

BIGFest in Trento

DT3.1.2 - report on the FabFest
MUSE FabLab - Trento, LP

Version 2
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General information

Engagement tool: FabFest, named BIGFest

Location: Trento

Date: May 18th and 19th 2019

1. Short overview

The BIGFest is a 2 days event for showcasing the bottom up innovation potential of communities, business, education with the core support of FabLabs. The BIGFest was structured in **3 main parts**, each dedicated to a target group. The **conference** part, on Saturday during the day, was planned to deliver to the professionals the FabLabNet project outputs and outcomes together with other innovation examples.

The **FabDays**, on Saturday afternoon and Sunday during the day, was intended to stimulate the curiosity of the general public, families, students on the innovation topics. This was realized with a showcase of European FabLabs which exhibited prototypes, technologies, machines, educational formats and with hands on activities such as a robot and a drone flight school playgrounds.

The third part, named **FabNight**, was intended to attract the local communities, the teenagers, the universitarian students, and took the shape of a technological performance on a stage which included real time tests, electronics and generative musics.

The event took place in the MUSE Science Museum: the conference was hosted in the adjacent Palazzo delle Albere (Albere palace), the FabDay was well integrated in the Museum floors, the FabNight took place mainly indoor due to an extremely cold and rainy weather. Despite the rain, **800** participants populated the FabNight, **3500** visitors enjoyed the FabDay, **177** participants registered for the exhibitions and the conference. The conference itself have had 107 attendees. The drone playground (the “drone cage”) filled its max capacity of 8 child/hour while having the coding with drones managed by MUSE, and had 10 child /hour while having the drone flight school with Italfly.

Apart from traditional coffee breaks provided for the conference participants, the catering for exhibitors and visitors was gathered by **food trucks**.

The event was highly promoted in 3 moments and using all available **media channels**. A dedicated **graphics** was developed for promoting the event.

The organization of the event took **5 months**, involving **5 MUSE departments**: the FabLabNet project team (5 core + 7 support persons), the communication department (3), the Audience Development (4 + 7), the Technical Unit (3 + 5), the duty managers and the keepers department (4 + 8). 5 persons worked almost full time for 5 months, 10 have been added for 1 month, the maximum workforce during the weekend peaked around **30 units**.

During and after the event we have received many positive **feedbacks** from exhibitors, conference participants, visitors. We have received only one negative feedback.



We had a very good **cooperation** with local institutions, like the Province, the Trento Municipality for providing the patronage of the event and the access to Palazzo delle Albere. We had also a few local **enterprises** who provided services or products in change of visibility of their products or services.

The speakers and moderators were selected also paying attention to the **gender balance**; this resulted having a balanced 41 % feminine presence versus a 59 masculine one.

The overall cost of the event reached around 50.000 €, man hours excluded. Around 12.000 € were spent for the conference, 5.000 € for the FabDay, 5.000 € for communication and promotional materials, 13.000 € for the indoor/outdoor stage and audio video, 10.000 € for the performers.

2. Focus on the Conference

The conference was divided in 3 sessions, one for each of the project topics: Business, Education, Community. Each session was thought to follow a scheme based on a presentation by a moderator, a keynote speech, the presentation of the FabLabNet outputs and other examples of local or international bottom up innovation.

The **Business session**, planned on Saturday morning, had a keynote of Alessandra Antonetti, funder of Aria Wearables. She has used FabLabs tools for prototyping, and described the process prototype to the market. The FabLabNet results part included 3 speeches on FabLabs cooperating with business, Makers meeting Artisans and FabLabs & start-ups presented respectively by UnternehmerTUM MakerSpace (DE), MUSE FabLab (IT) and FabLab Budapest (HU).

The presented local examples of innovation in business were:

The Digital manufacturing for rapid prototyping (by PROM Facility), the Cooperation among Artisans and FabLabs (by the Artisans association), the Education to entrepreneurship: best practices at HIT and C-lab (by HIT and CLAB Trento) and the Interreg Italy Österreich Labs.4.SMEs project: #peppermill, a successful case study (by lvh APA Bozen).

