

Vertical Plotter: the plotter by Carlo Ratti is a small device able to generate a variety of graphics outputs, transforming every wall into a screen

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Makr Shakr

Makr Shakr, the world's first robotic bartending system, debuted on on November 12th on Royal Caribbean's new "smart cruise ship" Quantum of the Seas.

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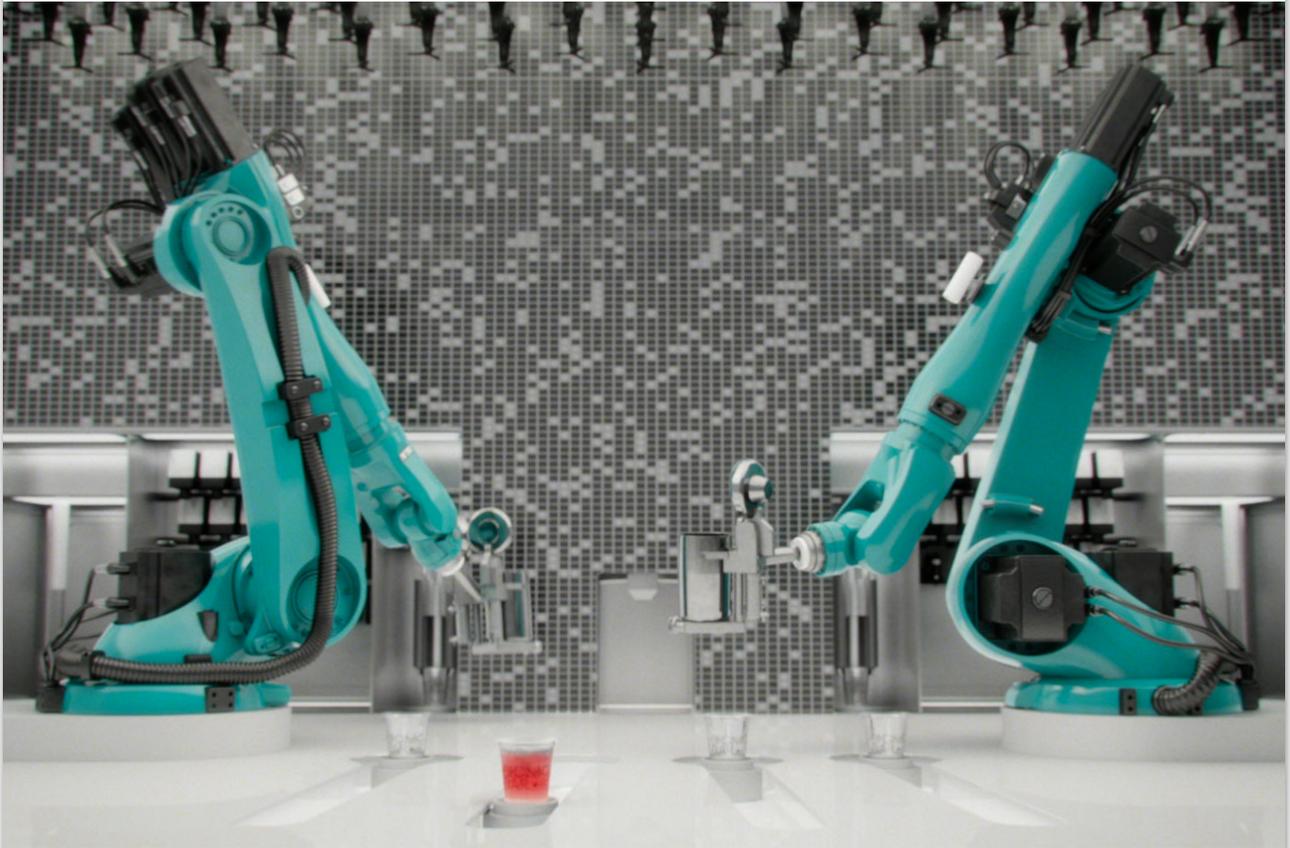
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Makr Shakr is a new mixology system that allows users to create in real-time personalized cocktail recipes through a smartphone application, and transform them into crowd-sourced drink combinations.

Makr Shakr (see [here](#) the interview to Carlo Ratti) has been unveiled at the center of Royal Caribbean's Quantum of the Seas latest "smart" cruise ship, in the "Bionic Bar" area. To use Makr Shakr, users access a simple app on a tablet, allowing them to create an almost limitless number of alcoholic and non-alcoholic drink combinations.



