



MAKR SHAKR - A robot barman offering a glimpse into the third industrial revolution

Prototype preview testing at Milan Design Fair before launch at Google I/O, California

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For immediate release

Researchers and engineers at MIT Senseable City Lab, Cambridge, in collaboration with The Coca-Cola Company and BACARDÍ rum, have designed a robotic bar, capable of preparing approximately one googol (equal to 10 power 100) crowd-sourced drink combinations. The project, called "Makr Shakr", was developed with the endorsement of "World Expo Milano 2015 – Energy for Life. Feeding the Planet", and will be tested during Milan Design Week (April 9-14th, 2013) before being unveiled in its final form at Google I/O in San Francisco (on May 15th, 2013).

"Digital technologies are changing the interaction between people and products," says Carlo Ratti, director of the MIT Senseable City Lab and the design practice carlorattiasociati, Turin. "This is what we would like to do with Makr Shakr, as part of exploring the Third Industrial Revolution paradigm. People are given the power to invent their own drink recipes and digitally controlled machines make these recipes into reality. We can then enjoy the results of their production - sharing our experience and opinions with friends." Ratti adds, "Makr Shakr aims to share this new potential - design-make-enjoy - with everyone in just a few minutes: the time taken to prepare a new cocktail."

Users will download an app on their handheld devices and mix ingredients as virtual barmen. They can gain inspiration by viewing other users' recipes and comments before sending in their drink of choice. The cocktail is then crafted by three robotic arms, whose movements reproduce every action of a barman - from the shaking of a Martini to the muddling of a Mojito, and even the thin slicing of a lemon garnish. Roberto Bolle, étoile dancer at La Scala in Milan and Principal Dancer with the American Ballet Theatre, and choreographer Marco Pelle, inspired the gestures of the robots. Roberto Bolle's movements were filmed and used as input for the programming of Makr Shakr.

The system also leverages the revolutionary, touchscreen-operated beverage dispenser, Coca-Cola Freestyle, which offers more than 100 brands at the push of a button. "Coca-Cola Freestyle represents innovation at its best, combining revolutionary technology and inspired design to deliver unprecedented choice to consumers," said Jennifer Mann, VP and General Manager, Coca-Cola Freestyle, The Coca-Cola Company. "This collaboration is another way we continue to find new ways to bring co-creation and social sharing to the next level."

In Makr Shakr, the social connections woven through co-creation and the relationships between ingredients and people are shown on a large display positioned behind the bar. Consumers can also share these connections, along with recipes and photos on various social network platforms.

"Pioneering spirit has been at the heart of BACARDÍ since its earliest days, starting with a revolution in rum-making to inspiring today's most drunk cocktails, first of which is the Mojito. This project embraces the same ambition," said Giorgio Bertolo, BACARDI Marketing Manager, Italy & France "and we are proud to partner with Coca-Cola, once again, in this cocktail making innovation, as we did in 1900 with the invention of the Cuba Libre. Furthermore, this project is an experiment from the digital world asking people to step out and connect in a real human experience around a drink, exactly as we aim to facilitate with our cocktails."

"Leveraging the great energy of this global design event, we are excited to explore new dynamics of social creation and consumption." says Yaniv Jacob Turgeman,

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project leader from MIT Senseable City Lab. "We've all been the home bartender at one point, and it's a lot of fun mixing for oneself or one's friends. Here the number of combinations is almost infinite, especially if we take into account the machine's precision of measurement. With a domain of limitless possibility, the magic moment will be watching the formation of a bottom-up bar culture as we close the loop between co-curation and co-production in real time."

Makr Shkr can mix both non-alcoholic and alcoholic drinks. The digital design system monitors alcohol consumption and blood alcohol levels by inputting basic physical data, something beyond what a traditional barman can do. Makr Shkr promotes responsible alcohol consumption by allowing people to self-monitor their drinking. A contribution is asked for drinks being produced by the Makr Shkr, with any gain generated from the project - after production costs - being donated to the Politecnico di Torino for a student fellowship on the Third Industrial Revolution.

A press preview will be held on Tuesday, April 9th at 6pm - Terrazza Martini, 7 Piazza Armando Diaz, Milan. The public opening will follow at 8pm - Galleria del Corso, Milan. Makr Shkr will be in action everyday until April 14th, from 1pm until 11pm.

Project concept and design by MIT Senseable City Lab. Implementation by carlorattiassociati | walter nicolino & carlo ratti. Main partners: Coca-Cola and BACARDÍ rum. Technical partners: Kuka, Pentagram, SuperUber. Media partners: Domus, Wired. Event in collaboration with Meet the Media Guru, and endorsed by: Comune di Milano, World Expo Milano 2015 – Energy for Life. Feeding the Planet.

The team at the MIT Senseable City Lab was comprised of Yaniv Turgeman (team leader), Michelle Wang, Michael Xia, Cagri Hakar Zaman. The team at carlorattiassociati was comprised of Alessandro Incisa, Marco Maria Pedrazzo. Luis Mesejo, Giovanni de Niederhausern, Antonio Atripaldi, Jenni Young.

Images and videos available at: www.makrshkr.com

About KUKA Robotics

KUKA Roboter GmbH, Augsburg, is a member of the KUKA Aktiengesellschaft and ranks among the world's leading suppliers of industrial robots. Core competencies are development, production and sale of industrial robots, controllers and software. The company is the market leader in Germany and Europe and the number three in the world. KUKA Robot Group employs about 3180 people worldwide. In 2012, sales totaled 742,6 million Euro. 25 subsidiaries provide a presence in the major markets of Europe, America and Asia.

