome more and more brands and startups, that choose it to launch their products and to spread the open source and open hardware culture as tools for the economic growth of the EU zone.



**“25% of Italians knows Maker Faire Rome”
(SWG research, Jan 2016)**

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The core of Maker Faire Rome

‘Serving the progress through sharing ideas.’

This is the core of Maker Faire Rome, Europe’s largest innovation fair which focuses on digital manufacturing and entrepreneurship.

Maker Faire is indeed the benchmark for new ideas.

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Maker Faire

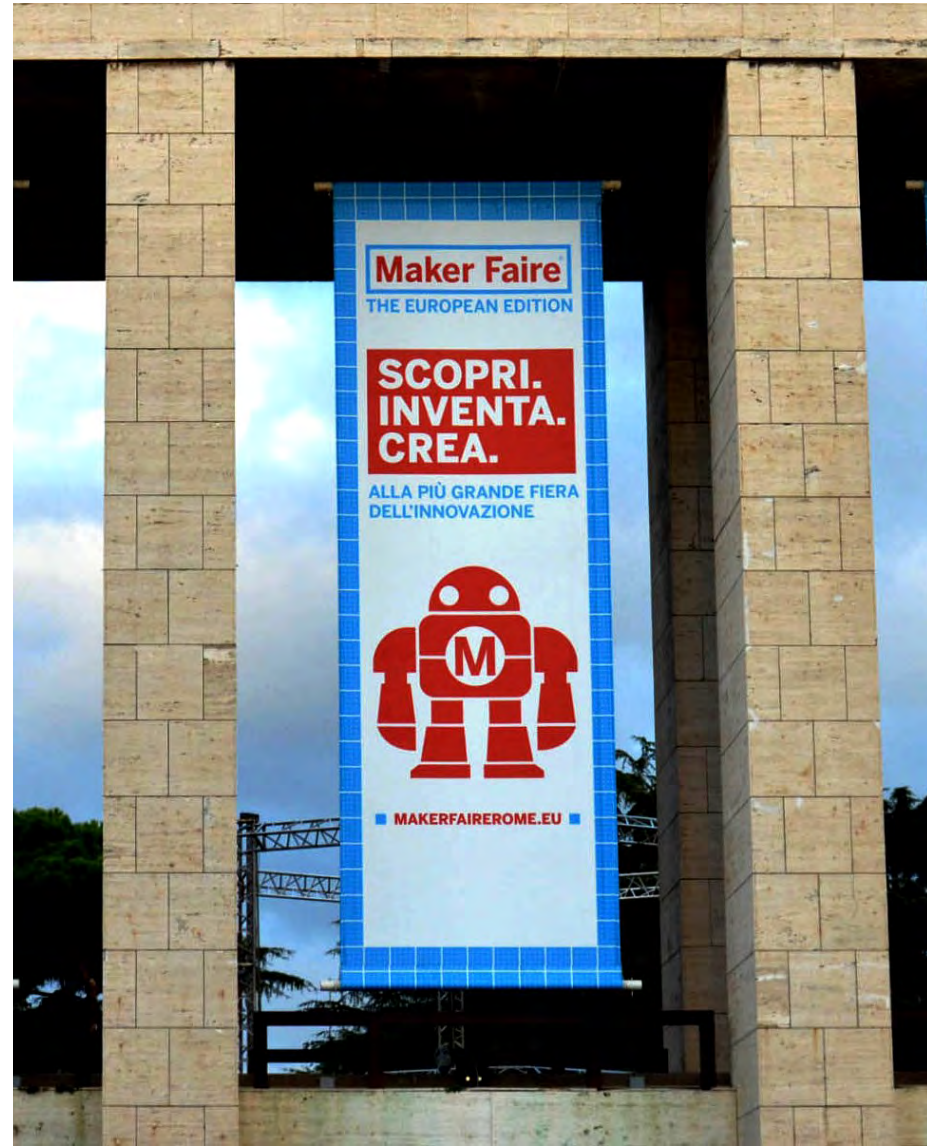
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Goals of the event

The event aims to bring to the fore businesses and innovators that make the new digital culture the means to meet the challenge of the markets.

It is not only an exhibition but the narration of the world that is changing through the innovators of the third millennium - *the makers* - that blend 'bit' and manufacturing to:

- **Spread the culture of innovation**
- **Develop new market segments**



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The organisation and curators

The event, in its fourth editions, is organised by Asset Camera, a Special Agency of the Rome Chamber of Commerce.

Massimo Banzi, co-founder of Arduino, and Riccardo Luna, the Italian Digital Champion, are the event curators.



Massimo Banzi



Riccardo Luna

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The 2016 location

The fourth edition will take place at the new Fiera di Roma.

Maker Faire Rome will engage 6 pavillions, one of these, which measures 7,000 square metres, will be entirely dedicated to conferences, workshops and live talks.



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The 2016 edition's news

- **Call for Big Bang Projects:** a new “call” dedicated to amazing projects that need “help” to be presented at MFR16.
- **European Maker Week:** a whole week of “making style and digital manufacturing” events around the Europe’s Countries organized in collaboration with the DG Connect of the European Commission.
- **R.O.M.E Prize:** a dedicated prize to the best European Makers in recognition for innovation can make a decisive contribution to improving the quality of life.
- **Italian Promotional Tour:** making style events around Italy.