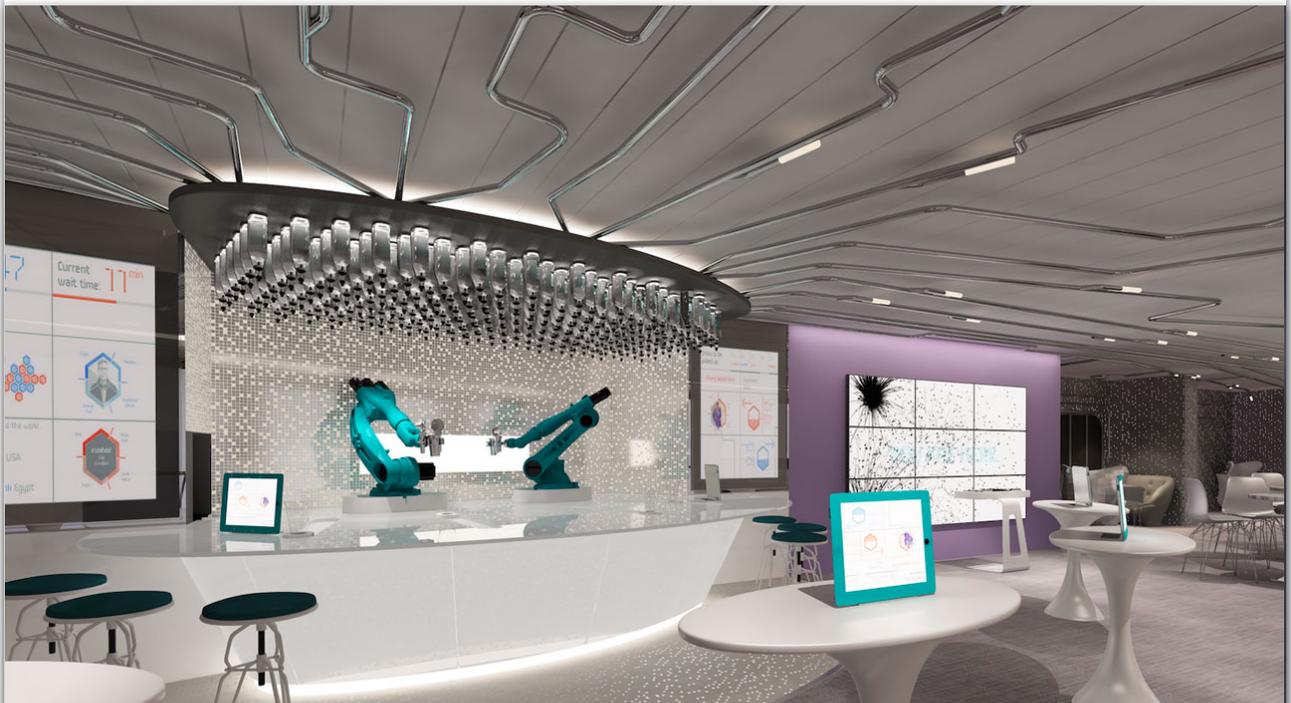
Makr Shakr, Bionic Bar

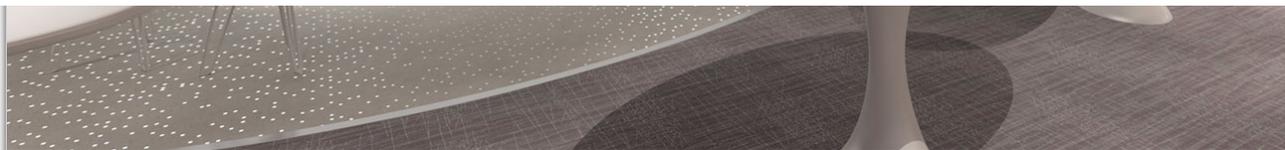
The cocktail creations are then be assembled by two robotic arms, whose movements – shown on a large display positioned behind the bar – mimic the actions of a bartender, from the shaking of a martini to the thin slicing of a lemon garnish to the muddling of a mojito. Guests have the possibility to name their own recipes, access their order history and reorder their favourite cocktails, while rating and commenting on each other.

In Makr Shakr, social connections are woven throughout the co-creation and mixing of ingredients, which are then fed back to the user through the app. With this new technology, consumers can learn from each other, sharing connections, recipes and photos on social networks.

To create an engaging bar experience, the robots' movements were modeled on the gestures of Italian choreographer Marco Pelle from New York Theatre Ballet. Mr Pelle's movements were filmed and used as inputs in programming the robots' animation.

Makr Shagr can mix both non-alcoholic and alcoholic drinks, and in the future will allow the monitoring, of alcohol consumption and blood alcohol levels, among others – something beyond what a traditional bartender can do. As a result, the system promotes responsible drinking by creating awareness.





Makr Shagr, Bionic bar



Makr Shagr

Team: Alessandro Incisa, Caterina Falleni, Damiano Gui, Saverio Panata

Advisors: Carlo Ratti, Assaf Biderman

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