



Press Release | LITTLE SUN | August 2016

Can design change the world? Olafur Eliasson's social business

Little Sun will show you how at NY Now

New York, August 2016 –

From August 21 to 24 at NY Now, one of the world's most important consumer goods trade fairs, Little Sun will present its solar-powered lamp Little Sun Original and, for the first time, its long-awaited solar phone charger, Little Sun Charge. Little Sun has brightened lives and encouraged solar energy use in the States since hitting the shelves of stores like MoMA New York in 2012, as well as appearing in some of the nation's most important cultural events such as legendary music festival Coachella and Art Basel Miami Beach. Little Sun will also be presented this October at SXSW Eco – the environmentally focused sister event to the beloved SXSW.

Artist Olafur Eliasson, famous for his New York Waterfalls in 2008 and the 2014 recipient of the McDermott Award Residency at MIT, launched Little Sun in 2012 at the Tate Modern Gallery in London: a social business and a line of unique solar products that aim to bring the sustainable energy of the sun to everyone. Together with engineer Frederik Ottesen, they create works of art that work in life. The project is based on the felt knowledge that we are all connected by our need for light, energy and happiness and we are all connected by the sun. It has, to date, made a difference in almost a million lives worldwide.

Little Sun products merge art and sustainability with our desire to be purposeful consumers. When innovative products are designed by an artist and an engineer, the result is an ideal blend of beauty and function. 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 in order to reach remote communities very much in need of a safe and sustainable source of energy.

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



Little Sun

Meet the Little Sun Family

Little Sun Original - the iconic little solar lamp



The power of the sun in the palm of your hand

This high-quality portable solar lamp is the perfect introduction to personal solar-powered light – it's great for camping, festivals, at the beach, or for brightening your home, garden, or balcony.

Little Sun Charge – a high-performance solar charger with inbuilt lamp



Charge your phone. Charge your life.

Little Sun Charge brings the power of the sun to your phone, MP3 player, camera, or e-reader: wherever you are, whenever you need it.

Little Sun Charge will be showcased in the Destination: NEW section at NY Now, which highlights outstanding new products.

Meet the Little Sun Team

Come and say hello at NY Now. You will find Little Sun at the Accent on Design section, booth # 4252. To arrange a meeting in advance, contact Little Sun US representative Clay Tarica on: +1 917-541-6342.

Little Sun's US Tour

Following NY Now, you can also catch Little Sun featured in an exhibition for successful Kickstarter projects in the New Museum in New York in September. Then from October 10 to 12, Little Sun will be making some noise at [SXSW Eco](#) in Austin, Texas.

To download this press release and Little Sun info material, visit the Little Sun media page: www.littlesun.com/media. For press enquiries, please contact: Rabea Koss, press@littlesun.com

About Little Sun

Little Sun is a social business and global project founded by artist Olafur Eliasson and engineer Frederik Ottesen to bring clean, reliable, affordable energy to the 1.1 billion people in the world living in off-grid areas without electricity. Purchasing Little Suns in areas of the world with electricity makes the products available in off-grid areas at reduced, locally affordable prices, where they provide a clean alternative to toxic and expensive fuel-based lighting and a steadfast and clean alternative to relying on the electrical grid.

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.

www.littlesun.com

Little Sun is a proudly certified B Corporation.



Little Sun