

# Solar Punk Festival

27.08 –  
07.09.2018  
Berlin

ELLERY<sup>ST</sup>  
STUDIO FOR  
CREATIVE  
STRATEGY

## The Solar Punk Festival

# SPF18\*

is a two-week intensive, connecting artists and researchers to explore visual culture and envision ecologically-balanced futures.

27 August -  
7 September 2018  
in Berlin



GUTS



IKEM

\*SPF is also the acronym for Sun Protection Factor on sunscreen. And it will increase every year!

# SOLAR



Renewable  
Energy

Sustainability

Resilience

Clean

Hope

Counterculture

# PUNK



Rebellion

Enthusiasm

Diversity

DIY



# What Solarpunk

*Solarpunk* is a movement in speculative fiction, art, fashion and activism, and hopes to bring optimistic stories about the future with the aim of encouraging sustainable progress. It combines the punk ethic with optimistic, climate-friendly ambitions in the fields of technology, energy and transport. Solarpunks resist the present by imagining a future that requires radical societal change. Radical, but not radically impossible.

The aesthetics of solarpunk merge the practical with the beautiful, the well-designed

with the green and wild, the bright and colorful with the earthy and solid. It can be utopian, just optimistic, or concerned with the struggles to overcome the current fossil fuel led environmental and economic corruption. But it will never be dystopian.



missolivialouise (2015)  
"Solarpunk"

## What *A Solarpunk Festival*

The *Solar Punk Festival SPF18* in Berlin is the first in what we plan to be an annual get-together of creative workers, energy experts, futurists, academics, and concerned members of the public seeking to enact alternative energy futures.

**“Solarpunk is a statement of intent about the future we hope to create.”**

**Journalist Ben Valentine**

This first installment of the festival explores how collaborative storytelling and visual-

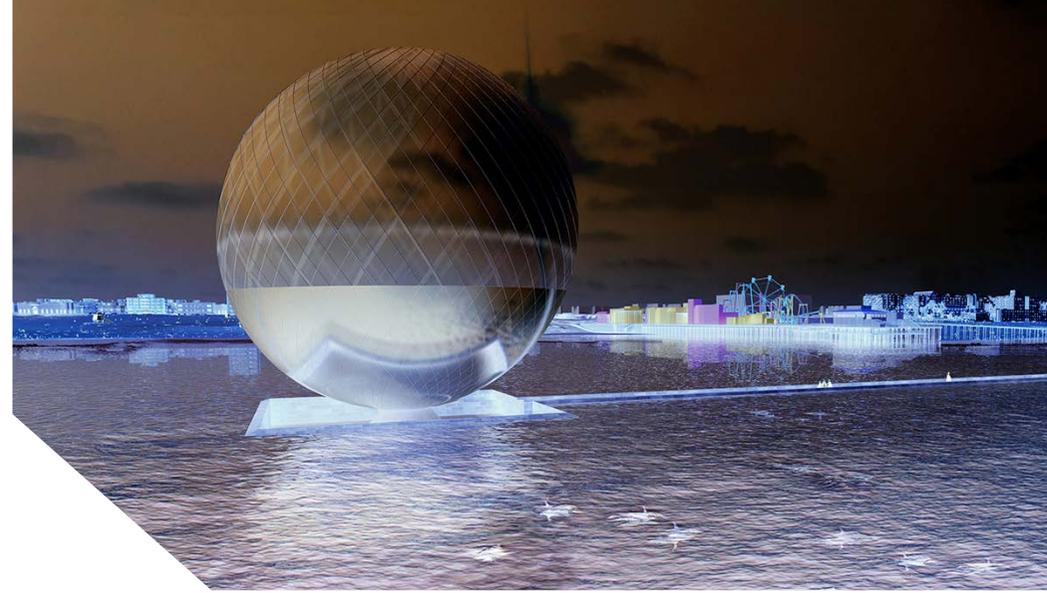
ization can create compelling eco-positive narratives with contentual depth.

*Ellery Studio*, a Berlin-based strategic design firm, will work with *GUTS*, a collective of illustrators with roots in Spain, to make a series of artistic experiments that will culminate in visual depictions of alternative futures, with a final exhibition at the *TU-Berlin's* new innovation space.



## Why Proactive Visions needed!

We need to move on from merely opposing policies and projects that are bad for the environment, to putting forward proactive visions for changing systemic injustices and to prevent climate collapse. Together we can imagine bold new models for future living. To this end, the *Solar Punk Festival FSP18* wants to energize and connect people from different disciplines to become visionary agents of change.



