

# Urban Sunspots are Coming to NYC!

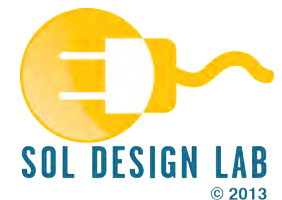


Sol Design Lab's SolarPump Charging Station, 2010  
Coachella: Palm Springs, CA

Harnessing art and design to engage the public with solar power.

The Urban Sunspot is a free solar powered outlet and public art work, making its New York debut in 2014.

Urban Sunspots re-imagine public space and civic infrastructure, providing a shady resting place with a utilitarian purpose.



# Iconic Urban Sunspots



Each is unique and eye-catching.

The SolarPump version features a repurposed gas pump fitted with solar panels, storage batteries, outlets for charging devices, seating, display screen and LED lighting.



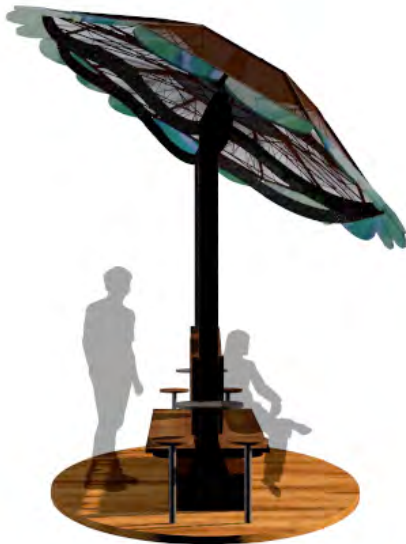
The Solar Phone Booth version utilizes a repurposed payphone with all of the features above.



# Campus Station University of Texas at Austin



# Your Sponsorship will...



...spark conversations about renewable energy, resiliency, re-use, public space and innovations for our changing world.

We invite you to support this urban information oasis from May through October 2014. During the six month run, 54,000\* plus mobile devices will be charged for free in highly-visible parks and cultural centers in Manhattan.

\* Calculations based on daily use.



# Emergency Power

Urban Sunspots can deliver emergency power and communications, important components of disaster preparedness in NYC and beyond.



Lower Manhattan cell phone charging  
Hurricane Sandy's aftermath, fall 2012



Hampshire College  
Emergency Solar Wagon,  
Amherst MA













# Art with a forward-thinking public service!

Unique in its design, each station has a digital screen that displays how much energy is produced and used in real time along with local event information, and sustainable points of interest.

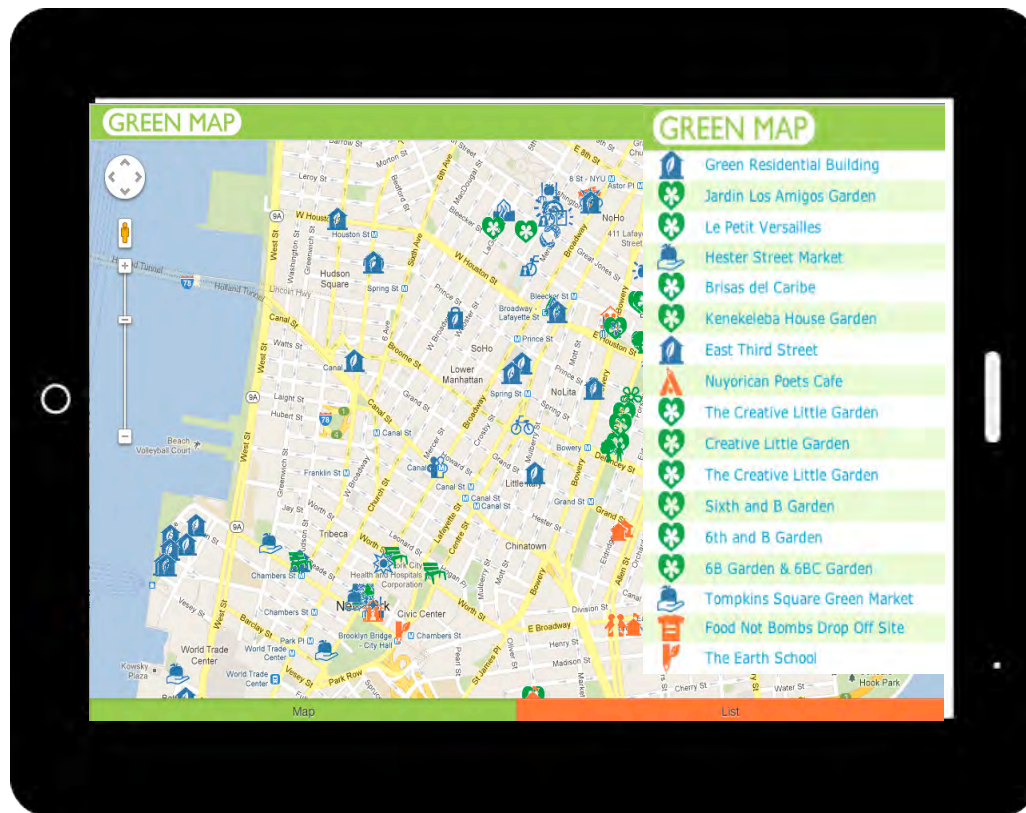
This high-powered project unites public art, renewable energy and community participation.