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The 2016 edition's highlights

- **The Educational Day:** the opening day preview entirely dedicated to students of all grades.
- **The Big Hack and other Hackatons:** a big hackathon open to hundreds of participants and many smaller similar events to deepen interesting topics like IoT (Internet of Things), informatic and digitalization.
- **Conferences, Workshops & Light Talks:** hundreds of meetings about digital manufacturing, next tech, 4.0 industry, IoT and much more innovating themes.
- **Music Making sessions:** evening performances of music makers.
- **The House of Drones:** a large area dedicated to drone's exhibitions.
- **Kids Area:** a huge area dedicated to children where they have a great opportunity to approach to the technology in a fun way and learning by doing.

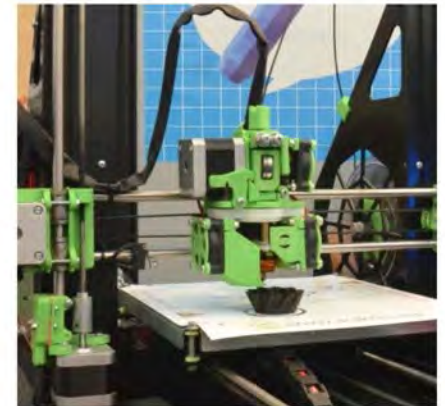
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The 2016 thematic areas

Drones – 3D Printing – Music Making –
Digital Manufacturing – Robots – IoT –
New Craft – Food Making – FabLab – 4.0
Industry – Fashion & Wearables – Reuse
and Sustainability – Transportation –
and more...



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"A success story"

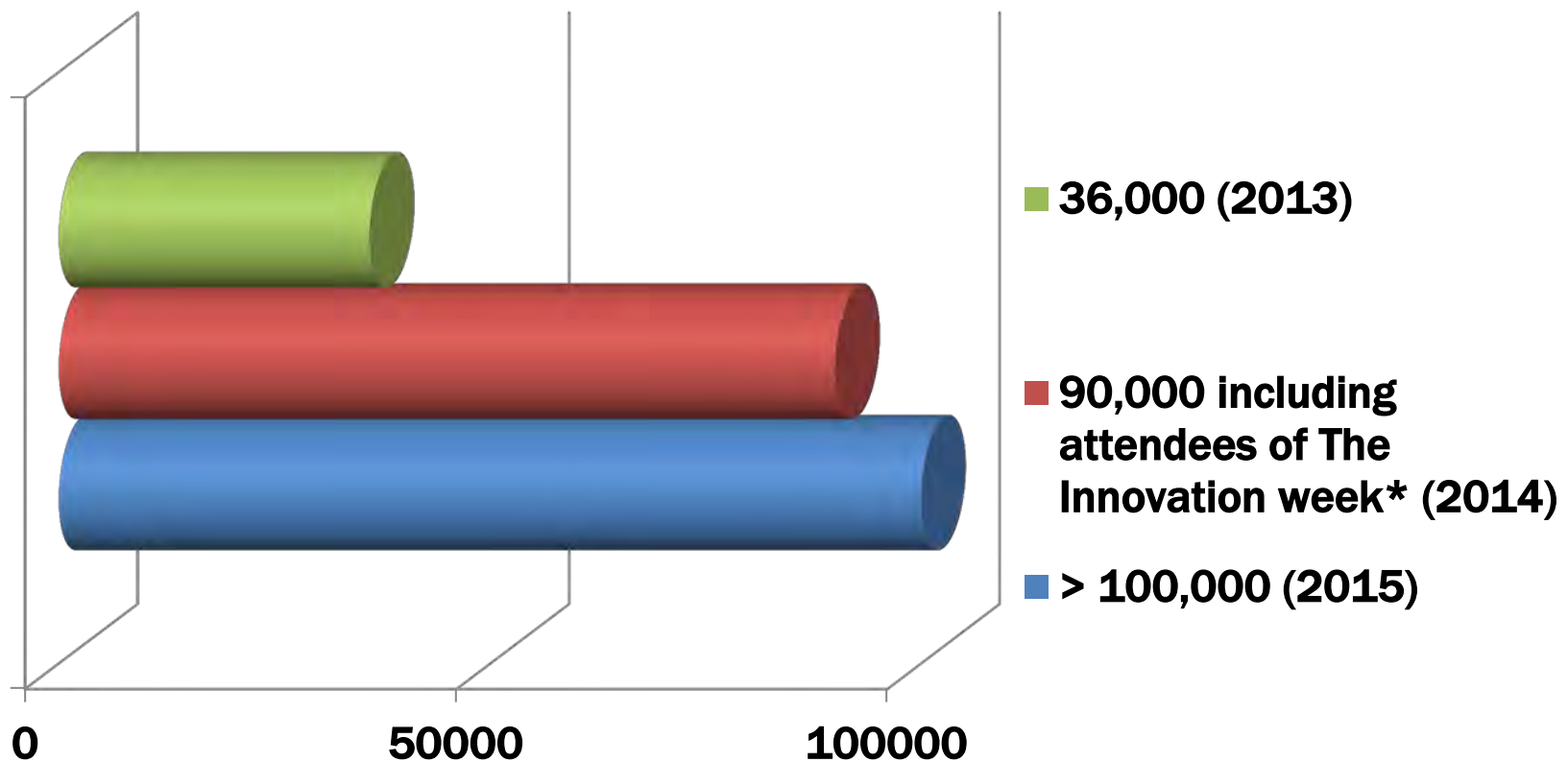


3 years of
Maker Faire Rome
The European Edition

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Total attendees by year



**A whole week of events about technological innovation that preceded MFR 2014.*

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Call For Makers attendees

	2013	2014	2015
Total Presented Projects (prototypes, Light Talks and Workshops)	400	563	1.067

