



## Design with an impact: Olafur Eliasson's social business Little Sun shines a light on sustainability at Ambiente 2019

Find Little Sun at Stand C51, Hall 11.0

**Frankfurt, February 2019 – From 8 to 12 February, Little Sun will display its solar products at Ambiente 2019, one of the world's largest consumer goods trade fairs. Founded by artist Olafur Eliasson, Little Sun is a social business offering a line of mindfully-designed solar-powered lamps and chargers – transforming lives worldwide through the power of sustainable energy and intelligent design.**

Little Sun will be showcasing its three solar-powered products at Ambiente, presenting at a shared booth with Klean Kanteen – a fellow B Corp certified company which is among the market leaders for BPA-free drinking bottles, drinking cups, and food containers made of stainless steel. This year, Little Sun is also included in the Ethical Style Guide and will be part of Speed-Dating@Ambiente to introduce its most innovative product to journalists on 9 February at 4:30pm in the Dimension Room, Hall 4.2.

Launched at Tate Modern in London, Little Sun's solar family shines in museum and design stores worldwide, such as MoMA in New York, Victoria and Albert Museum in London, and KaDeWe department store in Berlin. The artistic and thoughtful aesthetic of the Little Sun products are made for sustainability and design enthusiasts, as well as for communities in rural areas with no access to electricity. The company's solar lamps and phone chargers are designed to inspire people, no matter where they are in the world. They are robust, weather-resistant power packs which are charged by the power of the sun. For rural communities in Africa they make 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, as decorative garden lanterns, or for outdoor adventures. Every Little Sun sold delivers one Little Sun to an African community without electricity at a locally affordable price.

### About Little Sun

Little Sun's solar solutions are for everyone. They benefit communities living off the electrical grid by working with local entrepreneurs, creating local jobs, and generating local profits. Artist Olafur Eliasson officially launched the Little Sun social business in July 2012 at London's Tate Modern to bring clean, affordable solar energy to the 1.1 billion people living without electricity. Since then, more than 830,000 Little Sun lamps have been distributed worldwide, with more than half going to off-grid areas. 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.

In 2017, Eliasson launched the Little Sun Foundation as an extension of the social business. The non-profit brings light to the most vulnerable communities worldwide who are off the grid and beyond the reach of Little Sun's entrepreneurial distribution models. These include remote schools, refugee camps, and people affected by natural disasters.



# Little Sun – The power of the sun for everyone

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## Meet the team

To discover the Little Sun family, visit the team at our stand C51, Hall 11.0 from 8 to 12 February. Little Sun's sales and press team members will be present to talk through the project and help with queries.

## Press contact

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Present at Ambiente from 9 February to 11 February

Where: Messe Frankfurt

## When:

8 – 12 February

8 – 11 February: 9 am – 6 pm

12 February: 9 am – 5 pm

## 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: 24,90€
- 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.



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

Little Sun is a proudly certified B Corporation.



Little Sun