



## Design with a purpose: Olafur Eliasson's social business Little Sun sheds a light on sustainability at Ambiente 2018

Find Little Sun at booth B17 in Hall 11.1

**Frankfurt, February 2018 – From February 9 to 13 at Ambiente 2018, one of the world's largest consumer goods trade fairs, Little Sun will display its solar family, recently joined by pocket-sized solar jewel Little Sun Diamond. Founded by world-renowned artist Olafur Eliasson, Little Sun is a social business offering a line of unique solar-powered lamps that aim to bring the sustainable energy of the sun to everyone.**

With the Little Sun Diamond as its latest addition in September 2017, the Little Sun social business now offers a total of three mindfully designed solar-powered products. Little Sun Diamond was showcased at last year's Ambiente trade show and is now available worldwide, with MoMA design store in New York and Tate modern in London being some of the first retail partners. Little Sun Diamond is featherweight and radiates a magical, sparkling glow. Robust as it is beautiful, it is the best friend for urban explorers. Alongside this newest family member, the iconic solar lamp Little Sun Original and the phone charger Little Sun Charge will also be presented at the fair. All products come in beautifully-designed boxes with a booklet illustrating the Little Sun story.

Little Sun's global project was launched in 2012 to bring clean, reliable, affordable energy to the 1.1 billion people in the world living in off-grid areas without electricity. 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 which are being charged by solar power. For rural communities in Africa they are making life after dark easier, providing a safe alternative to unhealthy kerosene lamps. 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.

Little Sun addresses the need for energy 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 660,000 Little Suns have been distributed worldwide, with more than half going to off-grid areas.

"Connecting with the sun is connecting with the future." — Little Sun founder Olafur Eliasson.

### Meet the team

To discover or rediscover the Little Sun family, visit the team at the booth B17 in Hall 11.1 from February 9 to 13. Little Sun's sales team will be present to talk through the project and help with queries. Press is also warmly invited.

For press enquiries, please contact:  
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# The Little Sun Family – The power of the sun for everyone

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## Little Sun Diamond – The beauty of solar, pocket-sized



- Launch: 2017
- Price: 30€
- Dimensions: 7.9 x 7.9 x 2.7 cm, Weight: 95g
- 5 hours of sunlight gives you 5 hours of beautiful bright light, which then fades to long-lasting soft light
- Pocket-sized, featherweight and very robust
- Comes with a stand and a lanyard
- The best friend for urban explorers and nature lovers alike

## Little Sun Original – The power of the sun in the palm of your hand



- Launch: 2012
- Price: 22€
- Dimensions: 12 cm Ø, Weight: 96g
- 5 hours of sunlight gives you 4 hours of bright or up to 50 hours of soft light
- Simple, one-button functionality: press to switch on, hold to dim
- Robust and durable: UV, impact, weather and dust resistant

## Little Sun Charge – Charge your phone. Charge your life.



- Launch: 2016
- Price: 79€
- Dimensions: 14 x 14 x 2.5 cm, Weight: 346g
- 7.5 hours of sunlight = a fully powered Charge to power smartphones, MP3 player, GoPro or other small devices or up to 155 hours of light
- One-button functionality for both the lamp and charge indicator
- Tough enough to withstand urban life and the great outdoors
- Comes with an adjustable lanyard and hook
- Add-on Stand available for 9€

## The power of your purchase

Every Little Sun product sold in an area of the world with electricity enables a Little Sun to be sold to someone living without electricity at a locally-affordable price.



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