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PRESS RELEASE

**MakerArt**

**Maker Faire Rome – The European Edition 2020**

December 2020, 10th>13th

**MakerArt** is the section of **Maker Faire Rome – The European Edition 2020 – 8th edition** dedicated to the relationship between contemporary art and new technologies. **Maker Faire Rome** is the most important European event dedicated to creativity and technological innovation. It is promoted and organized by **Innova Camera, special company Roma** the **Chamber of Commerce of Rome** and **will go virtual** **from 10 to 13 December 2020**.

This second edition of MakerArt provides user with more opportunities for dialogue between the *makers* and the international artists selected by **Valentino Catricalà (curator of the section).** Supported by Maker Faire, which proposes a new digital platform for a new digital experience, he experiments here a new system of audience engagement: this is the core of MakerArt.

Maker Faire Rome 2020 will be entirely digital! This choice meets the needs dictated by the pandemic. At the same time it is intended as a chance to develop a new way to share knowledge and a different e-learning opportunity, related to an innovative culture of free time. These elements are written in the MakerArt’s DNA. This is why MakerArt 2020 enriches its cultural proposals by inviting 40 artists, who created an *ad hoc* artwork.

Among the artists coming from all over the world figure: **Antoni Abad, Elena Bellantoni**, **Juan Cortes, Rä di Martino**, **Ken Goldberg, Claudia Hart, Steve Lambert, Miltos Manetas, MASBEDO, Donato Piccolo, Signe Pierce, Quayola, Jakob Kudsk Steensen, Celine Tricart, Anouk Wipprecht.**

**Rai Cinema, AR Market, United States Embassy, ArToday, Fondazione Luca** **and Katia Tomassini** **Re:Humanism, Nero Magazine** are national partners of the project, while the international partners are **S+T+ARTS EU, Pioneer Works Center For Art and Innovation**, the **Hyphen Hub Community**.Moreover **Lev Manovich, Christiane Paul** and **Asher Remy Toledo** are among the guests invited for talk sessions.

Valentino Catricalà says: “***MakerArt*** *is not a migration of existing artistic contents to a digital platform, but rather a new project. The artworks, indeed, are thought, created, proposed, observed and experienced through both a physical and virtual logic. Yes, because MakerArt is the only section of the fair that will maintain a physical nature, thanks to the numerous partnerships, where artists, intellectuals, scientists and creative talents work together to create new perspectives for the future. Being here today is a way to prove that art and technology can help us reflect on this difficult and complicated period we are going through”.*

**MAKER ART NEWS**

**> Augmented Reality with AR MARKET**

This unique project has been created by AR Market in collaboration with three important artists: **Antoni Abad, Elena Bellantoni** and **Rä di Martino**.They created 3 artworks in augmented reality. These artworks can be experienced by downloading the application developed specifically for MakerArt even from their home. Spectators, with their smartphones, can enter a new dimension, where reality is mixed up with virtual images.

**> Between Art and Cinema with Rai Cinema**

Thanks to a special connection between the Make Faire digital platform and the Rai Cinema app, the audience will have the opportunity to experience artworks in 3D (or in 360° for those who have VR headset). The artworks in this section have been createdby **Alessandro Bernard, Francesco Bertelè, Jörg Courtial, Antonello Faretta, Igor Imhoff, Keisuke Itoh, Jacek Nagłowski** e **Patryk Jordanowicz, Chiara Passa, Michel Reilhac, Jakob Kudsk Steensen, Lino Strangis, Celine Tricart, Vanessa Vozzo.**

**> Online Artworks**

This section will immerse the audience in a wide range of visual and sensorial experiences. From online performances (by **Apotropia, MASBEDO, Donato Piccolo**, **Roberto Pugliese**) and artworks specifically meant for the digital platform (**Gaia De Megni**, **Claudia Hart**, **Steve Lambert**, **Miltos Manetas**, **Vincenzo Marsiglia** together with Fondazione Luca and Katia Tomassini, **Signe Pierce**, **Quayola**, **Matilde Sambo, Giulio** **Scalisi**, **Anouk Wipprecht**)**,** to the collaborations with **ArToday, Hyphen Hub Community, Pioneer Works Center For Art and Innovation**.

