



Inspired by Film
In partnership with Digital Cinema Media



Makr Shkr

In Book / Digital Design / Digital Installations / 2014



Agency Pentagram Design NY

Client MIT Senseable City Lab and Carlo Ratti Associati,



Introduced at the Google I/O conference, Makr Shkr is an installation and app that mix their own drinks via robot barmen. Users download the app and mix their selected crowd-sourced combinations, then watch as the cocktails are crafted by three KUI delivered via a conveyor belt. The installation explores the dynamics of social co-manufacturing. Users are brought together as their profiles, drink mixtures and favorites are shared across the crowd.

Login

Username:

Password:

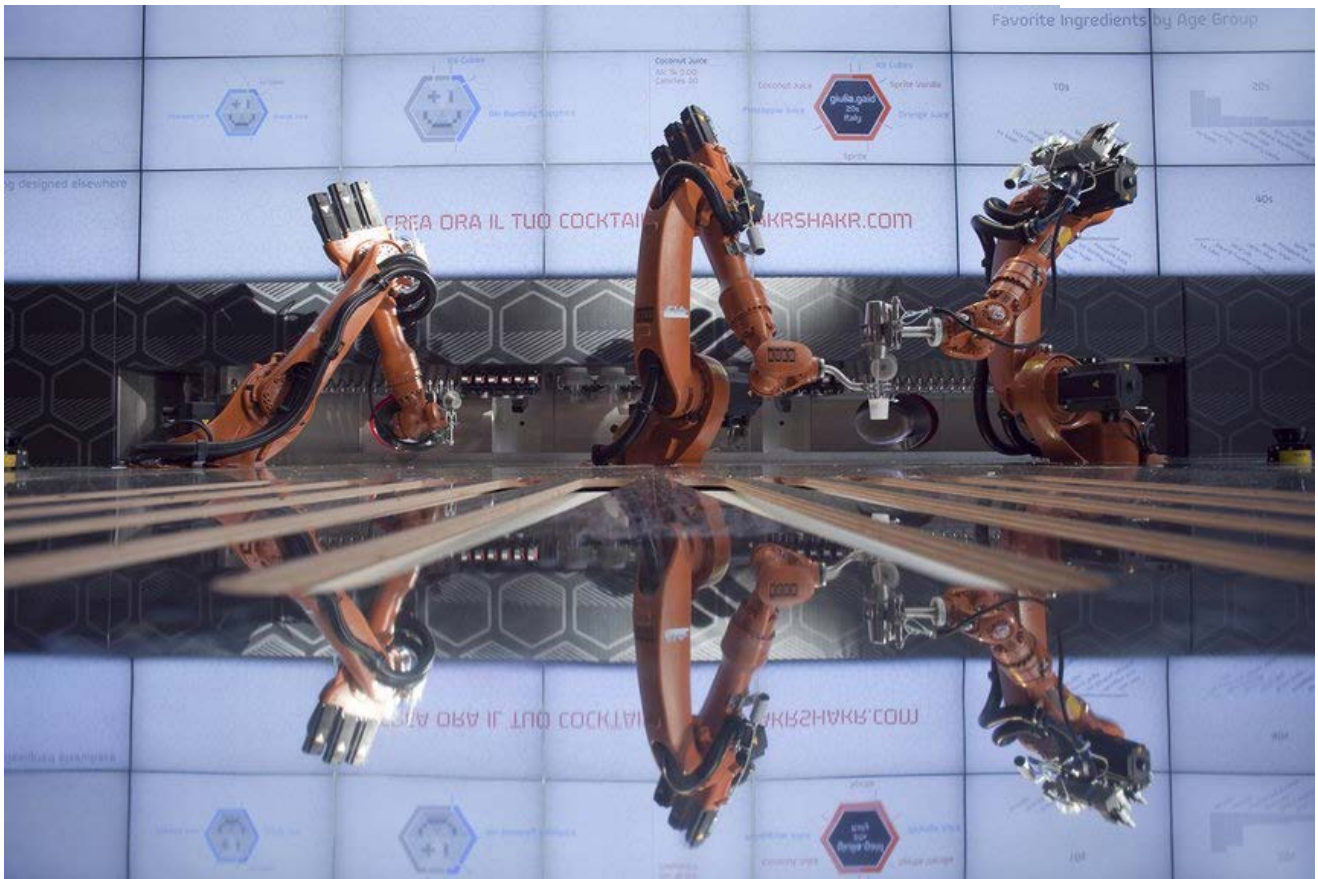
Login

Forgotten password?

