



Tech and the City

The Making of New York's Startup Community

[Home](#) / [Education](#) / Italian Makers make a splash in New York at the Maker Faire

Italian Makers make a splash in New York at the Maker Faire

Maria Teresa Cometto — September 22, 2014 — [Leave a comment](#)

Last weekend the [Maker Faire](#) was a lot of fun! Lots of robots, drones and crazy shows. Such as the Coke & Mentos: see here [the video](#).

The best surprise for me was finding a group of Italian makers with their own space: “[Makers Italia](#)”. The mission from Italy was organized by the [Italian Trade Commission](#), which is the governmental agency aimed to help Italian exports. It was the very first time that Italian makers got an official recognition: that’s a positive sign that the Renzi government pay attention to innovators and startups as the engine of growth.



(on the left) Matteo Picariello, the Italian trade commissioner in Chicago

By the way, last weekend the Italian Prime Minister took other two important steps: first, he went to the Silicon Valley to learn how that technology ecosystem works; second, he appointed [Riccardo Luna](#) as the Italian “[Digital Champion](#)”, which is something like the U.S. Chief Technology Officer. Riccardo is not only a good friend, but he is really a champion in promoting the startup and maker community in Italy (see his blogs [Che Futuro](#) and [StartupItalia!](#)). So, that’s good news: go Riccardo!



The new Italian Digital Champion Riccardo Luna (on the right) with Massimo Banzi, ceo and co-founder of Arduino

“We selected ten companies with the help of the Roma Makers network, it’s an experiment, we’ll see how it works”, explained to me Matteo Picariello, the Italian trade commissioner in Chicago, the office that takes care of the [machinery industry](#). Do you know that this industry is the leader in Italian exports to the US, much ahead of fashion, wine and food? Italians are great makers and innovators indeed. As you can understand if you browse the website of the companies that came to the Faire in Queens: [here](#).



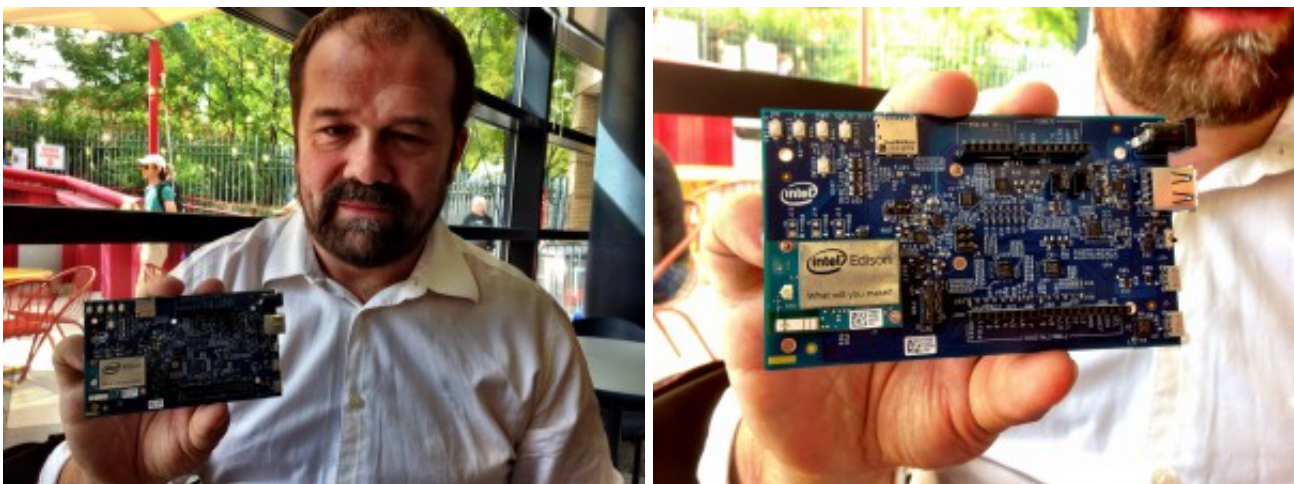
Marco Rizzuto, ceo of FabTotum

[Fabtotum](#) for example makes very innovative 3D printers: “multi-purpose personal fabrication devices” that use both subtractive and additive manufacturing. [CRP Technology](#) does 3D printing for companies ranging from the aerospace industry to the automotive and motorsport sectors. And [Smart-I](#) makes intelligent systems for smart cities.