Accepted Exhibit Projects	250	410	452
Accepted Light Talks and Workshops	70	237	511

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511 workshops and light talks



Bruce Sterling



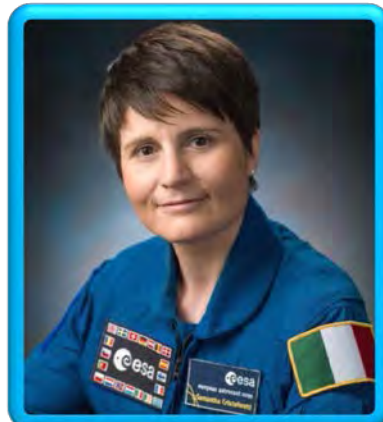
Carlo Ratti



Cory Doctorow



Anjan Contractor



Samantha Cristoforetti

Some of other Keynoters:

Luca Sofri, Erle Austin, Michael Mc Alpine, Glenn Green, Pranish Kumar, John Dimatos and many others.

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Involved Countries



26 (2013)

33 (2014)

40 (2015)

Some of them: Austria, Belgium, Canada, China, Czech Republic, Denmark, El Salvador, Finland, France, Germany, Greece, Honduras, Hong Kong, Hungary, India, Iran, Ireland, Italy, Japan, Montenegro, Netherlands, Nigeria, Norway, Poland, Portugal, Romania, Serbia, Singapore, Slovenia, Spain, Switzerland, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States of America.

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Call For Schools results

	2014	2015
Total Presented Projects	30	110
Accepted Projects	18	29

Some projects presented in the two previous editions

- **The Brain arm:** a 3 d printed robotic arm which movements are remotely controlled by the power of the mind.
- **My Way:** an innovative stick for the blind.
- **Remember me:** a seat-saving children connected both to the car and to the mobile phone that allows to avoid "any forgetfulness".
- **Baby Goldrake:** a robot that can provide comfort to hospitalized children
- **From the attic to the lab:** a project that make possible to revive the old and classic games thanks to a technological makeover.
- **Robot Guitar:** a robotic guitar that plays automatically thanks to a large number of servo motors.
- **Disposable Drones:** drones for humanitarian missions. These drones can transport medical supplies at the site where there is any medical necessity. They fly with a great precision and they can land at the precise spot required.

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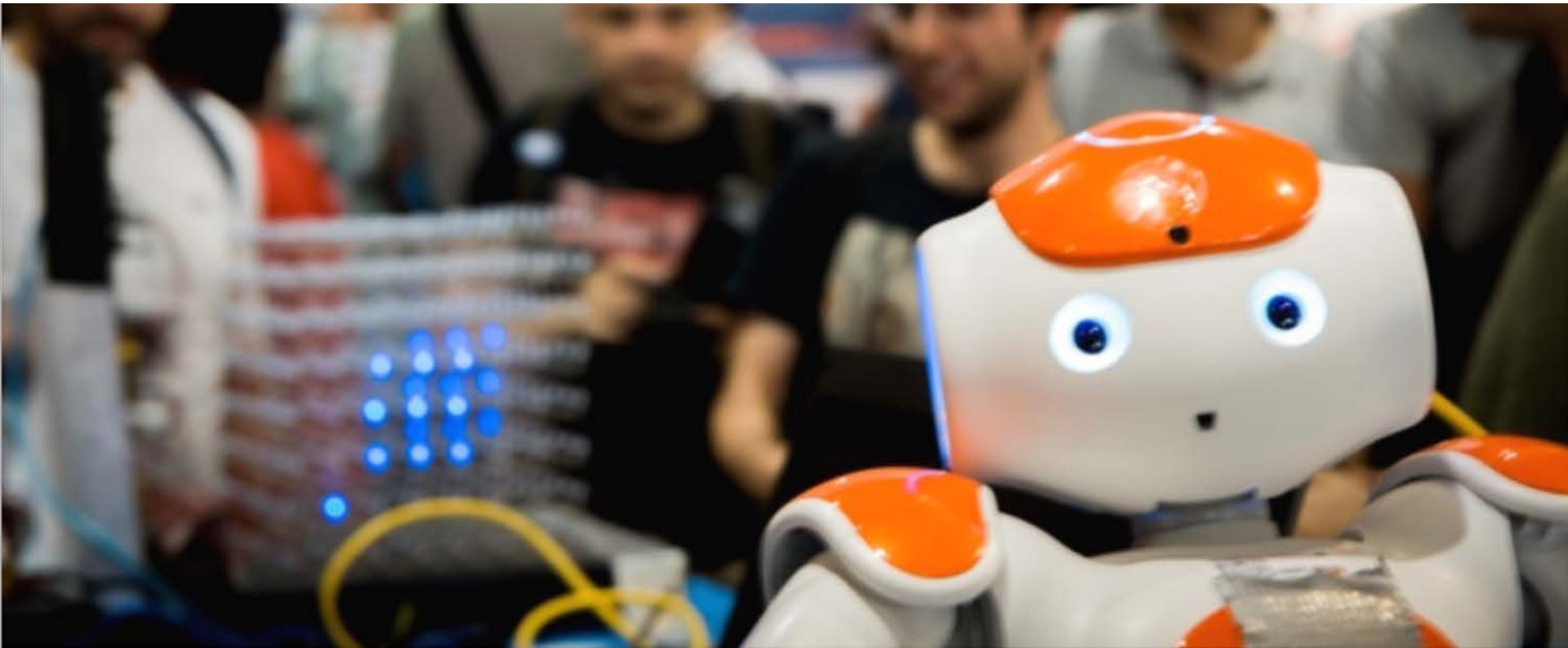
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The "Educational Day"

It is the opening day preview, entirely dedicated to students of all grades. Admission is free.

