

PRESS RELEASE: MAKR SHAKR AT AI: MORE THAN HUMAN

London's first ever robotic bartender will take up residence as part of the Barbican's *AI: More than Human* exhibition, running from 16 May-26 August 2019.

Makr Shagr, the world's leading producer of automated cocktail makers will be 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 Shagr 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, serving up to 80 cocktails an hour.

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

Neil McConnon, Head of Barbican International Enterprises said:

'Makr Shagr is a fantastic companion to AI: More than Human. AI has very quickly shifted from a technology that existed in the far future to something that has become an integral part of our daily lives.'

'We hope that the exhibition will inspire and encourage debate and discussion around these new innovations in science and give a fresh perspective on the world in which we live. And now the conversations can continue beyond the exhibition...over drinks, served by a robot.'

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

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.

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Notes to Editors

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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](http://barbican.org.uk) 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 Shkr 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 Shkr 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 six fixed units of the Robotic Bar, five onboard Royal Caribbean smartest cruise ships, one in Las Vegas Boulevard, and one in Biloxi's Hard Rock Café. 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 Shagr 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 Shagr's robotic arms have delivered more than 1 million perfectly crafted drinks, with peaks of 800 cocktails produced per night.

www.makrshagr.com