Stewart Davis, director of operations of CRP USA

As usual, the “King” of the Faire was [Massimo Banzi](#), the co-founder of [Arduino](#) (you know that Arduino was an Italian king, don’t you?). Massimo gave a terrific speech, explaining his new initiatives. The most amazing: the opening of an “Arduino Apartment” in Turin, where the “Internet Of Things” (IOT) will be designed “not by a bunch of white nerd engineers, but by we the people” – explains Massimo -, with the help of Arduino, which is “an open-source electronics platform based on easy-to-use hardware and software; intended for anyone making interactive projects.” The Arduino apt will be totally interactive: the smart appliances and pieces of furniture will be created by people living there. In fact the apt will be rented on Airbnb, and the nearby FabLab will make with 3D printer what the people ask for. The American writer Bruce Sterling, who lives in Turin, will blog once a week about the whole experiment. Isn’t it fascinating? I’m planning already to spend one week there...



Massimo Banzi shows the new Arduino with wi-fi, developed in collaboration with Intel

Gran finale: one of the most exciting new things made with 3D printing was a whole car! The Strati, designed by the Italian designer **Michele Anoe**, and built by the U.S. company [Local Motors](#). Very cool!



The Strati

Related Posts



At last an Italian premier friend of globalization & digital revolution



Italian startup Authorea brings sexy back to science



On Generational Shifts and Urban Cores



The Italian OpenPicus bets on Internet of Things and on NYC



Tech and the City in San Francisco with Federico Faggin

Zemanta

Like

Share



Share

Tweet

In [Education](#)



Maria Teresa Cometto

Posts

Website

Making it in NYC from Germany...

At last an Italian premier...

0 Comments Tech and the City

Login

Sort by Best

Share Favorite



Start the discussion...

Be the first to comment.

ALSO ON TECH AND THE CITY

WHAT'S THIS?

Time to move to New York? The new tax-free zones in NY State

1 comment • 8 months ago

teetem — This is one giant scam,the New York tax payer should be screaming about this.

On Generational Shifts and Urban Cores

1 comment • 6 months ago

fredwilson — i've got both of those articles teed up for plane reading today. thanks for the context. lots of ...

Gallery

1 comment • a year ago

Olga Bornozi — I am bying it today and will come back with comments later this week - thanks for informing me , it ...

Soru lancia l'Open Campus di Tiscali per gli startupper di Cagliari

1 comment • a year ago

Franco Meloni, direttore Aladi — Convegno molto interessante. Grazie mille agli organizzatori. Torneremo ...

Subscribe

Add Disqus to your site

English

Italiano

Search...

Maria Teresa Cometto, Alessandro Piol

TECH AND THE CITY

foreword by Fred Wilson

THE MAKING OF
NEW YORK'S
STARTUP COMMUNITY

Mirandola Press



Recent Posts

At last an Italian premier friend of globalization & digital revolution

Italian Makers make a splash in New York at the Maker Faire

Making it in NYC from Germany and Italy

Making it in NYC

Tech is also fun & art: see NYC Makers. The Italians: @littleBits and Gaetano Pesce

Recent Comments

fredwilson **on** On Generational Shifts and Urban Cores

teetem **on** Time to move to New York? The new tax-free zones in NY State

“Cagliari e un posto speciale” – Intervista ad Alessandro Piol Venture Capital | Aladin Pensiero **on** About

Olga Bornozi **on** Gallery