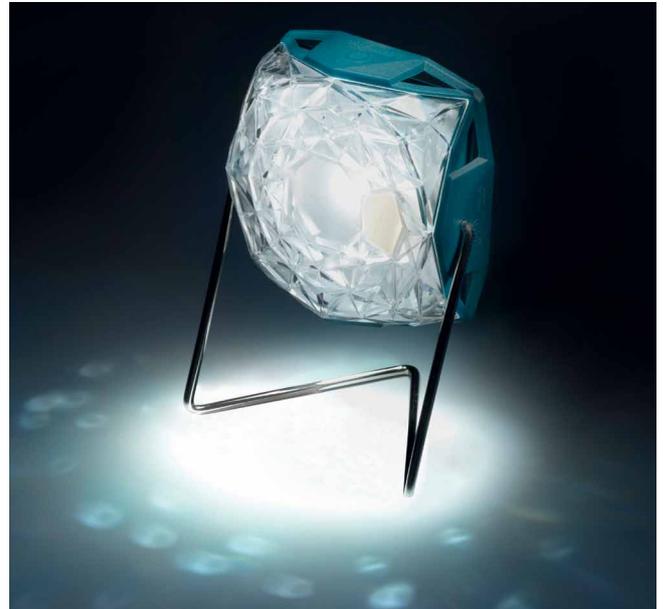


## New solar lamp Little Sun Diamond by Olafur Eliasson shines a light on the need for energy access for all



**Berlin, September 1, 2017 – In September, Little Sun celebrates its five-year anniversary with the launch of the new pocket-sized solar lamp Little Sun Diamond. The third in a line of solar-powered lamps by Olafur Eliasson, the Little Sun Diamond was revealed at this year’s Design Indaba Conference of Creativity in Cape Town and officially launches on September 1. For the first month, the lamp will be exclusively available via Little Sun’s web shop and eleven selected retail partners around the world.**

In 2012, internationally renowned artist Olafur Eliasson and solar engineer Frederik Ottesen launched the Little Sun project with the mission of **bringing solar light to the 1.1 billion people in the world living without electricity**. As of today, the social business has distributed **500.000 solar lamps**, changing the lives of more than one million people in sub-Saharan Africa through clean and affordable light.

Little Sun believes in the power of the sun to change lives. The company’s solar lamps and phone chargers are designed to attract people no matter where they are in the world. They are robust, weather-resistant power packs, making life after dark easier for rural communities in Africa. In Europe and North America, the lamps are valuable for teaching children about solar energy and can be used as reading lights when camping or as decorative garden lanterns. Sales in areas with access to electricity, so called on-grid areas, subsidise the distribution of lamps in sub-Saharan Africa, where the company brings them to people living without electricity at reduced, locally affordable prices.

The Little Sun Diamond is a **beautiful, featherweight lamp** – the smallest Little Sun lamp to date, but with all the energy of the classic Little Sun Original. The muted colour scheme, special lens design, and stand distinguish it from the more colourful Little Sun Original lamp. Eliasson was inspired by the geometry of crystals to create a faceted lens that radiates a **sparkling glow and an agreeable, diffuse light**. The lamp is equipped with a stand that makes it a useful reading or desk light. The stand can be removed and replaced by a lanyard, so that the lamp can be hung up or worn around the neck.

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A little piece of sunshine wherever you go, the Little Sun Diamond is the best friend for anyone who needs a light to read or cook by, as well as for backpackers, campers, and travellers.