The **Education session**, planned on Saturday early afternoon for allowing the presence of professors teaching on Saturday morning, had a keynote of Orietta Daprà, on the Fundamental imperfection of Fablabs as learning experiences.

The FabLabNet results focused on the Makers as Trainers in University, The Pilot 1 as example of FL in schools and FabLabs and Universities, presented respectively by the Slovak Scientific and Technical Information Centre (Slovak Republic), the Regional Development Agency in Bielsko-Biala (Poland) and the Brno University of Technology (Czech Republic).

The Examples of Innovation in Education were the Experience from The Girls code it better format (by a Maker of Muse Fablab), the Phablab 4.0 and the Gender Action checklist (by Brussels Photonic Team) and the Hack-ability project (by On/ Off FabLab Parma).

The **Community session** planned on Saturday late afternoon as a sort of beginning of the FabNight, had its keynote speaker during the FabNight part, involving in this way the community.

The FabLabNet results were the All female boot camp and FabFest, the Innovative engagement formats and how to engage remote communities, presented respectively by Happylab Wien (AT), RogLab (SI), FabLab.hr (HR).

The Local examples of Innovation in Communities were the Makerspace in Campus (by University of Zagreb), the Repair Cafe (by association APS Carpe Diem), How to open a Pirate Kinder Garden (by the association Soprasotto and FabLab Milan) and the Innovation Networks FabCube and VULCA European Program for Makers and Hacker Mobility.

During the conference was active an English/Italian simultaneous translation.





3. Focus on the FabDay

The FabDay was mainly an exhibition of European FabLabs, each one having a dedicated booth for presenting examples of how to engage makers, present the prototypes made by makers, show innovative formats of engagement. We've asked them to bring machines, prototypes, stories, FabBox, demo and possibly engaging visitors with quick workshops or hands on. The target audience on those 2 days were families, professionals, tourists, high school and university students. We offered to each exhibitor a standard booth (a table 180x80 cm), 2 chairs, electric connection (1 Schuko outlet 230 V 50Hz) and wifi internet connection. Car/van parking was available, together with a lift from parking to the exhibit floor.

9 European FabLabs members of FabLabNet and 15 North Italian FabLabs were present during the weekend. The travel and accommodation expenses were covered by the INTERREG CE FabLabNet project.

There were also 2 hands on activities: a Robot making in cooperation with an enterprise and a drone flight school playgrounds. The drone cage was very much appreciated since it gave the opportunity to test drones. We offered the possibility to try the drones in the "toys" category and the professional ones. The first category was managed by MUSE FabLab, and drones were controlled by using the same software we do use for teaching coding. The professional ones was managed by a local enterprises, who controlled drones by using a dual remote control for instructor and learner.









4. Focus on the FabNight

The FabNight begun with the FabLabNet launch of the network. A FabLab-made mechanism was prepared for symbolizing the cooperation, and a representative of each FabLabNet FabLab, InterregCE, National Contact Point and local FabLabs were asked to contribute in bringing their own gear and making the mechanism working together.

The evening continued using an innovative engaging format. This allowed the involvement and the stimulation of curiosity in the youngsters, teenagers, makers, tinkerer/FabLab communities, high school/university students. The performers demonstrated the outputs of the making process through music, sounds, lights, videos. A master of ceremony has provided “scientific pills”, in order to clarify the existing links between the catchy media presented by the performers and the making process on which they are based. Old and new technologies (including the videogames) were compared, showing examples of makers who created real start-ups and can be now considered entrepreneurs. Videogames were used as a powerful learning tool: they stimulate the natural curiosity of children/teens, and they can lead to complex professional multidisciplinary projects, involving animation, coding, 3D modelling, computer graphics, music. The evening comprehended 5 parts:

- **Techno Bla Bla Bla:** technologies and prototypes doable in the FabLabs which are using cutting edge and surprising technologies: MY Voice, Plants Play, Necomimi, Fire fighters presenting their use of drones, Lil Klips, Miss Lala, Makey Makey, Body Glove. PlantsPlay are makers who created a system to “play sounds” in relationship with the plants wellness (electronics for environment).
- **Gamers’ talks:** Fabio Viola, gamification guru and Elisa Di Lorenzo, Untold Games. Fabio Viola is a Gamification designer, turning the videogames passion into a real profession. By a wise use of the videogame considered as learning and emotional machines, he developed engagement techniques now successfully applied in medium and big enterprises as training methodology. This format helps in creating engagement, in brainstorming and it is effective to analyse group dynamics: it is called Motivational Design Deck. Elisa di Lorenzo created her start-up beginning from programming DIY videogames. She is a great example of STEAM and gender balance in innovation.
- **Dance with drones:** a curious integration of arts, dancing, and technology, drones.
- **Technology Dos and Don’ts,** with Andrea Galeazzi e Paolo Labati. Andrea Galeazzi is a well-known reviewer of consumer products: an example on how much are important the information freely shared on the web, and relations with the creative commons and open source movements.
- **MUSIC DIY:** Lil Klips, Anansi & Ardan Dal Rì, Reactj, Tina Baffy & Sabota VJ. Reactj is an electronic music performance based on a smart table, created by a start-up. The table is capable of making musics in function of the pattern recognition of coloured disks posed atop it. Its functions are based on microcontrollers such as RaspberryPI and Arduino, coding, visual recognition, audio synthesization and others, all tools/technologies highly used in FabLabs. Tina Baffy and Sabota, a DJ and a VJ respectively, will work for the very first time together creating a visual and audio performance where technology and innovation will be celebrated. Their creations will

be inspired also by technology and videogames of the '80 and 90', by playing home made console and synthesizers based on Creative Commons projects.









5. Focus on the Communication

The communication strategy planned the release of the news of the BIGFest in 3 different moments: A save the date on February, a preliminary agenda on early April and the final programme on May 9th 2019.

We have used the e-mail (500 entries), newsletter (20.000) and press release channel for involving professionals. We have used the social media (Facebook, Instagram, Twitter for 100.000 entries) for the youngster. We have printed 200 posters for flyposting, a couple of thousands leaflets for reaching about 50 places (libraries, pubs, universities...) in the cities of Trento, Bolzano and Rovereto.

230 badges were hand made in the FabLab, 150 Wifi credentials were prepared by the IT manager.

The communication materials included:

- 2 press and releases, a local Italian version and an international one in English.
- A press conference with a press kit
- Texts for the emails, social media for each of the 3 communications in both formal and informal language in both English and Italian.
- Definitive Agenda content and design
- Badges design
- Lanyards
- Pen design and its envelope card
- Block notes design
- Shopper design
- Wooden Frames graphics
- Big wooden totem park graphics
- Big vertical banners for lobby bridge
- Registration desk banner
- Podium banner
- Stand Stickers for exhibitors
- Design of the Agenda totems
- Drone cage big graphic
- Stage banner

A photographer was hired to shoot the most peculiar moments of the 2 days: The beginning of the conference (choir, welcoming, keynote speech), an overview of the exhibits, some part of the FabNight.

The photos are released under Creative Commons [here](#).







FABLABNET BIGFest

**Programma
Programme**
18 e 19 maggio 2019
MUSE - Museo delle Scienze e Palazzo delle Albere
Trento - Italy

Due giorni di conferenze, musica e showcase
della Rete Centro Europea dei FabLab
Two days of conferences, music and showcase
of the Central Europe FabLab Network

Interreg
CENTRAL EUROPE
FabLabNet



FABLABNET BIGFest

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FABLABNET BIGFest

Trento 18 e 19 maggio 2019
MUSE - Museo delle Scienze

**Due giorni di conferenze, musica e showcase
della Rete Centro Europea dei FabLab**

FABDAYS sabato 18 e domenica 19
Food truck, prove di volo con droni, Nintendo Labo, prototipi e
invenzioni da tutta Europa

FABNIGHT sabato 18
ReactJ, Tina Baffy & Sabota VJ, Anansi & Ardan Dal Ri, Paolo Labati,
Andrea Caleazzi, Lij Klips ...e tanti altri!