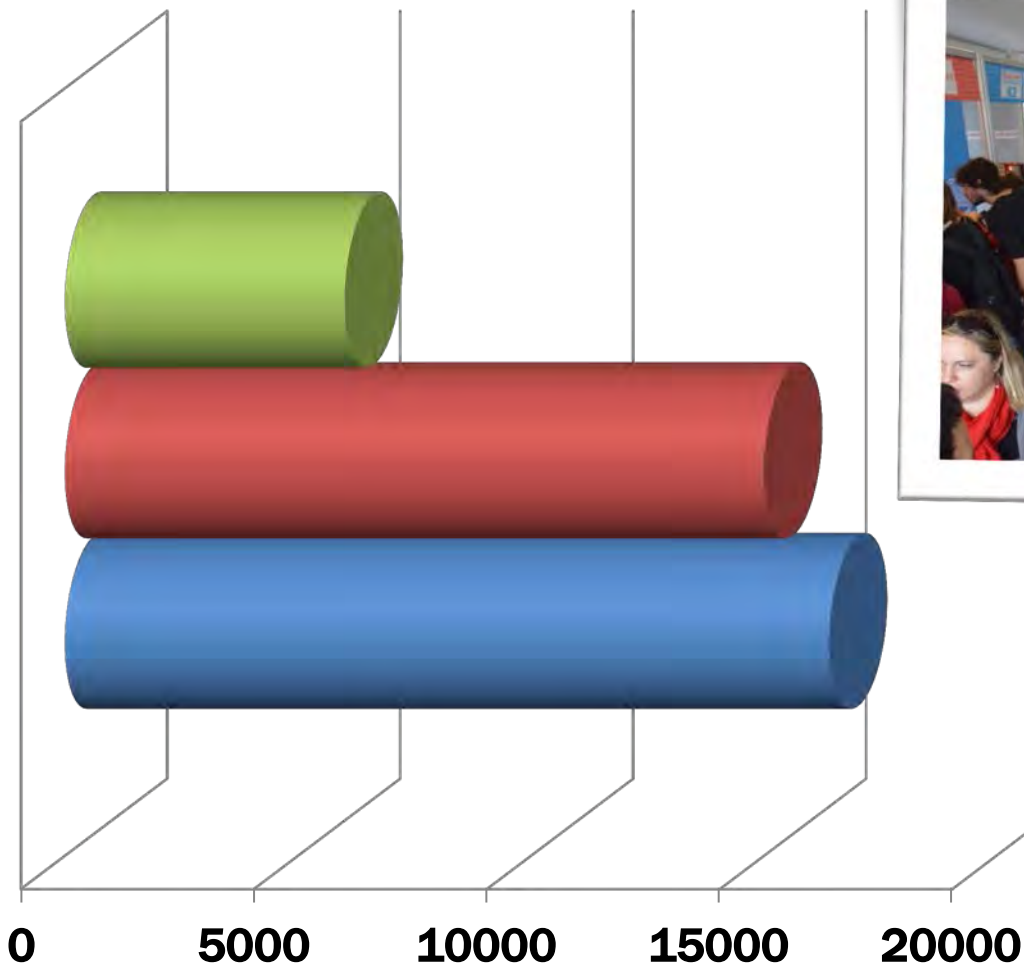
Students experience all the inventions and projects on display by engaging in active, fully interactive sessions that obey the «learning by doing» rule.



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"Educational Day" - Attendees



- 6,000 (2013)
- 15,000 (2014)
- 16,400 (2015)

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Kids Area

A "gym" of technology and creativity aimed exclusively at kids.

During the three days of the exhibition children have a great opportunity to approach to technology in a fun and continuous cycle.