About MIT Senseable City Lab

The MIT SENSEable City Lab aims to investigate and anticipate these changes and their implications at the urban scale. In just a few years, the Lab has become a leader in creatively investigating and intervening in the interface between people, technologies and the city. Their work draws on diverse fields such as urban planning, architecture, design, engineering, computer science and social science to capture the multi-disciplinary nature of urban problems. They seek to deliver research and applications that empower citizens to make choices that result in a more livable urban condition. The method of approach begins with a vision for an urban future, or "urban demo". This vision is tailored to a particular city's needs, and can be motivated by the challenges a place may be confronting, or by opportunities for providing new experiences or services due to advances in digital technologies. The urban demos are designed to be showcased at large public events and exhibitions in order to stimulate debate between citizens, public administrators, and industry representatives. Following the urban demo there is further engagement in more traditional academic research – analyzing the data that has been collected and addressing all the engineering challenges needed to advance the vision for sustainable urban future. Since 2004, the Lab's activities have grown rapidly, reaching 72 completed projects by 2012, with a turnover of 154 researchers. 383 scientific publications have been produced, while the work has been covered over 1,000 times by global media and press outlets, with feature stories appearing in The New York Times, Financial Times, Newsweek, The Economist, National Geographic, Boston Globe, NPR, CBC, BBC, CNN, New Scientist, Seed, Wired, Metropolis, and many more. The work of the Lab has been exhibited globally, including at the Graz Kunsthhaus (2005), the Venice

Biennale (2006 and 2010), MoMA The Museum of Modern Art (2008 and 2011), Guggenheim Lab Berlin (2012), and the Design Museum Barcelona (2009). One project has also resulted in a spinoff start-up. Today, 40 researchers are working on research activities sponsored by the Lab's industrial partners, cities and foundations. For more information, visit senseable.mit.edu

About carlorattiasociati srl | walter nicolino & carloratti

carlorattiasociati is a rapidly growing architectural practice based in Turin, Italy, with branches in Boston and London, Drawing on Carlo Ratti's research at the Massachusetts Institute of Technology, this office is currently involved in many projects across the globe.

Embracing every scale of intervention, ranging from city masterplans to furniture design, the work of the practice focuses on revolutionizing the use of digital technologies in our built environment and daily lives, always looking towards creating an evermore sustainable and enjoyable future. Among the most recent projects are the design of the headquarters of the leading Trussardi fashion house in the center of Milan, Italy, 1000 Tsunami-safer houses in Sri Lanka, the Cloud for the London 2012 Olympics and the Digital Water Pavilion at the 2008 World Expo in Zaragoza, Spain. Current projects include the Future Food District for Expo Milano 2015 and experimental furniture designs for Cassina Spa. The office is also currently involved in the design of new cities in the Gulf region, Russia and Central America.

In 2011, the practice was selected as one of the best practices of young architects "talenti italiani under 40" by the Renzo Piano Foundation. In December 2012, they were again selected by Renzo Piano with the winning project to design the extension of a school in Cavezzo, one of the community's affected by the May 2012 earthquake in northern Italy. The practice has received many other awards - including TIME Magazine 'Best Inventions of 2007' for the Digital Water Pavilion - and its work has been featured in leading publications worldwide, including the New York Times, the Boston Globe, Der Spiegel, Discovery Channel, BBC, Domus and Abitare. For more information, visit www.carloratti.com

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 16 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Coca-Cola Freestyle is the revolutionary, touchscreen-operated beverage dispenser that offers people unprecedented choice, more than 100 brands -- including waters, sports drinks, lemonades and sparkling beverages -- from a single unit. Sleek and stylish, the touch-screen operated Coca-Cola Freestyle fountain represents a complete departure from anything people have experienced before. Coca-Cola Freestyle was launched in 2009 and can be found in thousands of outlets in 48 U.S. states and Puerto Rico, as well as Japan, Canada and the UK. To find a location near you, visit the Coca-Cola Freestyle Facebook page www.facebook.com/cocacolafreestyle or the Coca-Cola Freestyle website www.cocacolafreestyle.com

About BACARDÍ Rums

In 1862 BACARDÍ revolutionized the spirits industry when founder Don Facundo Bacardí Massó began producing his remarkable light-bodied, smooth rum -- BACARDÍ, the world's favorite rum brand. The unique taste of BACARDÍ rum inspired cocktail pioneers to invent some of the world's most famous drinks including the BACARDÍ Mojito, the BACARDÍ Daiquirí, the BACARDÍ Cuba Libre, the BACARDÍ Piña Colada and the BACARDÍ Presidente. BACARDÍ rum has won more than 400 awards for quality and product profile. Today, BACARDÍ rum is produced in Puerto Rico, following the production legacy set forth by Don Facundo -- crafted in a five step distillation process, aged in American white oak barrels, and filtered five times for unparalleled quality and smoothness.

About Bacardi U.S.A., Inc.

Bacardi U.S.A., Inc. is the United States import and distribution arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including

BACARDÍ® rum, the world's favorite and best-selling premium rum, as well as the world's most awarded rum; GREY GOOSE® vodka, the world-leader in super-premium vodka; DEWAR'S® Blended Scotch Whisky, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; CAZADORES® 100 percent blue agave tequila, the number-one premium tequila in Mexico and a top-selling premium tequila in the United States; MARTINI® vermouth, the world-leader in vermouth; and other leading and emerging brands. For additional information, visit www.bacardiusa.com

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http://www.kuka-robotics.com/italy/it/pressevents/news/NN_130408_MAKR_SHAKR.htm

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