Speciale ingresso MUSE a € 3

Info e registrazione
alle conferenze

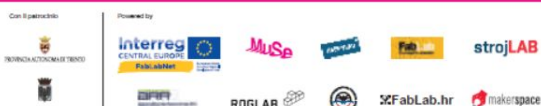
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TRENTINO

FABLABNET BIGFest

FABDAYS
18 e 19 maggio 2019
Giardino e MUSE
sabato: 15:00 - 19:00
domenica: 10:00 - 19:00

Partners e supporters showcase / Innovation showcase
Attività educative per ragazze/ e famiglie / Educational activities
for kids and families
Cabbia dei droni e prove di volo / Drone cage and assisted flights






FABLABNET BIGFest

18 e 19 maggio 2019

**MUSE - Museo delle Scienze
e Palazzo delle Albere
Trento - Italy**

Due giorni di conferenze,
musica e showcase della Rete
Centro Europea dei FabLab

Two days of conferences,
music and showcase of the Central
Europe FabLab Network

**Conferenze internazionali
International conferences**

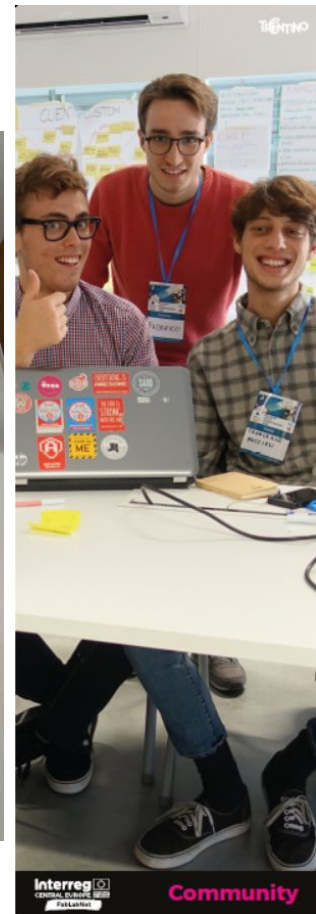
Sabato 18 maggio 2019, 9:00 - 18:00
Palazzo delle Albere

FabLab e Aziende
FabLab and Business

FabLab e Comunità
FabLab and Communities

FabLab ed Educazione
FabLab and Education

Info e registrazione alle conferenze
Info and registration to the conferences



6. Lessons learnt

Keep Doing - positive aspects well planned, managed, appreciated.

- Visitors have highly appreciated the technological part and aesthetical ones.
- Having a whatsapp group for internal communication among the team. This gave a contribution in keeping a positive environment among the team.
- The exhibitors spaces and management.
- Food trucks catering.
- Exhibitors reimbursements.
- The team. It solved very efficiently that many little and big problems that happened. The team worked in synergy, it was very friendly and respectful, proactive. Everybody committed him or herself at 100 %.
- The management was good. The personnel made the difference. It was motivated and very sensitive.
- Weather was not good, but we made out the most from the B-plan. There were also a few other events in the city that weekend (s. Martino, piedicastello, biodiversity...) where there was almost no attendance at all.
- Cooperation with local enterprises: we got a (borrowed) giant 3D printer, vegetables and fruits, half of the drone cage flight school in change of a little promotion.

Stop Doing - difficult aspects, bad managed, bad implemented.

