

Olafur Eliasson and Little Sun Launch a Major Crowdfunding Campaign



Berlin, September 2, 2015 – Danish-Icelandic artist **Olafur Eliasson**, along with his **solar energy social business Little Sun**, is launching a **€50,000 crowdfunding initiative** on Kickstarter – the **first German Kickstarter** campaign by one of the **major players** of the **contemporary art world**. The campaign begins today.

The purpose of the campaign is to crowdfund the second in Little Sun's line of solar energy products: a **mobile phone charger (with built-in lamp) called Little Sun Charge**. A collaboration between artist **Olafur Eliasson** and engineer **Frederik Ottesen**, the Charge combines a unique stylishness with cutting-edge solar technology. The components of the Charge are **perfectly calibrated** using high-efficiency **Sun Power solar cells**, features a **handy LED light and optional stand**, and will fully power a smart phone after only **five hours** in the sun (most other solar chargers currently take between eight and 20 hours).

In short, Little Sun Charge is a **stylish, smart and socially responsible** way to charge your mobile phone **without relying on the grid – no matter where in the world you are**.

Proceeds also **support solar entrepreneurship in Africa**, and will **tangibly change the lives of** those living off-grid, who rely on their phones for their livelihoods and as their only means staying connected with the wider world.

Little Sun's philosophy of **compassionate global togetherness** and **energy access for all** resonates perfectly with the **crowdfunding spirit** of Kickstarter. And of course the fact that the Charge is based on **cutting-edge technology**, gives credence to launching it via a **digital and social platform**. The crowdfunding campaign will both bring a **stylish phone charger** to a **design-savvy on-grid market**, as well as furthering Little Sun's mission of becoming a **major solar energy supplier**, helping to **end energy poverty** particularly in **Sub-Saharan Africa**. Little Sun has always worked by the belief that we are **stronger together**.



The Charge follows on from Little Sun Original, the iconic yellow solar lamp shaped like a sunflower, launched at the **Tate Modern** in 2012: Eliasson's **'work of art that works in life.'**

Eliasson on Little Sun Charge: "It charges your phone with **solar power** – it **makes you powerful, and it connects you to others**. Once connected, we can create a **movement**."

Since 2012, over **300,000 Little Sun lamps** have brought **clean, sustainable energy** to the world, including 147,000 lamps to the **1.1 billion people** on the planet living without reliable access to the electrical grid. The lamps have also been sold in on-grid areas (for **camping** and **festivals**, for example), and have been especially **well-loved by kids** all over the world. In keeping with this, Little Sun works with schools to **introduce children to solar energy** and **sustainability**. Sales of the lamps in on-grid areas help **keep the price low** for off-grid users.

All details on the campaign can be viewed here: www.littlesun.com/kickstarter

To download this press release and Little Sun info material, visit the Little Sun press page:
www.littlesun.com/press

For press enquiries, please contact:

Rabea Koss
press@littlesun.com

Little Sun GmbH
Christinenstrasse 18/19, Haus 4
D - 10119 Berlin, Germany
Tel: 0049 (0) 30 2000 391-41

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