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Kids Area: Key Messages

1. Kids learn to build by themselves their own games and gadgets.

2. Children discover how simple it is to build a robot and to write the code that makes it move.

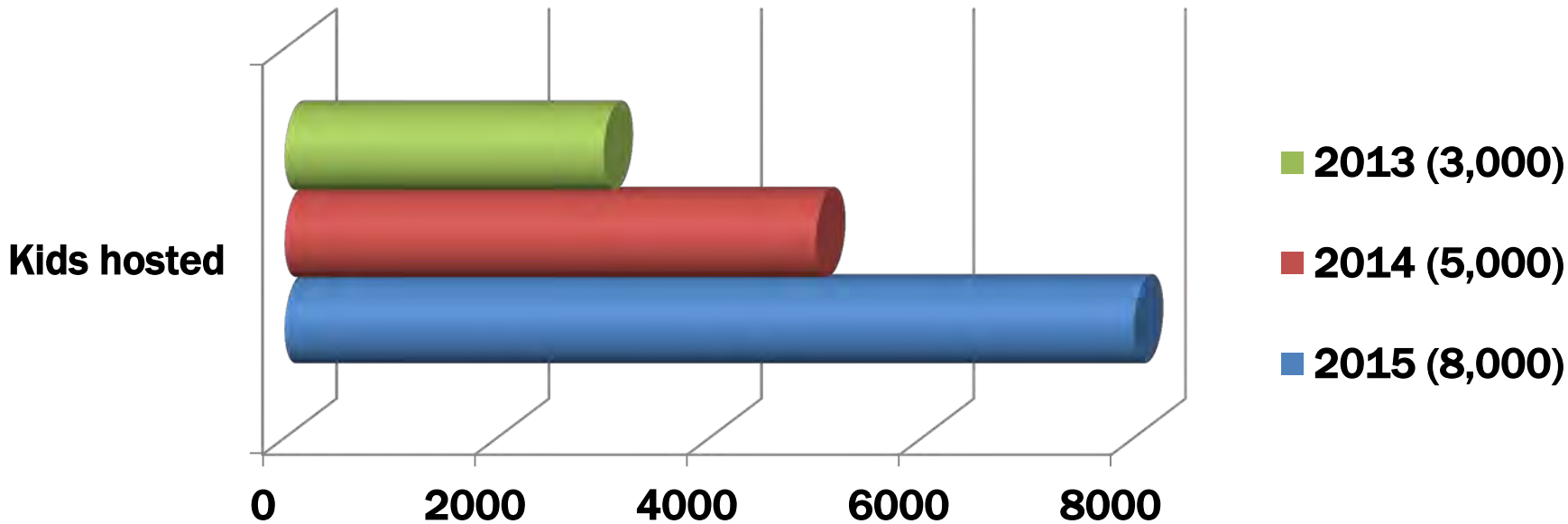
3. Kids can become creators of technology becoming authentic makers and not more simple “users”.



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Kids Area: registered participants

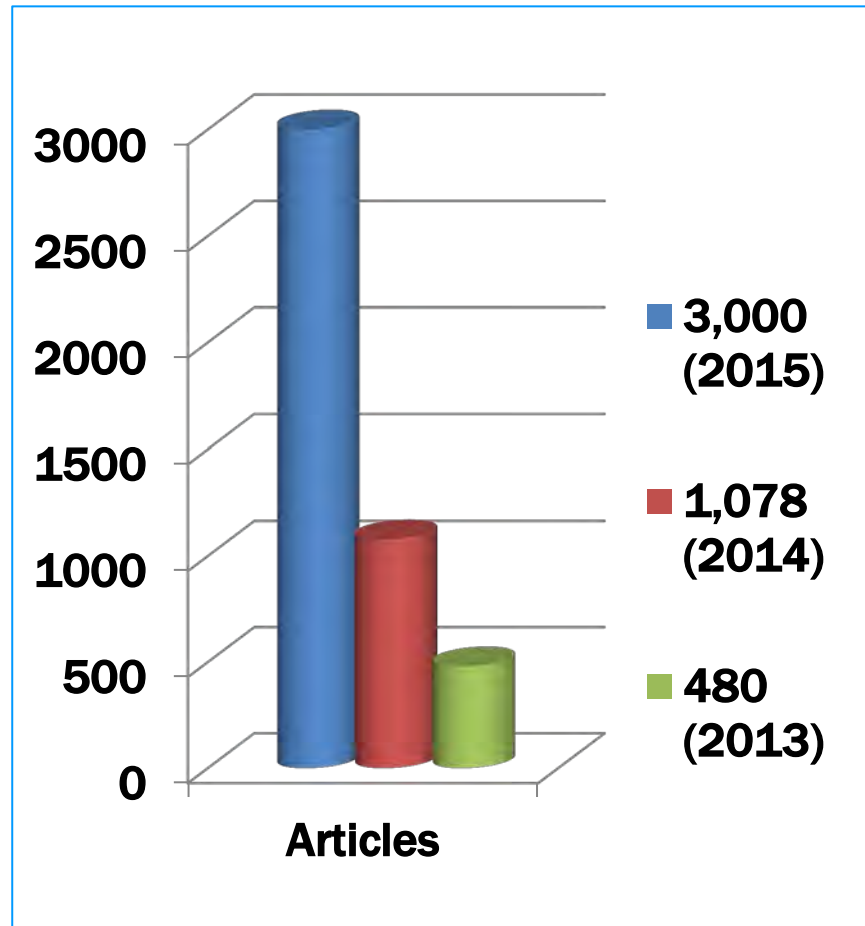
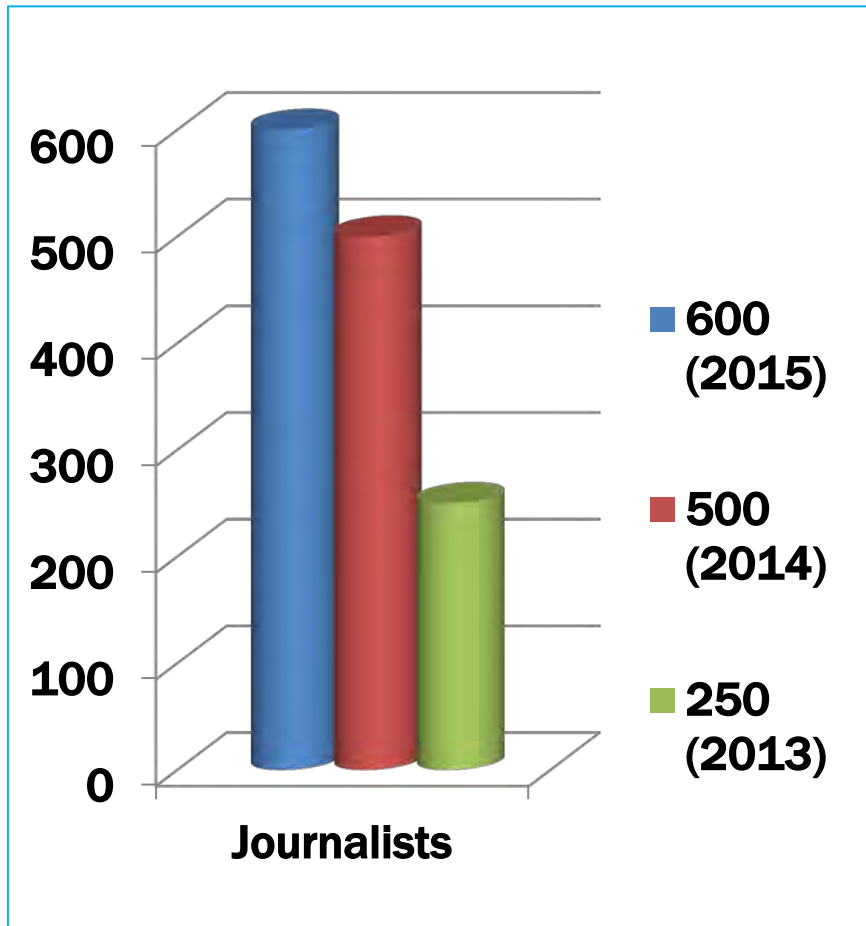


