

PRESS RELEASE: MAN VS MACHINE AT THE BARBICAN

On Wednesday 7 August, 6pm, London's first ever robotic bartender will challenge its human counterparts to make the perfect Negroni at the Barbican, as part of its *AI: More than Human* exhibition.

Makr Shkr, the world's leading producer of automated cocktail makers will go head to head with real life bartenders in a man vs machine match.

Cocktails will be judged on taste, speed and appearance in two rounds: making the perfect Negroni to mark 100 years of the Italian classic cocktail and creating their own bespoke cocktail, the More than Human to tie into the Barbican exhibition.

Bartenders taking on the robot include **Luca Rapetti** from L'oscar, **Felix Cohen** from Every Cloud Bar, **Giancarlo Quiroz Jesus** from Happiness Forgets, **Cosmin Tigroso** from Do Not Disturb, **Mikey Pendergast** from East London Liquor Company and **Samet Ali** from Oriole.

Hosted by Time Out's Drinks Editor **Laura Richards**, the judges will be **Richard Godwin**, journalist and author of the *The Spirits*, **Dawn Davies**, Head Buyer at Specialty Drinks, **Sly Augustin**, Managing Director Trailer Happiness, and **Antonia Voss**, Events Director at Quintessentially.

The Makr Shkr is currently installed on the Barbican's Level G, serving a variety of classic cocktails and mocktails, including the 'More than Human' created especially for the Barbican's major summer exhibition.

Modelled on the gestures of Italian dancer and choreographer Marco Pelle from New York Theatre Ballet, 'Toni' by Makr Shkr is the most advanced drink-mixing robot on the market.

Launched in April 2019, 'Toni', features two mechanical arms which can precisely prepare and serve any drink in seconds – shaking, stirring and muddling with coordinated, dance-like movements. It can skillfully manage more than 150 bottles of different spirits hanging from the ceiling of the bar structure to create an infinite number of combinations.

Using Makr Shkr's mobile app, users can either select premade recipes developed by international bartenders, or create and name brand-new, customised cocktails of their own.

Cocktails can be pre-ordered online, at a special discounted rate of £7 <http://www.barbican.org.uk/makrshkr>

AI: More than Human is an unprecedented survey of the creative and scientific developments in artificial intelligence, exploring the evolution of the relationship between humans and technology. Taking place all over the centre, it presents immersive art installations, interactive exhibits and digital projects to examine the subject from multiple, global perspectives. On Wednesday 7 August, the exhibition will stay open until 8pm.

ENDS

Notes to Editors

For further information, images or to arrange interviews, please contact:

Anna Dabrowski, Senior Communications Manager

020 7638 4141 ext: 8178/ 07742 400902/ anna.dabrowski@barbican.org.uk

Daphné Leprince-Ringuet, Communications Assistant

Daphne.Leprince-Ringuet@barbican.org.uk 020 7638 4141 ext: 5171

Life Rewired at the Barbican 2019

Life Rewired is the Barbican's year-long arts and learning season exploring what it means to be human when technology is changing everything. Running throughout 2019, the season investigates the impact of the pace and extent of technological change on our culture and society, looking at how we can grasp and respond to the seismic shifts these advances will bring about.

Life Rewired demonstrates how artists are finding imaginative ways to communicate the human impact of unprecedented technological shifts and scientific advances, as well as finding creative new uses for Artificial Intelligence, big data, algorithms and virtual reality.

barbican.org.uk/liferewired

Barbican newsroom

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About the Barbican

A world-class arts and learning organisation, the [Barbican](#) pushes the boundaries of all major art forms including dance, film, music, theatre and visual arts. Its creative learning programme further underpins everything it does. Over 1.1 million people attend events annually, hundreds of artists and performers are featured, and more than 300 [staff](#) work onsite. The architecturally renowned centre opened in 1982 and comprises the Barbican Hall, the Barbican Theatre, The Pit, Cinemas One, Two and Three, Barbican Art Gallery, a second gallery The Curve, foyers and public spaces, a library, Lakeside Terrace, [a glasshouse conservatory](#), conference facilities and three restaurants. The City of London Corporation is the founder and principal funder of the Barbican Centre.

The Barbican is home to Resident Orchestra, [London Symphony Orchestra](#); Associate Orchestra, [BBC Symphony Orchestra](#); Associate Ensembles the [Academy of Ancient Music](#) and [Britten Sinfonia](#), Associate Producer [Serious](#), and Artistic Partner [Create](#). Our Artistic Associates include [Boy Blue](#), [Cheek by Jowl](#), Deborah Warner, [Drum Works](#) and [Michael Clark Company](#). The [Los Angeles Philharmonic](#) are the Barbican's International Orchestral Partner, the [Australian Chamber Orchestra](#) are International Associate Ensemble at Milton Court and [Jazz at Lincoln Center Orchestra](#) are International Associate Ensemble.

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ABOUT MAKR SHAKR

Launched in 2014, the Makr Shagr Company aims to empower people with new robotic interactions, especially in the food and beverage sector. The company is dedicated to three core values: creativity, simplicity, enjoyment. The Makr Shagr bar system combines future robotics with Italian design roots. The recipient of many awards – including D&AD and Core77 – it was developed in the city of Turin, Italy, the birthplace of Vermouth. After a first preview during the Milan Design Week inside the historical Galleria del Corso at the core of Milan's city

center, the project was officially launched at the Moscone Center in San Francisco for the Google I/O After Hours Party, on May 15th 2013. After the installation of Google I/O, the project quickly went viral. People were captivated by the ability to control complex robots from their smartphones. The success of the first version led to the launch of Makr Shkr and to the development of ten fixed units of the Robotic Bar, six onboard Royal Caribbean smartest cruise ships, one in Las Vegas Boulevard, one in Biloxi's Hard Rock Café, one in France, and one in Milan's Piazza del Duomo. The goal was to encourage people to think about the changes introduced by today's increasing "robotization" trend and the social implications of the Fourth Industrial Revolution. Makr Shkr makes the costumers themselves become the mixologists, allowing them to create their own cocktails while the robots perform each step of the drink-making process according to their instructions. Since October 2014, Makr Shkr's robotic arms have delivered more than 1 million perfectly crafted drinks, with peaks of 800 cocktails produced per night.

www.makrshkr.com

