

Making: A Movement Gaining Momentum Worldwide

SANTA CLARA, Calif., May 15, 2014 – Today's maker community is made up of individuals from a wide range of backgrounds and interests, including art, design, performance, music, engineering and technology. From DIY and crafting to programming and prototyping, members of the maker community – “tinkerers” – run the gamut from Super Awesome Silvia and Chris Anderson to former Intel employee and inventor of MakeyMakey*, Jay Silver. Even Intel CEO Brian Krzanich is a maker.

Etsy* now has over 1 million artisan sellers who create and sell handmade products. Other companies, such as Quirky* and Kickstarter*, are equipping makers with access to resources that can help turn an idea into a commercial product. And hundreds of thousands of people attend Maker Faires*, the gatherings of makers large and small that take place in cities across the globe each year.

According to youth market research firm Ypulse*, 69 percent of millennials wish they could create a new product, and 81 percent would be interested in helping a brand or company design a new product.

Meet the Makers: A New Intel Survey

According to preliminary findings from a “Meet the Makers” survey conducted by Harris Poll1 on behalf of Intel, today's makers are creative, passionate and determined, and do not always have training in traditional product development skills. Respondents were adults in the United States who make physical objects with electronic tools for their own purposes or with their own designs.

Makers make because they love it; it is about curiosity and pure joy. But if given the opportunity, they would jump at the chance to turn making into their day job. For many, the hobby will launch a journey from play to profit and participation in the next tech revolution. The survey revealed a fascinating portrait of this maker community:

- Over half of respondents (54 percent) create with electronic tools multiple times a week, and 60 percent have been making things for five years or more.
- Only 1 percent of respondents said “entrepreneur” is the one term they most identify with, but 62 percent agree that securing angel investor funding is “the best thing” that could happen to them.
- Most common terms that describe “exactly who I am” are maker (57 percent), tinkerer (53 percent), creator (50 percent) and DIYer (50 percent), while engineer is only the sixth most common term (44 percent).

Helping Makers Make

While the maker movement has historical roots dating back to the arts and crafts movement of the early 1900s, many of today's makers are bringing their ideas to life with



modern technology. People are creating projects to automate home appliances, power life-size robots, build their [own burglar alarm](#) or even invent [a social media city kit](#).

The advent of technologies such as 3-D printers and easy-to-use DIY electronics kits are giving people the low-cost tools they need to make creations that are limited only by their imaginations.

Many of today's makers need compute power to bring their ideas to life. Unveiled in 2013 at the Rome Maker Faire, the Intel® Galileo development board lowers the barriers to entry for innovators who have great ideas but may not have deep expertise with hardware development technologies.

Intel believes making is a great way for children and adults to become excited about science, technology, engineering and math (STEM) education. With the aim of accelerating efforts to reach students around the world, Intel is making a [large-scale donation](#) of 50,000 Intel® Galileo boards to universities around the world. Other educational efforts include:

- **The Maker Education Initiative* (MEI):** Intel is a founding sponsor of MEI, which was launched by the White House and helps provide access to the tools and instructional support that allow makers to start making.
- **Start Making!***: Intel, in collaboration with MIT media labs, is expanding the Start Making! program to 30 Intel Computer Clubhouses this year with a goal of reaching all clubhouses (currently 100) in the next three years. Start Making! encourages beginners to experiment with electronics kits, software tools and everyday objects. It also creates an environment and curriculum in which students explore the world of hands-on learning and build foundational skills to pursue careers in STEM.
- **Mini Maker Faire:** Intel has sponsored the Portland Mini Maker Faire for the past two years and is now working to support seven Maker Faires in the United States, including Austin, Texas; the California Bay Area; Chandler, Arizona; New York; Portland, Oregon; and Washington, D.C.
- **First "Innovation Workshop" for educators:** In partnership with the Maker Education Initiative, Intel hosted the first day-long workshop for educators on March 15 to explore various approaches to implementing making in the classroom as a strategy to engage students in STEM.
- **University Board donations:** Announced at Maker Faire Rome last year, Intel aims to donate 50,000 Galileo boards to universities worldwide and will be halfway to reaching its goal by summer.
- **Teacher training – SparkFun Electronics* Collaboration:** In partnership with SparkFun, Intel is developing a Galileo curriculum and professional development workshops to train more than 100 career and technical education teachers at Intel sites this summer. The training will help teachers set up maker spaces in their classrooms.

Whether challenging people to think differently or providing the technologies that can bring ideas to life, Intel supports the maker movement to encourage innovation – in classrooms, labs and garage workshops around the world.

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¹The “Meet the Makers” survey was conducted online within the United States by Harris Poll on behalf of Intel between April 10 and 23, 2014 among 347 makers/hackers/creators, including 241 men and 106 women. Survey data are unweighted and therefore representative only of the individuals surveyed. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

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