

Little Sun Charge: Olafur Eliasson's solar charger Triples

Crowdfunding Goal In 5 Days

Berlin, September 10, 2015 – Olafur Eliasson and Little Sun's €50,000 crowdfunding initiative on Kickstarter has exceeded expectations and reached 300% of its crowdfunding goal in only five days. After achieving second most mentions on Twitter on the afternoon of September 3 and support from the Little Sun community all over the world, the organisation has decided to extend the rewards for supporters to meet the high demand.

In addition to supporting Little Sun's partner in Zimbabwe, backers can now also supply Little Sun Charges to the organisation's partner BETA Sarl in Burkina Faso by pledging 40€ or more. "The more support our campaign receives, the closer we edge towards making a difference to the 1.1 billion around the world without access to the electrical grid." Says Managing Director Felix Hallwachs.

The additional money will also be used to include a backpack strap for Little Sun Charge for all backers of the project. And if the campaign exceeds expectations even further and reaches 250.000€, the company will also produce a desk stand, transforming the Charge into a very cool desk lamp.

Says Olafur Eliasson: "I feel so energised by the resonance that the Kickstarter campaign has created so far, by all of you who want to share light and energy with the world as much as I do. Thank you."

www.littlesun.com/kickstarter



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About Little Sun

Little Sun is a social business and global project founded by artist Olafur Eliasson and engineer Frederik Ottesen to get clean, reliable, affordable light to the 1.1 billion people in the world living in off-grid areas without electricity. The project's first product, the Little Sun solar LED lamp, is sold all over the world. Purchasing Little Suns in areas of the world with electricity makes the lamps available in off-grid areas at reduced, locally affordable prices, where they provide a clean alternative to toxic and expensive fuel-based lighting such as kerosene lanterns.

Little Sun addresses the need for light in a sustainable way that benefits off-grid communities by working with local entrepreneurs, creating local jobs, and generating local profits. The Little Sun project was officially launched in July 2012 at London's Tate Modern. Since then, more than 300,000 Little Sun lamps have been distributed worldwide, with almost half going to off-grid areas. In April 2014, Little Sun received a ground-breaking \$5 million impact investment loan from Bloomberg Philanthropies, making it possible to scale Little Sun's operations across the African continent.

www.littlesun.com

About Olafur Eliasson

Olafur Eliasson's critically acclaimed artworks have appeared in and been collected by major museums around the world since 1997. In 2003 he installed *The weather project* in Tate Modern, London, which was seen by more than two million people. *Take Your Time: Olafur Eliasson*, a survey exhibition organised by San Francisco Museum of Modern Art, travelled until 2010, including a stop in New York at MoMA. *Seu corpo da obra* (Your body of work) (2011) engaged with three institutions around São Paulo. Projects in public space include *The New York City Waterfalls*, commissioned by Public Art Fund in 2008 with the support of Mayor Michael Bloomberg. Eliasson also created the crystalline façades for Harpa, the Reykjavik Concert Hall and Conference Centre, which won the European Union Prize for Contemporary Architecture – Mies van der Rohe Award 2013. Eliasson is the recipient of the 2014 Eugene McDermott Award in the Arts at MIT, one of the most generous cultural honours in the US.

As a professor at the Berlin University of the Arts, Eliasson led the Institute for Spatial Experiments (2009–14), an experimental program in arts education. In 2014, Eliasson was made Associate Professor at the Alle School of Fine Art and Design, Addis Ababa, Ethiopia. In 2015, Eliasson held his first solo exhibition in Addis Ababa, Time-sensitive activity, at the Modern Art Museum: Gebre Kristos Desta Centre.

www.olafureliasson.net