Five hours of charging in the sun gives you five hours of bright light, fading to long-lasting soft light. As always, **every Little Sun sold brings one Little Sun to sub-Saharan Africa at an affordable price, where solar light provides a clean alternative to kerosene lamps.**

Little Sun Founder and artist Olafur Eliasson says:

*“Light supports study and work, but it also creates an atmosphere for meeting your friends and having fun. The Little Sun Diamond illuminates what we all have in common – we all want to be successful and we all want to be happy. Both practical and emotional, Little Sun Diamond adds a sparkle to your life.”*

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To download this press release and Little Sun info material, visit: <http://bit.ly/2vc9RH9>

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## Notes to Editors

### **Little Sun’s mission**

Little Sun’s mission of providing ‘energy access for all’ is aligned with the United Nations’ Sustainable Development Goals – a global call to action to fight poverty and the effects of climate change. To further this mission, Little Sun is engaged in raising awareness of energy equality and renewable energy solutions, not only in Africa, but across the world. Artistic activities – such as the Little Sun Blackouts at Tate Modern in 2012 or Sunlight Graffiti at the Coachella Music Festival – bring the topic of energy access to broader audiences. In November 2016, the iconic yellow Little Sun Original represented the international fight for a healthy planet at the Climate Change Conference (COP22) in Marrakesh, where all delegates created a solar-powered sunrise during the opening ceremony, making Little Sun a symbol for energy access worldwide.

In addition to its line of solar products, Little Sun works with over 600 entrepreneurs in sub-Saharan Africa, giving them micro-entrepreneurial training and funding to help them set up their own small solar businesses. By selling the Little Sun products, they bring light and income to their communities.

### **Background**

Clean light and energy are key to human existence. Today there are 1.1 billion people world-wide living without access to the electrical grid, meaning their basic needs are not being met and affecting the structure of entire communities. Education levels drop, as children cannot study after sunset. Working hours are limited to daytime and income is reduced. Providing medical care at night, such as delivering babies, becomes more dangerous.

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In sub-Saharan Africa, expensive and dangerous kerosene lamps are one of the most common lighting sources. In South Africa alone, over 200.000 people are injured or lose property each year due to kerosene-related fires. An even more significant problem is the unhealthy smoke. One night of light is the equivalent of smoking 40 cigarettes a day. Over 4 million people die prematurely from illnesses attributed to household air pollution caused by lighting or cooking with smoke-emitting sources – a problem that affects women and children disproportionately. As large parts of sub-Saharan Africa are not connected to the electrical grid, there are often no other lighting sources for people to use in studying, working, cooking, or socialising after sunset.

Solar light is a healthy, reliable alternative to toxic light sources and dramatically improves health and education levels as well as the socio-economic situation of off-grid communities.

### Little Sun Diamond Technical Specifications

7.9 x 7.9 x 2.7 cm; 95 g

Main Body: Recyclable ABS & PC, highly weather and UV resistant

Solar Panel: 60 x 60 mm monocrystalline solar panel made from highly efficient SunPower solar cells, 4.4V, 0.5 Watt

Battery: 3.2V LiFePO4, rechargeable battery with 300mAh

LED: SPM from Samsung with an optical efficiency of 167 lm/W

Price: 30 €/USD [www.littlesun.com/shop](http://www.littlesun.com/shop)



## **Retail launch partners**

### **Germany**

- taz.shop (online): <http://shop.taz.de/>
- KaDeWe (Berlin + online): <http://www.kadewe.de/>
- Buchhandlung Walther König (40+ shops in Germany & International): <https://www.buchhandlung-walther-koenig.de/koenig2/index.php?mode=content&content=stores>
- Greenpeace Magazin Warenhaus (online) : <https://www.greenpeace-magazin.de/warenhaus>
- Plan International (online): <https://www.plan-shop.org/>

### **UK**

- Tate Modern (London + online) : <http://shop.tate.org.uk/>

### **Switzerland**

- Fondation Beyeler (Basel + online): <https://www.fondationbeyeler.ch/>

### **Denmark**

- Politiken Plus (online): <http://politiken.dk/plus/webshop/>

### **Norway**

- Astrup Fearnley Museet (Oslo + online): <http://afmuseet.no/en/>

### **Iceland**

- Marshall House (Reykjavik): <http://www.visitreykjavik.is/marshall-house-new-center-visual-art-reykjavik>

### **USA**

- MoMA Design Store (New York + online) : <https://store.moma.org>