



Press Release | LITTLE SUN | February 2016

Little Sun to officially ‘premiere’ its brand new solar charger at Ambiente

Frankfurt, February 2016 –

From February 12 to 16 at Ambiente, one of the world’s most important consumer goods trade fairs, Little Sun will present its long-awaited solar phone charger, Little Sun Charge, for the first time.

Artist **Olafur Eliasson** launched Little Sun in 2012 at the **Tate Modern**: a social business and a line of unique **solar products** that aim to bring the sustainable energy of the sun to everyone.

After much research and development, Little Sun’s **second product**, Little Sun Charge, will be ‘premiered’ at Ambiente, featuring a charge and battery indicator, a powerful battery (4400mAh) and a lanyard and carabiner hook, so owners can charge it while they’re on the go. Little Sun is also producing a custom-made stand as an optional add-on, which allows the Charge to double as a **standing lamp**.

Last year, **Kickstarter** backers from around the world expressed their eagerness to own a Little Sun Charge by pledging **over 500% of Little Sun’s goal** to produce the first batch. Attendees of Ambiente will be the **first in the world** to hold the little solar wonder in their hands.

Of course the **iconic yellow Little Sun lamp** will also be presented at Ambiente. The new version features a **dimmer**, giving up to 50 hours of atmospheric light. Both the lamp and the Charge come in beautifully-designed boxes with a booklet describing the product benefits as well as the fact that their purchase **provides Little Suns to African communities** at locally-affordable prices.

To meet the newest member of the Little Sun family, visit **stand F34 in the loft area of the design section in Hall 11.0**. Little Sun's Managing Director, Felix Hallwachs, and the entire Little Sun sales team will be present to talk through the project and help with queries. Press are warmly invited to Little Sun's **launch presentation** from 12 – 12:30pm on Sunday February 14 at the Little Sun booth.

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

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: 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 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

Little Sun is a proudly certified B Corporation.



ABOUT OLAFUR ELIASSON

Olafur Eliasson (IS/DK), born 1967, works in a wide range of media, including installation, painting, sculpture, photography, and film. Since 1997, his critically acclaimed solo shows have appeared in major museums around the world, such as the Museum of Modern Art, New York; Tate Modern, London; Fondation Louis Vuitton in Paris; and the Venice Biennale. In 2003 he installed *The weather project* in Tate Modern, London, which was seen by more than two million people. Projects in public space include *The New York City Waterfalls*, commissioned by Public Art Fund in 2008 with the support of Mayor Michael Bloomberg and *Cirkelbroen* (The circle bridge), Copenhagen, Denmark, 2015.

Established in 1995, his Berlin studio today numbers about eighty craftsmen, specialised technicians, architects, archivists, administrators, and cooks. Together with engineer Frederik Ottesen, Eliasson founded the social business Little Sun in 2012.

www.olafureliasson.net

FACTS



LITTLE SUN CHARGE

Available to purchase: April 2016

Price: 99 Euro

Dimensions: 14 x 14 x 2,5 cm

Weight: 346 g

Use: 5 hours sunshine = 2 smartphone charges or up to 100 hours light (in multiple light levels) from the inbuilt lamp



LITTLE SUN ORIGINAL

Price: 22 Euro

Dimensions: 12 cm Ø

Weight: 120 g

Use: 5 hours sunshine = 4 hours bright light and up to 50 hours soft light