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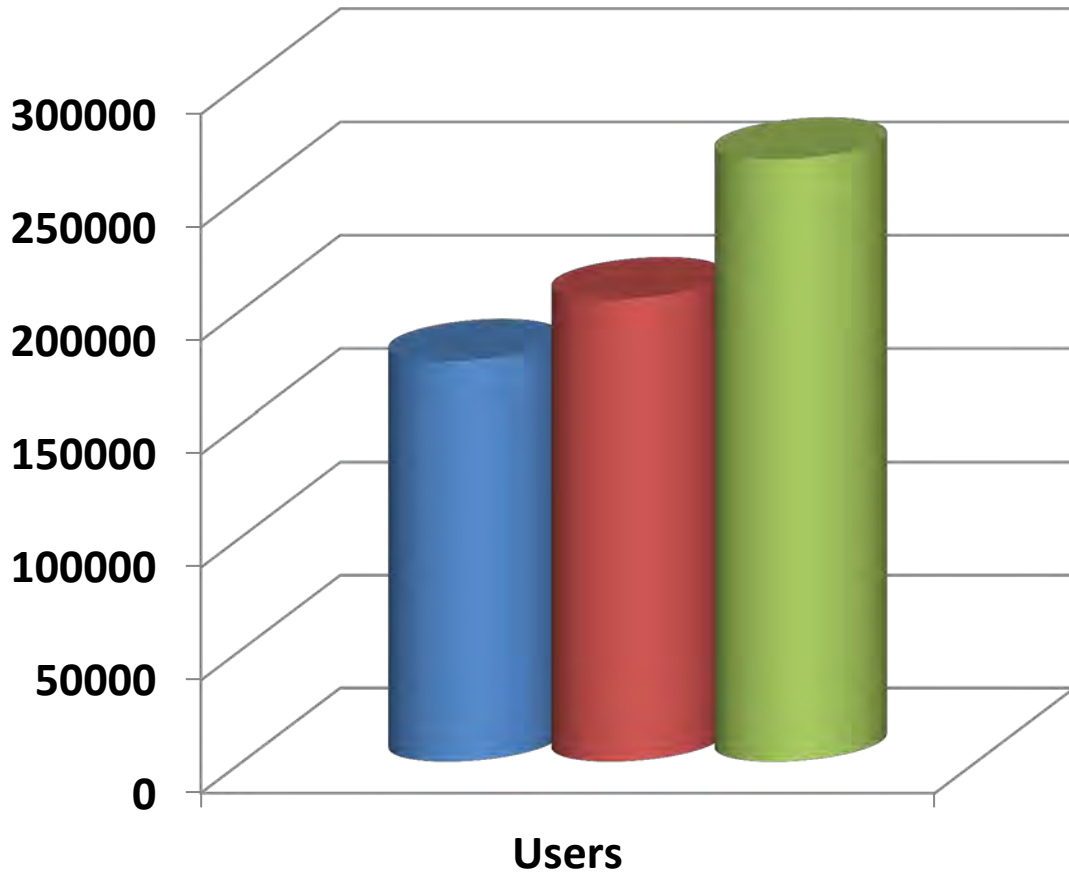
MEDIA Presence & Coverage