TYPICAL POWER USAGE	
 Compact Fluorescent Lightbulb 11-16 watts	 Incandescent Lightbulb 100 watts
 Cell Phone 4-25 watts	 Laptop Computer 120-140 watts
 Electric Bike 100-300 watts	 Coffee Maker 800 watts
 Desktop Computer 80-450 watts	 Microwave 750-1400 watts
 Freezer 475-2500 watts	 Clothes Dryer 4000 watts



# Apps and festival info can be added to the solar kiosk



Local events and eco culture sites  
Interactive Sustainability Mapping, in NYC and 65 countries

# Branding and Sponsorship



18" circle sign  
front and back

9" x 9" stickers  
for both tables

12" x 16" stickers  
front and back

**Digital  
Display**

- \* The station has two tables and four stools
- \* The footprint is 8' x 4'
- \* The station will have 10-15 phone chargers on table.





# Mobile app

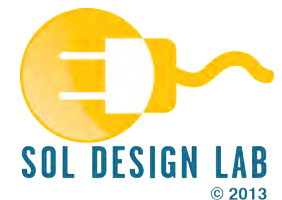
# Urban Sunspot



Sol Design Lab's new app and website graphically displays total energy production and where to power up now with real-time load data from the portable electronics actually plugged in and equivalent CO2 reduction.

[www.urbansunspot.com](http://www.urbansunspot.com)

San Francisco, San Jose, Austin and Amherst are the first cities that have installed Urban Sunspots



# As a Sponsor you can enjoy...



SolarPump sponsored by smart car at the Fun Fest, Austin, TX

1. Your logo on the first NYC installation
2. Recognition in press release, publicity and marketing materials
3. Inclusion in our mobile app, social media and featured partner in our crowd funding campaign
4. Participation in community workshops and special events planned for each location
5. The knowledge that you have done something important for your City



# Join us in Advancing Solar Power Awareness

- Ideally, the Urban Sunspot will rotate to 3 NYC locations for 2 months each, with attendant publicity and community events.
- Sponsorships are now available for single or multiple locations.
- All aspects of this plan are open to negotiation and sponsorship. Our goal is to get this proof of concept out to the public with the highest possible impact and visibility.

# NYC Project Partners



Concept, Design, Fabrication,  
Installation & Workshops



Project Development and Mapping



NYC Project Development, Sponsorships & Public Relations

**solar salon NYC**



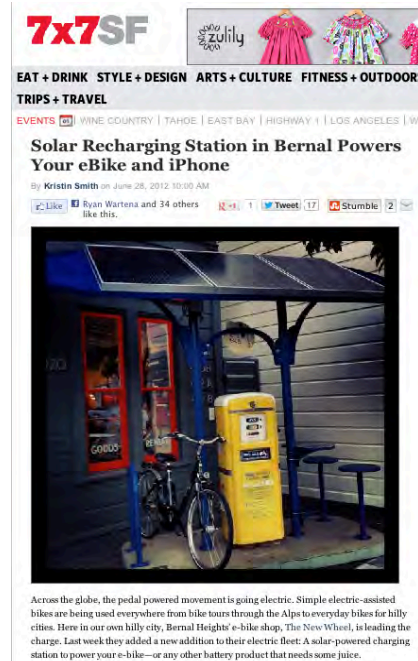
# Sol Design Lab's Media Coverage

## Selected PRESS

New York Times  
Make Magazine  
Pop Tech  
Clean Energy Authority  
Solaripedia  
EV World  
Electric Bike Report  
Bicycle Retailer  
7x7 SF  
Austin Business Journal  
Austin Statesman

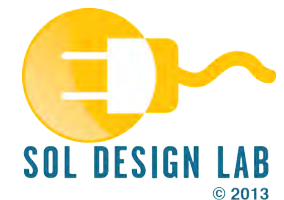
## FEATURED AT

SXSW - Austin, TX  
TEDxPresidio - San Francisco, CA  
Lollapalooza - Chicago, IL  
Coachella - Palm Springs, CA  
Bioneers - San Rafael, CA  
Roskilde Music Festival - Denmark  
Zero1 Biennial - San Jose, CA  
Hampshire College - Amherst, MA  
The University of Texas at Austin  
San Francisco Green Festival



## AWARDS

Top 50 public artworks in 2012, Americans for the Arts  
"Best Charge Ahead", San Francisco Bay Guardian  
"Best Place to Recharge", The Austin Chronicle  
"Editor's Choice Blue Ribbon", Bay Area Maker Faire



# Contact Us:



The SolarPump at the South by Southwest Festival, Austin, TX 2012

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