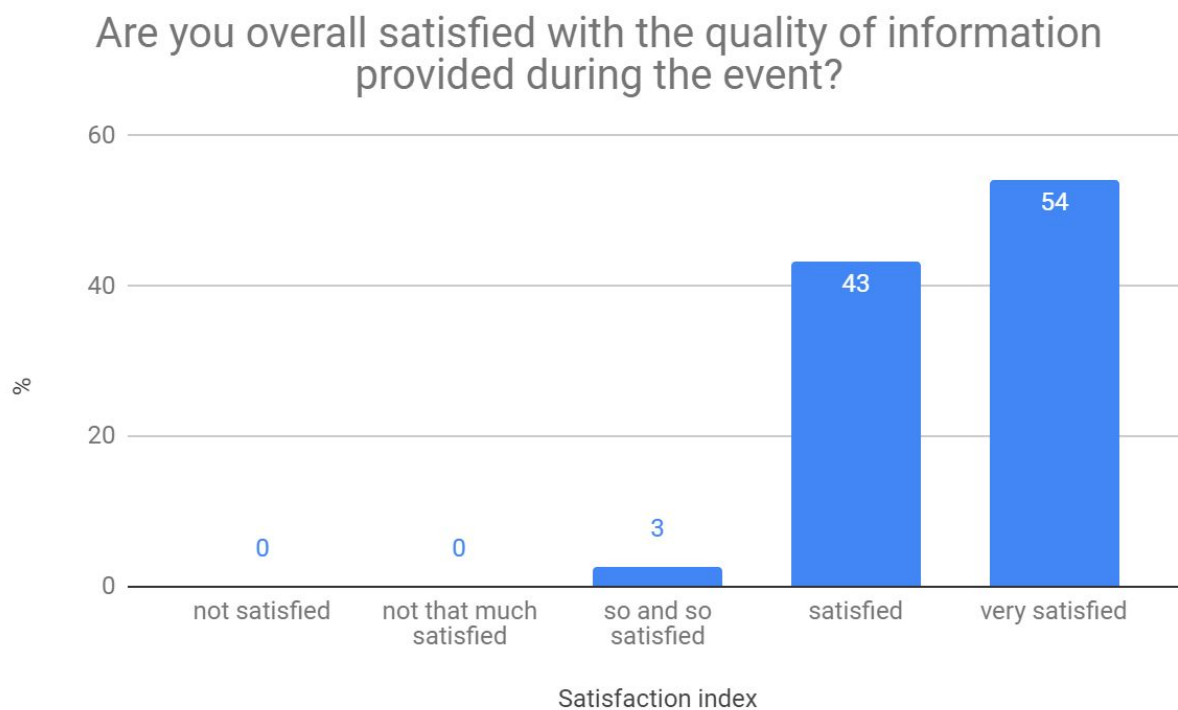
- The Albere palace set-up: transfer of many technical equipment, absence of a MUSE wifi network, technical problems for safety and video.
- Conference: initial welcome: policy makers were not on time, and the order of speeches changed.
- Conference: despite the agreement, there was a lack of a professional technical service. Technical service lacked also to fulfill the asked requirements (PC without pdf reader, no working clicker, no wifi, no final check.
- Too many last minute issues: there should be 2 or 3 dedicated problems solvers instead of one.
- 4 are too many persons at the registration desk: 2 are enough.
- There should be an unique point for info and registration, not 2 different.
- Lack of specific training to Pilots and MUSE personnel. We trusted e-mails training, but it was not sufficient.
- We did not succeed in decorating the FabLab walls before the event.
- The drone cage was installed indoor as part of the B-rain plan. The used space indoor forbid the possibility of visiting a temporary exhibition, and one visitor complained he wanted to visit the exhibit and not "playing with drones". There was a lack of communication in between MUSE direction and audience development and the head of the exhibition and the ticket desk.



- The personnel who gave the higher contribution to the event has not a permanent contract. We've created a very good working team that will change soon.
- We shall avoid the floor stickers due to the glue residues.
- We shall give more room to start ups or little prototypes with a story behind them, in comparison to big performers.