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Makerfairerome.eu - Figures



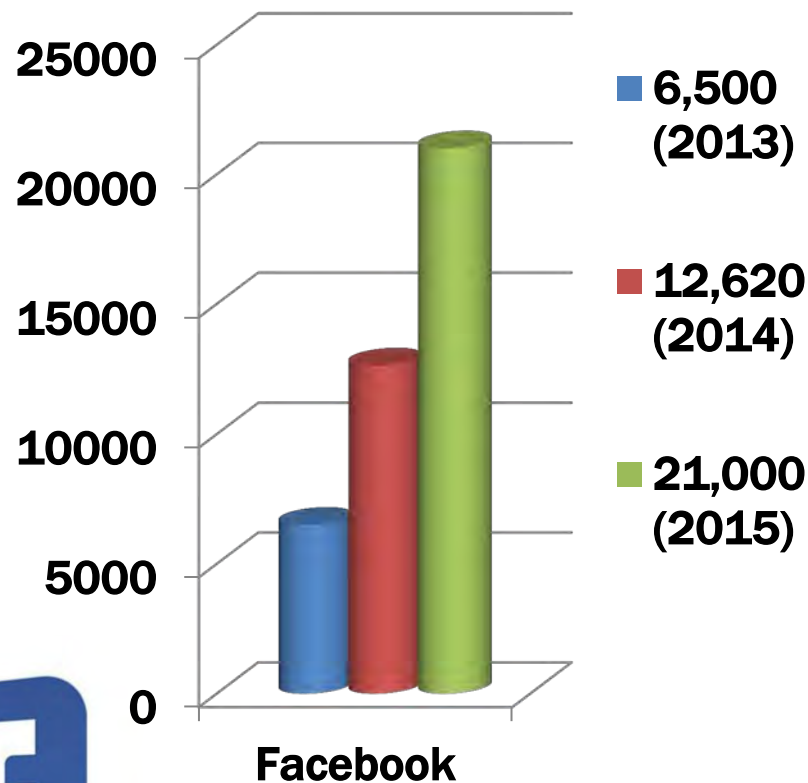
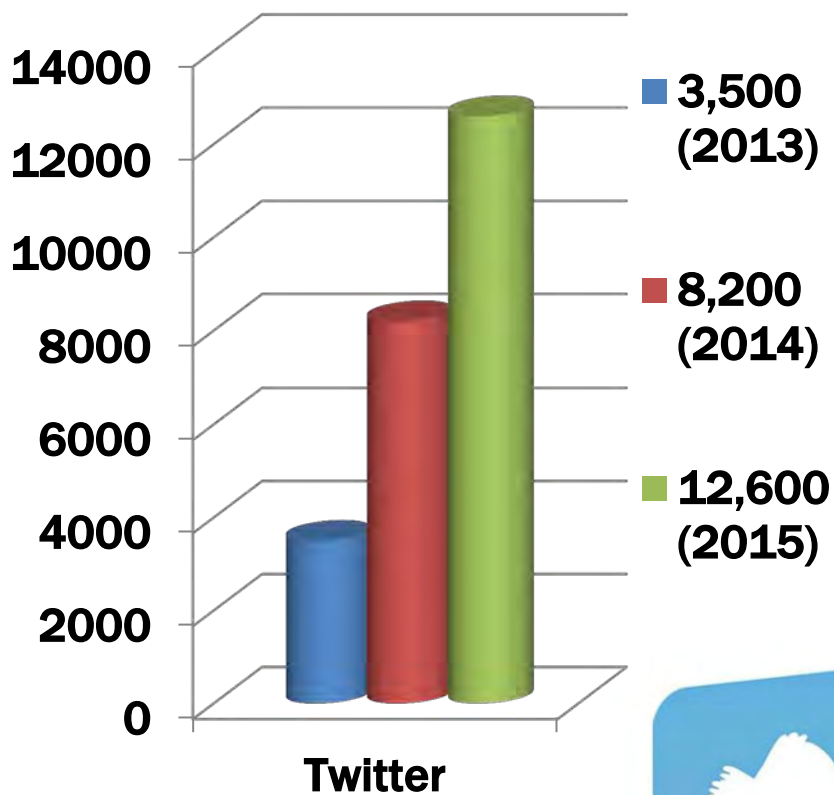
- 177,002 (2013)
- 204,332 (2014)
- 265,990* (2015)