6

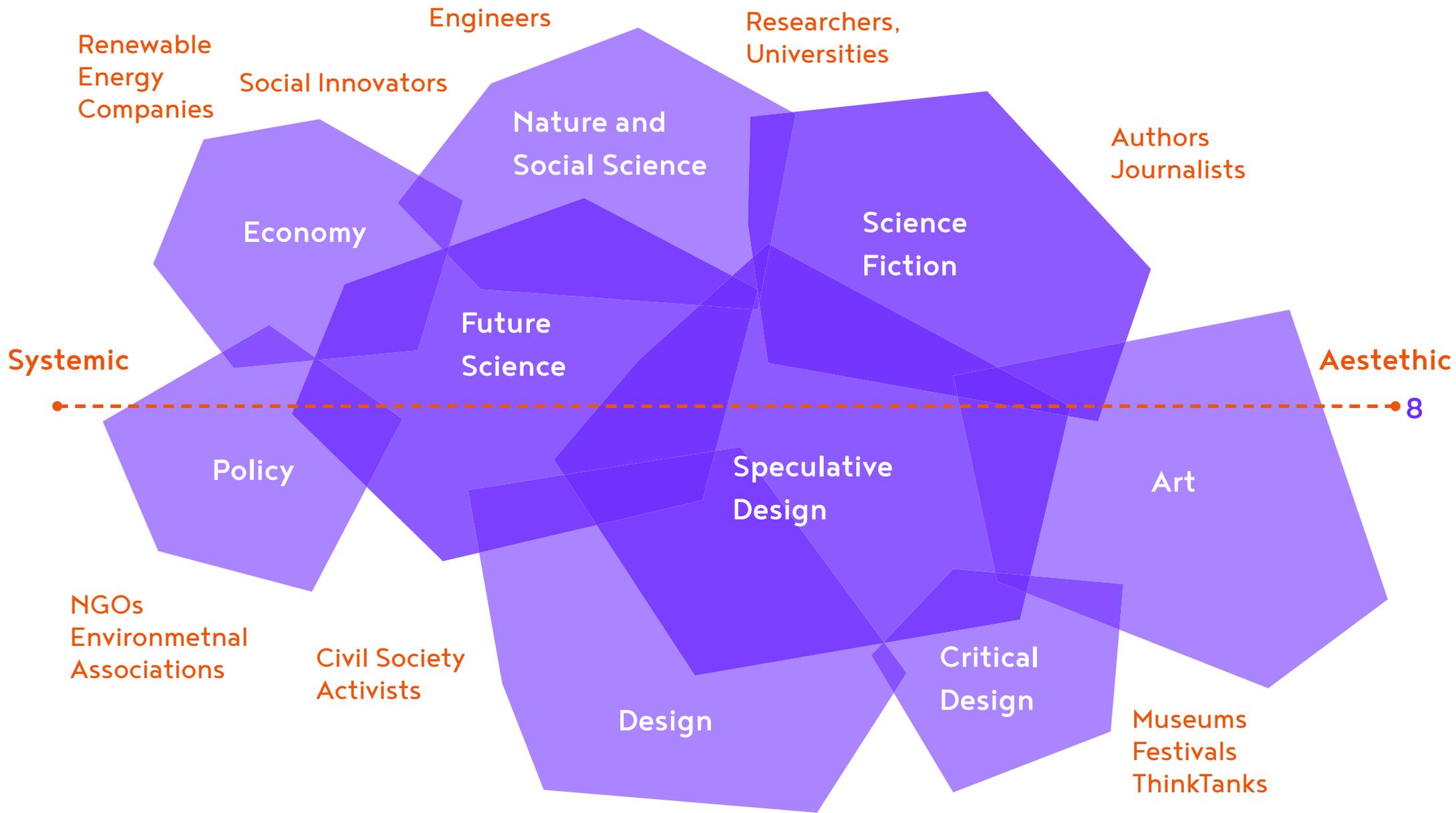
**“To oppose something is to maintain it.”**

*Ursula K. Le Guin, The Left Hand of the Darkness (1969)*

# Project Objectives

- .....➤ **Connect cross-disciplinary stakeholders in creative processes**
- .....➤ **Spark new conversations around climate-friendly futures**
- .....➤ **Think up futuristic societies driven by renewable technologies**
- .....➤ **Create visual narratives to translate the visions to a wider audience**
- .....➤ **Project a sustainable future through creative collaborations**
- .....➤ **Explore desirable, sustainable futures**
- .....➤ **Dream & act together**

# Stakeholders connected by Solarpunk



## Who Artists

The artistic core of the festival participants is made up of members of *GUTS*, a collective of illustrators from Madrid, Spain. They bring in the expertise of collaborative storytelling, compelling visual narratives and shaping abstract content into relatable visions. They have completed projects for clients like *Google*, *Yorokobu*, *Reebok*, and *Primavera Sound*. For SPF18 they will be joined by artists of different disciplines from Germany, Italy, the Philippines, the USA and Slovenia.