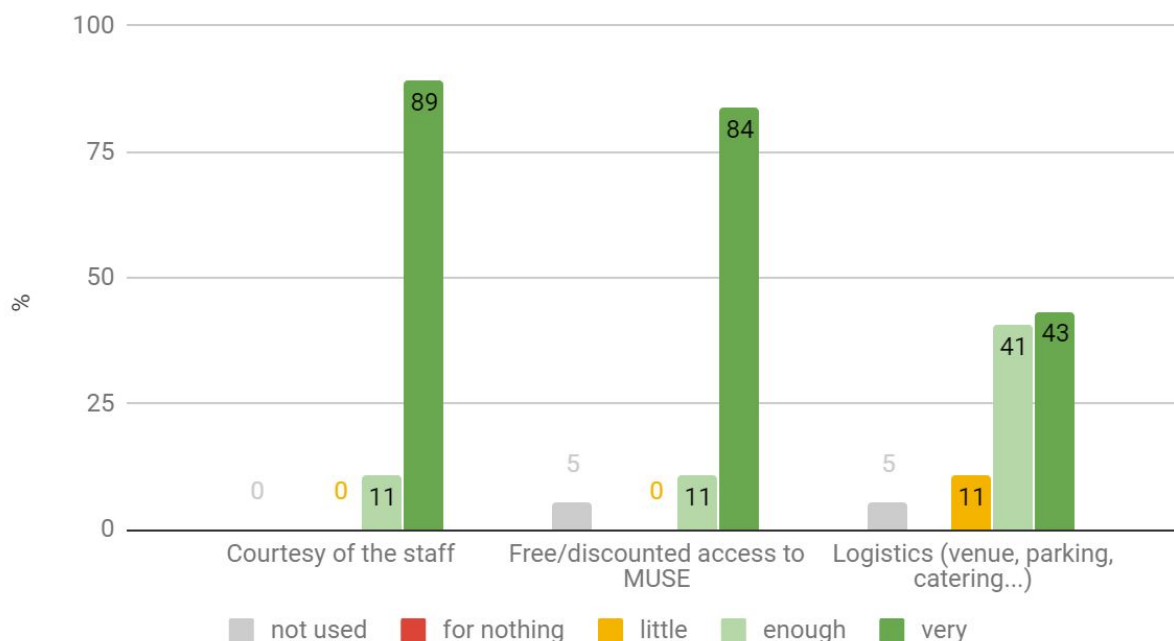
7. Feedback survey

After the 2 days event we have shared an anonymous feedback survey among participants to the conference and exhibitors at the FabFest. It was not possible to share it within visitors of the FabFest. We have received 37 answers, here are the results.

