



## Who said design can't change the world?

**Olafur Eliasson's social business Little Sun will show you how it can at this year's Ambiente**

**Find Little Sun at booth B39 in Hall 11.1**

**Frankfurt, February 2017 – From February 10 to 14 at Ambiente, one of the world's most important consumer goods trade fairs, visitors will get the first sneak preview of Little Sun's new solar lamp by artist Olafur Eliasson: Little Sun Diamond is pocket-sized, featherweight and radiates a magical, sparkling glow. Robust as it is beautiful, it is the best friend for urban explorers.**

Little Sun Diamond will be presented to the public for the first time at Ambiente 2017. It will be available in stores later this year. Alongside this youngest member of the Little Sun family, the company will also shine a light at the fair with their other two solar-powered products: Little Sun Original and Little Sun Charge.

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. The project's first product, the Little Sun solar lamp, is sold all over the world. The second product, Little Sun Charge, a solar phone charger, was made possible thanks to a Kickstarter campaign and introduced at last year's Ambiente trade show. Now it has been sold widely in Europe as well as in the US and Africa. 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. The Little Sun project was officially launched in July 2012 at London's Tate Modern. Since then, more than 500,000 Little Suns 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.

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

### Meet the team

To meet the newest, sparkling member of the Little Sun family, visit stand **Stand B39 in Hall 11.1**. Little Sun's press representative Rabea Koss be present to talk through the project and help with queries on Saturday and Sunday.

### Contact

Rabea Koss  
[rabea@littlesun.com](mailto:rabea@littlesun.com)  
Little Sun office: +49 30 – 2000 391-41  
Mobile (Sat/Sun): +49 15771431998



## The Little Sun Family – The power of the sun for everyone

Little Sun Diamond – The beauty of solar, pocket-sized (coming soon...)



- 5 hours of sunlight gives you 4 hours of beautiful bright light
- Pocket-sized, featherweight and very robust
- Comes with a stand and a lanyard
- The best friend for urban explorers

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



- 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.



- Price: 99 Euros, Dimensions: 14 x 14 x 2.5 cm, Weight: 346 g
- 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.

*To download this press release and Little Sun info material, visit the Little Sun press page: [littlesun.com/press](http://littlesun.com/press).*



Little Sun is a proudly certified B Corporation.