**Users during the 3 days of the event: 77,467.*

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Social Networks - Figures

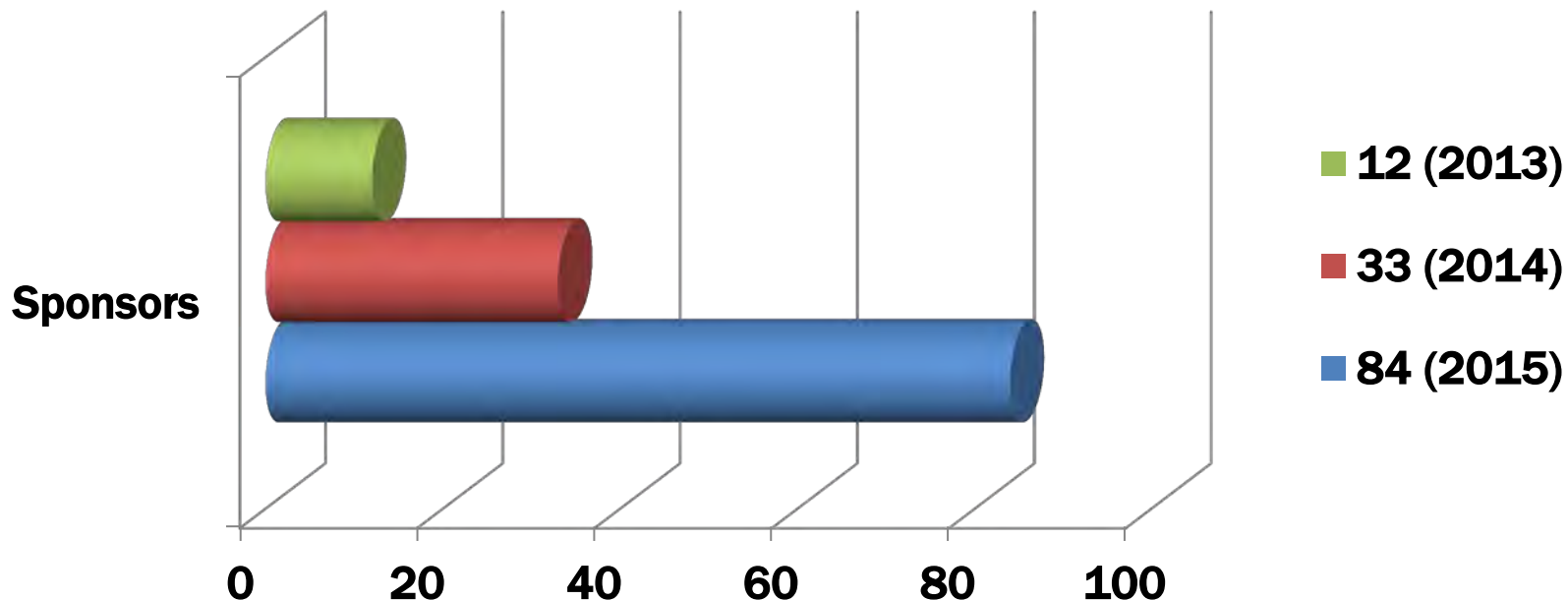


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Partners



Some Partners: INTEL, DWS, INGDAN, ENI, TIM, UNIDATA, ACEA, ATMEL, BNL - BNP PARIBAS, GENZYME-SANOFI, IBM, CISCO, GOOGLE, TEXAS INSTRUMENTS, MICROSOFT, CITROEN, MAKEBLOCK, MATHWORKS, RS COMPONENTS, TROTEC, TELECONTROLLI, MIKROELEKTRONIKA, STMICROELECTRONICS, CONAI, REPLY, CIRCUITMAKER, ULTIMAKER, BANCA IFIS, FREESCALE, EPELA.

Institutional Partners: MINISTERO DELLO SVILUPPO ECONOMICO, MINISTERO DELL'AMBIENTE, REGIONE LAZIO, ROMA CAPITALE, UNITED STATES EMBASSY TO ITALY, AMBASSADE DE FRANCE EN ITALIE, ITALIA LAVORO, AGENZIA PER L'ITALIA DIGITALE, INVITALIA, RAI.

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The European event dedicated
to innovation - IV Edition

Maker Faire Rome - IV Edition
October 14 - 16, 2016



YouTube **MFR15 - Video**



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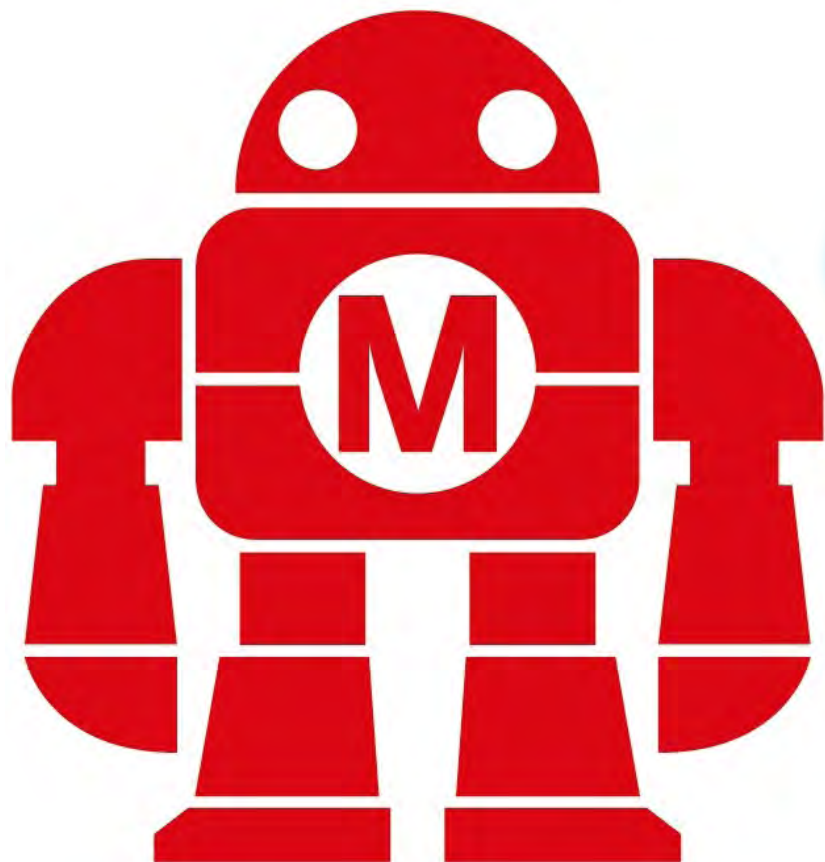


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