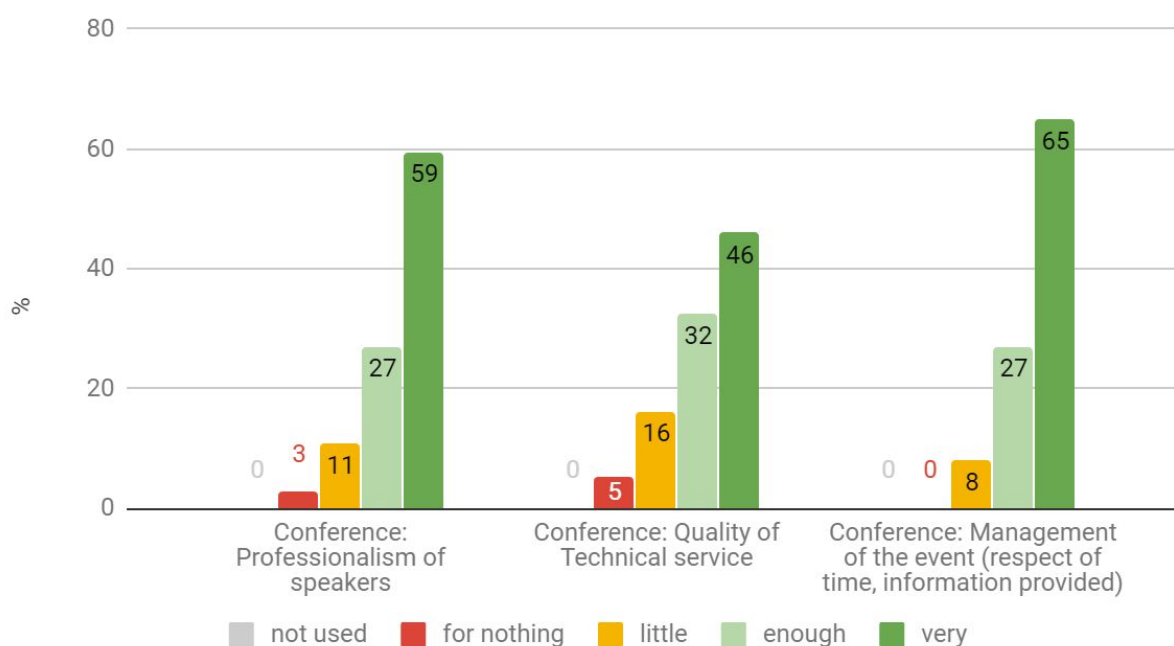




Have you appreciated... - Overall parts

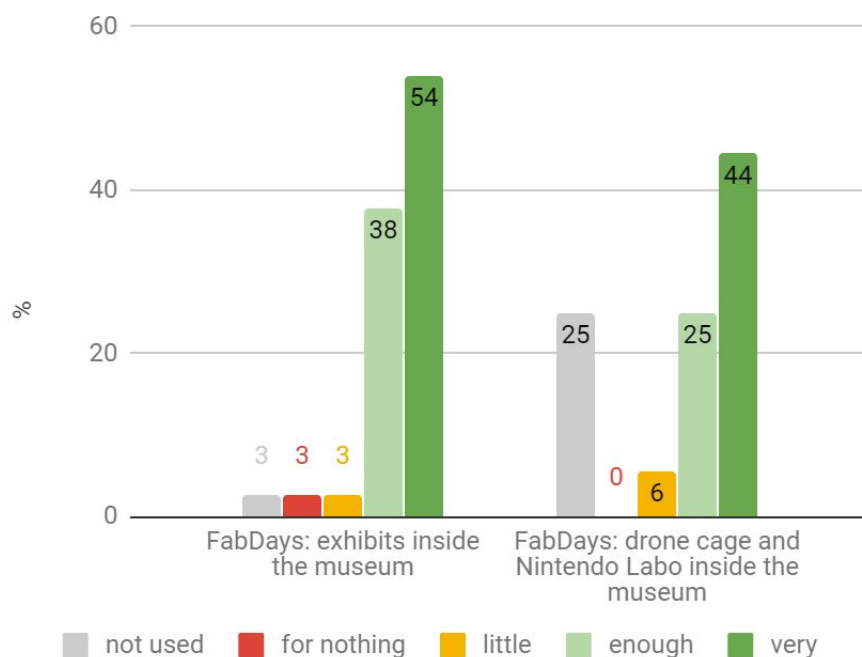


Have you appreciated... - Conference

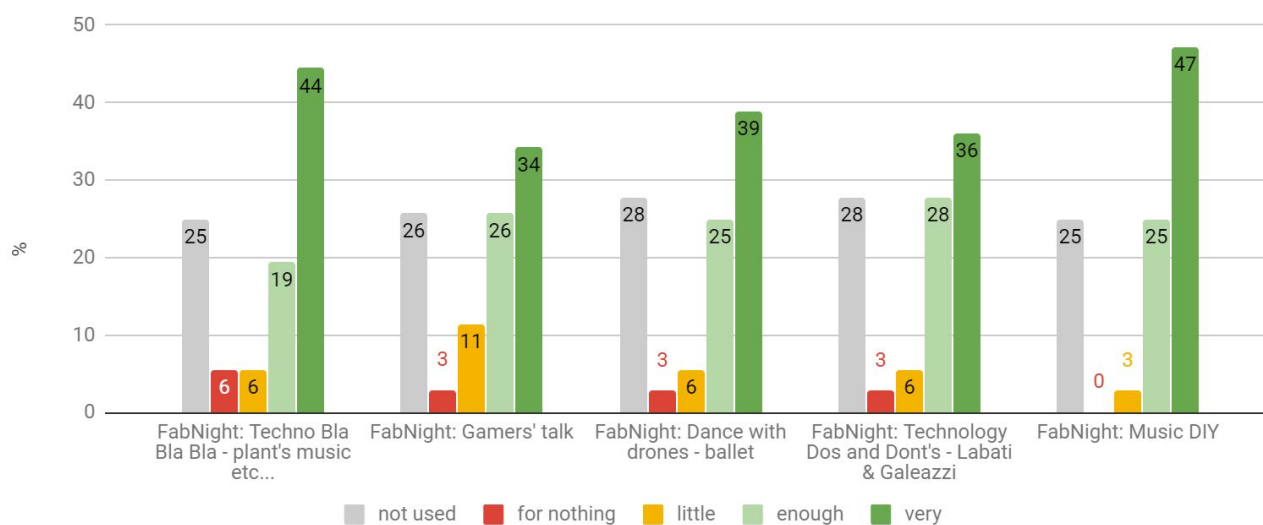




Have you appreciated... - FabDays

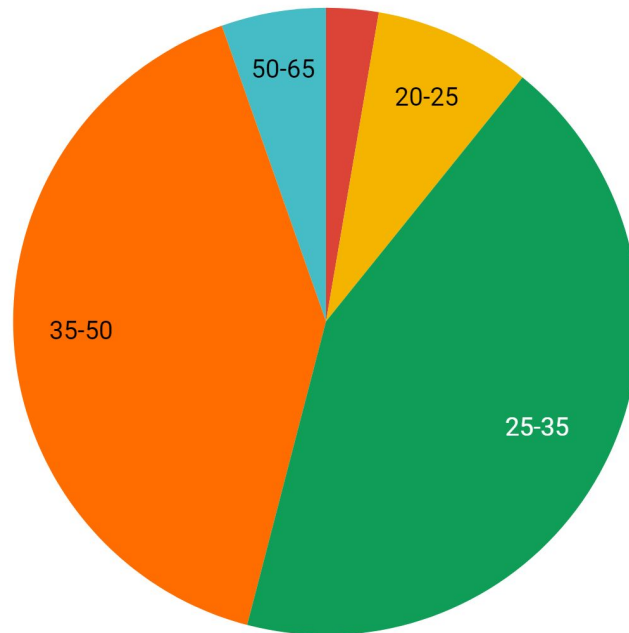


Have you appreciated... - FabNight

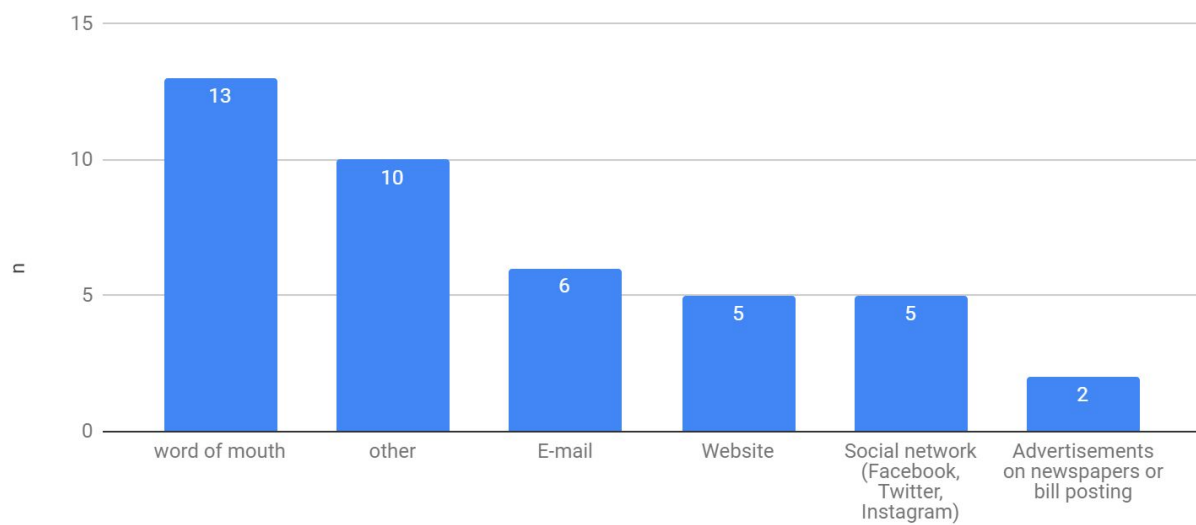




How old are you?



How have you heard about the event?





Open suggestions, critics and feedbacks:

- “Allow a better use of the exterior part even with that heavy rain”.
- “It was overall a great experience”!
- “It was too much in Italian. We would love to discuss more with international people ... but sharing a same language was many times an issue”.
- “Keep on like this.... I loved the event”.
- “Keep up the good work”.
- “Fixing the weather...”
- “Signage in the museum was poor and hard to find the installations. The evening show was a bit too *tv style*”.
- “Veggie food was monotonous. There was only one menu opportunity”.
- The drone cage inside the Museum caused the temporary closure of a museum exhibit. A visitor complained he came for that exhibit and received not proper advice on the desk.