



3 November 2014

The VELUX Group celebrates 75th anniversary by sharing a Little Sun

To mark VELUX 75th anniversary of bringing daylight and fresh air into people's homes, the VELUX Group is enhancing its social focus on the world's off-grid areas. In order to bring sustainable, reliable and affordable light to areas without electricity, the first project is set to be a special edition solar lamp developed in collaboration with the social business, Little Sun.

Today, 1.2 billion people worldwide do not have access to electricity. To address this issue, the VELUX Group has partnered with Little Sun, a social business founded by world-renowned artist Olafur Eliasson and engineer Frederik Ottesen, to address the need for light in a sustainable way that benefits communities without electricity. Together, the two companies will develop an affordable special edition solar lamp in honor of VKR's 75th anniversary.

"Light is a vital resource, and the 1.2 billion people without access to electricity face significant challenges. Lack of access to light affects entire communities. Essential parts of life that some take for granted, like safe medical care, working, studying, and cooking, become next to impossible. Little Sun produces creative and innovative light solutions to address this issue, and we are happy to be working with the VELUX Group to further our core mission." says Felix Hallwachs, Managing Director, Little Sun.

"Since the very beginning, we have strived to enhance sources of natural light in the homes of millions of people in the Western world. Our partnership with Little Sun is a perfect way of sharing daylight and fresh air with off-grid communities, as Little Sun distributes their solar-powered lamps in off-grid areas through local sales agents who then sell them at affordable prices," says Michael K. Rasmussen, Marketing Director of the VELUX Group.

Designed for sustainability

Little Sun is an experienced producer of sustainable and engaging lighting solutions for off-grid African communities. With a focus on social business distribution, the two-and-a-half-year-old project seemed the perfect partner to combine with the VELUX 75 years of experience with lighting solutions.

PRESS RELEASE

"Utilizing the power of the sun to enhance well-being is in the DNA of both the VELUX Group and Little Sun. Little Sun are experts in solar-powered lamps. We are daylight engineers. So it was natural for us to work together on bringing light to some of those who need it the most," says Michael K. Rasmussen.

The special edition solar lamp is focused on more than just bringing light to off-grid communities. Design will play a great role in making the lamp a success. In addition to its functionality, the lamp needs an aesthetic appeal that transcends national borders.

To inspire a new generation of designers to tackle the issue of sustainable energy access, a special edition solar lamp will be created with the help of design students from all over the world. To develop the new lamp, the VELUX Group and Little Sun are organizing an international design competition called "*Natural Light*," through which design students are invited to give their take on how to bring sustainable light to off-grid areas in Africa. 29,000 units of the winning design will be produced, and a substantial amount of lamps will be sold in off-grid regions of Africa at locally affordable prices, like the original Little Sun lamp.

Read more about the international design competition *Natural Light*: www.naturallight.org

Press material at VELUX Media Centre

See and download our news videos, photos and press material in the VELUX Media Centre at www.press.velux.com. Here, you can [subscribe to VELUX news](#). Follow us on twitter.com/velux and facebook.com/velux

About the VELUX Group

For more than 70 years, the VELUX Group has created better living environments for people around the world; making the most of daylight and fresh air through the roof. Our product programme includes roof windows and modular skylights as well as a range of decoration and sun screenings, roller shutters, installation solutions and intelligent home controls. These products help to ensure a healthy and sustainable indoor climate; for work and learning, for play and pleasure. We work globally – with sales and manufacturing operations in more than 40 countries and around 10,000 employees worldwide. The VELUX Group is owned by VKR Holding A/S, a limited company wholly owned by foundations and family. For more information, visit www.velux.com.

About VKR Holding

VKR Holding is the parent company of a group of companies that manufacture, market and sell a range of products including roof windows, vertical windows and accessories under the brands VELUX, VELFAC, RATIONEL and WindowMaster. The company has the objective of bringing daylight, fresh air and a better environment into people's everyday lives. On 1 April 2016, VKR Holding will celebrate its 75th anniversary.

About Little Sun

Little Sun is a social business and global project founded by world-renowned artist Olafur Eliasson and engineer Frederik Ottesen to get clean, reliable, affordable light to the 1.2 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

PRESS RELEASE

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 200,000 Little Sun lamps have been distributed worldwide, with almost half going to off-grid areas.

For more information, visit

www.littlesun.com

[facebook.com/ilovelittlesun](https://www.facebook.com/ilovelittlesun)

twitter.com/littlesun

Contact

Marthe Leppin

Media Relations

The VELUX Group

Mobile: +45 24 97 80 50

E-mail: marthe.leppin@velux.com