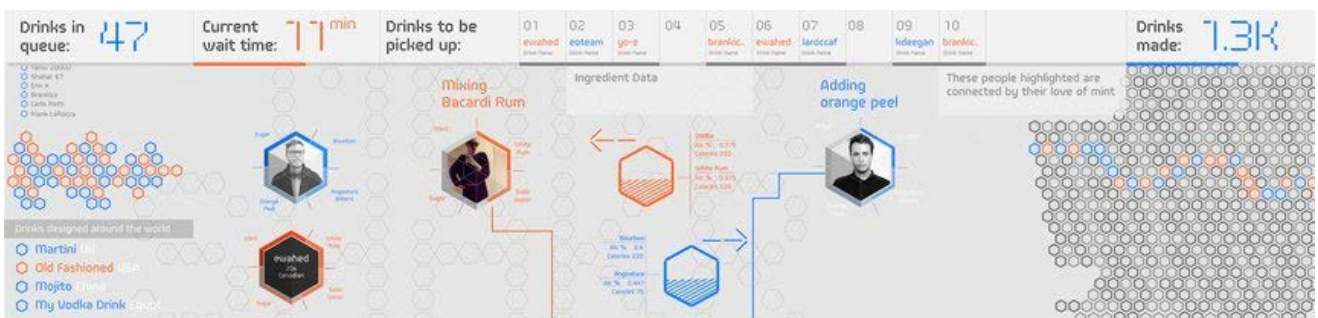
Join

You can join as a full member here.

Join now



MAKR
SHAKR




Drinks in queue: 47

- Yaniv 20000
- Shahar 67
- Erin X
- Brankica
- Carlo Ratti
- Frank LaRocca

Current wait time: 11 min




Drinks to be picked up: 01

ewahed
Drink Name



Drinks designed around the world

- Martini UK
- Old Fashioned USA
- Mojito China
- My Vodka Drink Egypt



HOW TO DESIGN A DRINK // // // // //

1. ADD INGREDIENTS
2. ADD MIX METHODS
3. NAME YOUR DRINK
4. PAY

XX
 WELCOME DAVE
 THANKS FOR SIGNING UP
 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

+++++ OKAY DOKEY +++++



ADD INGREDIENTS 1/4

Spirits

Mixers

Coke
Products

Ice

Garnishes



White Rum



Gin



Vodka



Scotch

Tap an ingredient
above to add
to the mix

NEXT



ADD INGREDIENTS 1/4

- Spirits
- Mixers
- Coke Products
- Ice
- Garnishes



Orange Jui..



Lime Juice



Pineapple J.



Cranberry J

WHITE RUM	-	1 SHOT	+
LIME JUICE	-	2 DASHES	+

BACK

NEXT

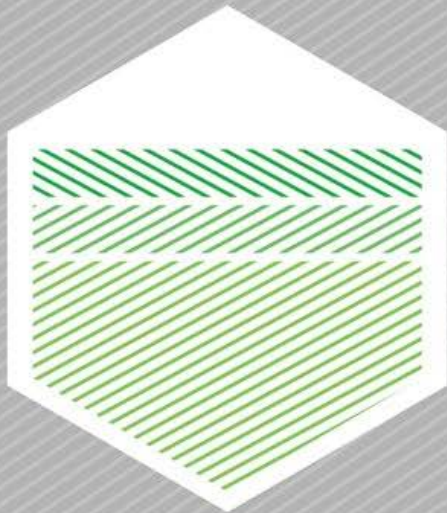


NAME YOUR DRINK 3/4

€8

ENTER YOUR DRINKS NAME
IN THE FIELD BELOW.

NAME YOUR DRINK



- | | |
|------------|---------|
| Soda Water | ABV 25% |
| White Rum | CAL 225 |
| Sugar | |
| Mint | |
| Lime Juice | |