**> Talks and Conferences with the US Embassy**

This section addresses several topics. MakerArt welcomes different guests and aims to preserve a sense of intimacy with the audience.

Speaker: **Ken Goldberg**, **Lev Manovich**, **Christiane Paul, Pioneer Works Center For Art and Innovation, Asher Remy-Toledo, Steve Lambert, Anouk Wipprecht**.

**> Talks and Conferences with Fondazione Luca e Katia Tomassini.**

**Davide Sarchioni**, curator of the FLKT art project, moderates the meetings with art professionals about the work of **Vincenzo Marsiglia**, deepening the projects created with them.

**> Talks and Conferences with Nero Magazine**

Artists MakerArt: **Antoni Abad, Apotropia**, **ArToday** (**Gaia De Megni**, **Matilde Sambo, Giulio** **Scalisi**,), **Elena Bellantoni, Alessandro Bernard, Francesco Bertelè, Juan Cortes, Rä di Martino, Antonello Faretta, Ken Goldberg, Claudia Hart, Igor Imhoff, Keisuke Itoh, Patryk Jordanowicz, Jakob Kudsk Steensen, Steve Lambert, Miltos Manetas, Vincenzo Marsiglia, Masbedo, Federico Montagna, Jacek Nagłowski, Chiara Passa, Donato Piccolo, Signe Pierce**, **Pioneer Works Center For Art and Innovation (Ryan Kuo, Thomas John Martinez), Roberto Pugliese, Quayola, Michel Reilhac, Lino Strangis, Celine Tricart, Vanessa Vozzo, Wide Managment (Jörg Courtial, Jacek Nagłowski - Patryk Jordanowicz, Keisuke Itoh, Michel Reilhac**)**, Anouk Wipprecht** (with Hyphen Hub Community)**.**

**MEDIA PARTNER MakerArt NERO MAGAZINE**

**VALENTINO CATRICALA’ curator of MakerArt** /Maker Faire - The European Edition. Valentino is also art conlutant at Sony Lab in Pairs. He collaborates with the CyLand Media Lab of Saint Petersbourg, the Manchester Metropolitan University and he is a member of the Hyphen Hub Community of New York. He is the curator of the Art Section of the Maker Faire – The European Edition. Previously he founded and directed the Media Art Festival of Rome (Museo MAXXI-Fondazione Mondo Digitale) and coordinated the Art Programmes of the Fondazione “Mondo Digitale”. Moreover Valentino Catricalà is the curator of the Kunstraum Goethe (Art Space) for the Goethe Institut of Rome. He is the author of *Media Art. Prospettive delle arti verso il XXI secolo. Storie, teorie, preservazione* (Mimesis, 2016) and *The Artist Inventor* (Rowman & Littlefield, Londra 2021). Among the exhibitions in important museums and International institutions figure: Minnesota Street Project (San Francisco), Ermitage (San Pietroburgo), Palazzo delle Esposizioni (Roma), MAXXI (Roma), Museo Riso (Palermo), Media Center (New York), Stelline (Milano), Istituto Italiano di Cultura Nuova Dheli (India), Manchester Metropolitan University (UK), Centrale Idrodinamica (Trieste).

**TO VISIT MakerArt**

**#MFR2020 @MakerFaireRome**

**https://makerfairerome.eu/it/**

**DETAILS**

MakerArt – in Maker Faire Rome – The European Edition 2020

Artistic Director/Curator: Valentino Catricalà

Opening Ceremony: Decembre, 10th

When: December, from the 10th to the 13th

Free access to the digital platform <https://makerfairerome.eu/it/>

**CONTACTS**

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**SOCIAL #MRF2020**

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IN: <https://www.linkedin.com/company/maker-faire-rome/mycompany/?viewAsMember=true>

IG: <https://www.instagram.com/makerfairerome>

**PRESS OFFICE MakerArt**

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