

# FOR IMMEDIATE RELEASE

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# Maker Faire<sup>®</sup> Milwaukee – the "Greatest Show (& Tell) on Earth" – Promises to Delight Visitors of all Ages Sept. 14-15 at the Wisconsin Center

More than 200 exhibitors are expected to display projects and share their skills and interests with Faire-goers at the nation's largest free Maker Faire at the Wisconsin Center.

MILWAUKEE, WI – (Aug. 27, 2019) The Betty Brinn Children's Museum announces 2019 Maker Faire<sup>®</sup> Milwaukee special attractions that will be featured during the family-friendly, free event Sept.14-15 at the Wisconsin Center.

Maker Faire Milwaukee will connect and entertain thousands of attendees who will gather to see the work of more than 200 talented makers, from leading business to individual artists. The Faire will showcase innovative products and processes, offer skill-building workshops, provide tech-inspired entertainment, and serve as a community hub for STEM-related education and career path resources. Maker Faire Milwaukee 2019 attractions include:

## **Maker Exhibitor Highlights**

The Faire will feature more than 200 talented makers of all ages, across a broad range of fields, including: <u>Northwestern</u> <u>Mutual's Cream City Labs</u>, demonstrating 3D modeling (Tinkercad) and 3D printing; <u>UW-Milwaukee College of Engineering &</u> <u>Applied Science</u>, sharing <u>student</u> research projects; and <u>FIRST®</u> (For Inspiration and Recognition of Science and Technology) <u>Robotics</u>, showcasing robotics programs for K-12 students. Maker <u>Michael Overstreet</u> will introduce a collection of humanoid and non-humanoid robots; <u>Jenny Ross</u> will exhibit fiber art techniques, including hand embroidery and hand dyeing of textiles; and <u>Max Kasprzak</u>, a seventh-grader and founder of the Greenfield Raspberry Pi Coding Club for kids; will provide programming lessons.

## The Dark Room

The Dark Room will present design and innovation through electricity, projection, sensory immersion and more. Visitors can experiment with the <u>Virtual Water Table & Milwaukee Community Map</u>, exploring how water flows over land in an Augmented Reality sandbox. Attendees can become vortex artists in the <u>Immersive Fluid Flow Experience</u>, using motion to create unique, projected designs. A Faire favorite, the <u>Milwaukee Tesla Coil Builders</u> return to present live demonstrations. Activities in the dark room bridge technology with creativity, serving as a hangout hub where many of the displays transform minute by minute.

## **Power Racing Series**

The <u>Power Racing Series</u> event returns with <u>15 teams</u> from around the region. The small-scale vehicles are designed from electric kid-sized, ride-on toys, enhanced with more powerful motors and personalized features. Scheduled races will be held throughout the weekend.

## **Hacking Hunger MKE**

Maker Faire Milwaukee will welcome 88Nine Labs, Feeding America, the Milwaukee Institute of Art & Design – and the inaugural <u>Hacking Hunger MKE</u> challenge – to this year's event. Hacking Hunger MKE will challenge registered teams to design systems, processes, tools, or communications that address critical social topics like reducing food waste, addressing food access and improving nutritional literacy. The event begins on Saturday, Sept. 14, and teams will present their ideas on

Sunday, Sept. 15, at 3 p.m. Maker Faire Milwaukee will host a food drive to benefit Feeding America Eastern Wisconsin on Friday, Sept. 13 from 4 – 7 p.m. The event is free to join, but pre-registration is required.

#### **Rockwell Automation**

## Maker Faire Preview for Students on Education Day, Friday, Sept. 13

The Faire's Education Day offers <u>Field Trip Friday</u>, a special preview event for pre-registered students in grades 4-12. Field Trips include an orientation with a Betty Brinn Children's Museum maker-educator, a behind-the-scenes tour of the Faire, and hands-on workshops and demonstrations with Faire exhibitors that represent a variety of fields, including electronics, printmaking, digital fabrication, sustainability and welding. Students will access some of the Faire's signature workshop areas, like the Design & Build Derby. Field Trip Friday is expected to serve more than 1,000 students, with many receiving free or subsidized field trip admission, courtesy of the Harley-Davidson Foundation.

For a full list of spectacles, activities and makers, visit milwaukee.makerfaire.com.

## About the Betty Brinn Children's Museum

The <u>Betty Brinn Children's Museum</u> serves more than 250,000 people annually and produces Maker Faire<sup>®</sup> Milwaukee as part of its Maker Initiatives. The Initiatives were established in 2013 and expand the organization's core "learning by doing" mission to the larger community through year-round maker programs, outreach and other activities. The Maker Initiatives represent a critical investment in education, and in Milwaukee's long-term economic and workforce development.

The Museum's Maker Initiatives include:

- Brinn Labs, the Museum's makerspace in the Bay View neighborhood of Milwaukee;
- The Be A Maker space at the Betty Brinn Children's Museum, Be A Maker field trips and extensive outreach
  programming that bring maker education experiences to high-needs neighborhoods; and
- Community and school partnerships that integrate maker education into curriculum and increase community access
  to tools and technology that can develop maker skills and entrepreneurial projects.

#### **About Wisconsin Center**

The <u>Wisconsin Center</u>, located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin. The Wisconsin Center offers 188,695 square feet of contiguous exposition space and 37,500 square feet of ballroom space, accommodating up to 1,000 vendors and 10,000 guests. Well-appointed spaces are also available for groups as small as ten. The Wisconsin Center is ideal for trade and consumer shows, conventions, banquets, business meetings, and celebrations. The Wisconsin Center is experience obsessed and dedicated to providing unforgettable buzzworthy experiences for all clients and guests. The Wisconsin Center is owned and operated by the Wisconsin Center District. For more information and to book an event, visit <u>wisconsincenter.com</u>.

#### **About Maker Faire**

Founded in 2006, <u>Maker Faire</u> is a family-friendly showcase of invention, creativity and resourcefulness. People of all ages and backgrounds gather to show what they are making and share what they are learning. With more than 200 Maker Faires happening around the world, the events engage more than 1.4 million annual attendees across 44 countries. In 2014, there was even a Maker Faire on the grounds of The White House. Headquartered in San Francisco, California, MAKE: Community has been widely credited with jumpstarting the worldwide Maker Movement, which is seen as a community using technology as a creative tool to push the boundaries of innovation in engineering, robotics, healthcare, education, manufacturing, the arts and many other fields.

## **Social Media**

Like us on <u>Facebook</u> Follow us on Twitter: <u>@MkeMakerFaire</u> and Instagram: <u>@MkeMakerFaire</u>

**Calendar Editors** 

A celebration of innovation and DIY culture, Maker Faire Milwaukee 2019 is free to the public Saturday, Sept. 14 from 10 a.m.-6 p.m. and Sunday, Sept. 15 from 10 a.m.-5 p.m. at the Wisconsin Center, 400 W. Wisconsin Ave. in downtown Milwaukee. <u>milwaukee.makerfaire.com</u>

## Maker Faire Milwaukee 2019 Sponsors

Maker Faire Milwaukee 2019 sponsors include: Presenting Sponsor: Wisconsin Center District; Silversmith Sponsors: BizTimes Media, Briggs & Stratton, EAA and Rockwell Automation; Activity Sponsors: ARMY ROTC, Harley-Davidson Foundation, Northwestern Mutual and We Energies Foundation; Coppersmith Sponsor: A.O. Smith Foundation; and Locksmith Sponsors: Coex LLC, Marquette University and University of Wisconsin-Milwaukee.

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