BACK

PAY FOR DRINK

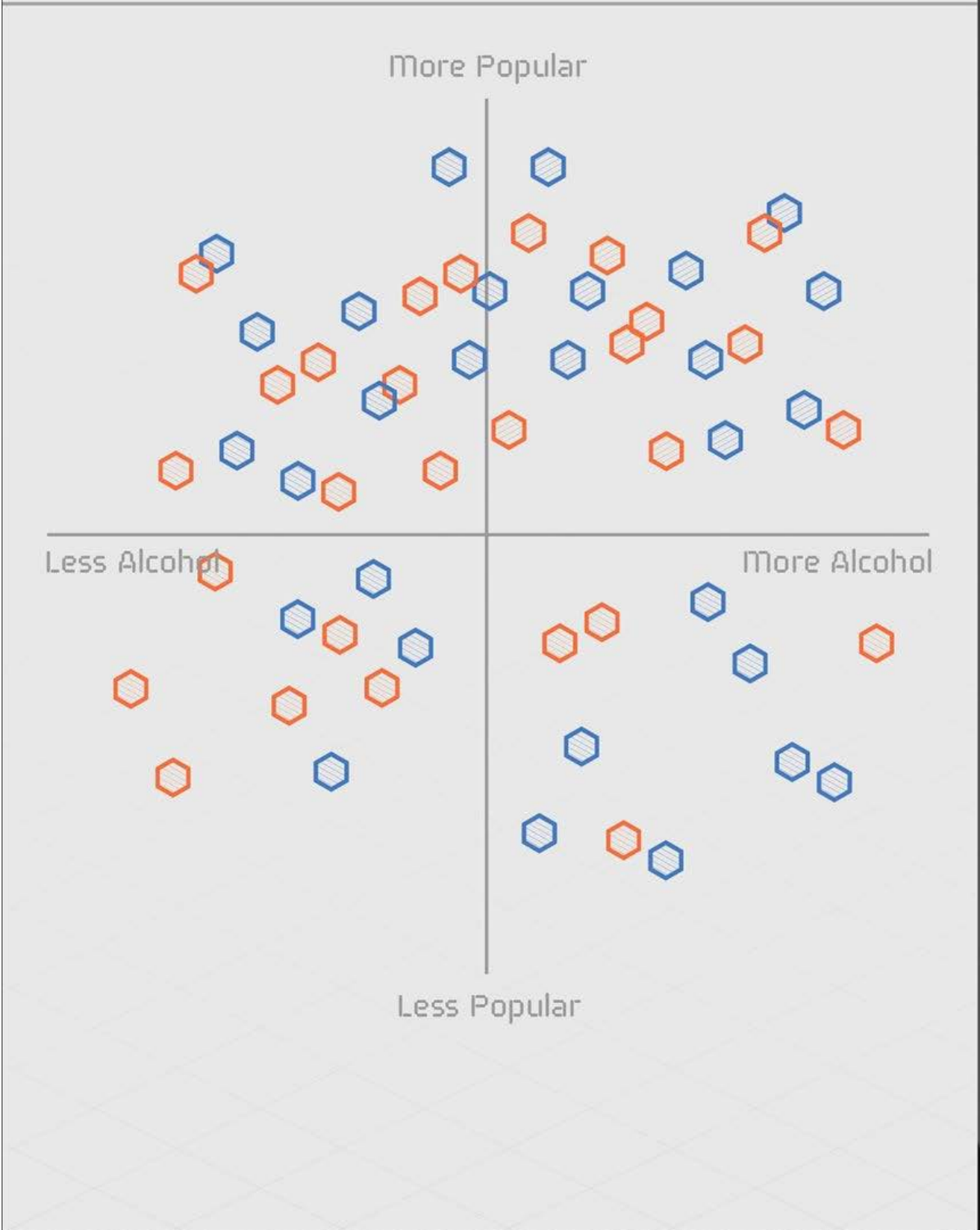




POPULARITY

WEATHER

TIME OF DAY



FILTER



Credits

Designer

Eddie Opara

Interactive Designer

Ken Deegan

Frank LaRocca

Creative Director

Eddie Opara

Design Technologist

Nien Lam

Sebastian Buys

Software Developer

Fabrizio Bergamin

Giogrio Vanoni

Paolo De Lucia

Roberto Disarò

Cagri Hakan Zaman

Mike Xia

Michelle Wang

Developer

Shahar Zaks

Lucas Werthein

Mechanical Engineer

Filippo Maurizi Francesco

Production Designer

Yaniv Jacob Turgeman

Design Agency

Pentagram Design NY

Sponsor

Coca-Cola Company

Bacardi Rum

Project Manager

Erin Wahed

Fabio Bergamin

Alessandro Incisa

Project Director

Carlo Ratti

Production Director

Angelo Galimberti

D&AD
Britannia House
68 – 80 Hanbury Street
London
E1 5JL

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