[www.facebook.com/GUTSzine](http://www.facebook.com/GUTSzine)



9



## Who Partners

### WindNode

*WindNODE* promotes efficient integration of renewable energy generation, electricity grids and energy users, based on digital interconnection. *WindNODE* is the showcase in which the German capital region and Northeastern Germany present the technological progress achieved through the energy transition to national and international audiences.

[www.windnode.de](http://www.windnode.de)



### Technische Universität Berlin

As one of the largest universities for technology in Germany, *TU Berlin* prepares students to meet the challenges of a world increasingly characterized by technology and progress. They do so by promoting the diffusion of knowledge and facilitating technological progress through their core principles of excellence and quality.

[www.tu-berlin.de](http://www.tu-berlin.de)



### IKEM

*IKEM* represents scientific expertise and conducts research on behalf of key actors of the German energy & mobility transition („Energiewende“). As an independent institute associated to the *University of Greifswald* and as a public charity, young researchers are encouraged to improve contributing research work on legal, economic and political frameworks.

[www.ikem.de](http://www.ikem.de)



# Agenda

27.08-02.09

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p><b>10 am</b></p> <ul style="list-style-type: none"> <li>◊ Welcome by initiators &amp; partners (Ellery Studio, GUTS, WindNODE, TU Berlin)</li> <li>◊ Introduction &amp; showcase artists (GUTS)</li> </ul>	<p><b>10 am</b></p> <ul style="list-style-type: none"> <li>◊ Expert input #2</li> <li>◊ Fast Forward: Scenario workshop together with scientists systematically envisioning alternative futures</li> </ul>	<p><b>10 am</b></p> <ul style="list-style-type: none"> <li>◊ (Expert Input #3)</li> <li>◊ Collect ideas</li> <li>◊ Idea shopping</li> <li>◊ Mapping interests &amp; forming teams</li> <li>◊ Outline &amp; decision projects</li> </ul>	<p><b>10 am</b></p> <ul style="list-style-type: none"> <li>◊ Set up work space</li> <li>◊ Materialize ideas &amp; first sketches</li> <li>◊ Sharing of sketches</li> </ul>	<p><b>10 am</b></p>
Lunch break	Lunch break	Lunch break*	Lunch break	Lunch break
<p><b>2 pm</b></p> <ul style="list-style-type: none"> <li>◊ Introduction to Solarpunk by Ellery Studio</li> <li>◊ Expert inputs #1</li> <li>◊ Share visions &amp; expectations</li> <li>◊ Night time activity*</li> </ul>		<p><b>3 pm*</b></p> <ul style="list-style-type: none"> <li>◊ Inspirational trip</li> <li>◊ Reflection session</li> </ul>	Project development	Project development

11

\* Not at TU

# Agenda

03.09-07.09

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p><b>10 am</b></p> <ul style="list-style-type: none"> <li>◊ Welcome back</li> <li>◊ Sharing status quo</li> <li>◊ Feedback from partners</li> </ul>	<p><b>10 am</b></p> <p>Project development</p>	<p><b>10 am</b></p> <p>Project development</p>	<p><b>10 am</b></p> <p>Project development</p>	<p><b>10 am</b></p> <ul style="list-style-type: none"> <li>◊ Finish up</li> <li>◊ Preparation exhibition space</li> </ul>
Lunch break				Lunch break
<p>Project development</p>	<p><b>7 pm*</b></p> <ul style="list-style-type: none"> <li>◊ Speculative Futures Meetup at Ellery Studio</li> </ul>	<p><b>5 pm</b></p> <ul style="list-style-type: none"> <li>◊ Sharing status quo</li> <li>◊ Feedback</li> </ul>	<p><b>8 pm</b></p> <ul style="list-style-type: none"> <li>◊ Last touches and preparation</li> </ul>	<p><b>6 pm</b></p> <ul style="list-style-type: none"> <li>◊ Showcase of art work with friends &amp; collaborators</li> </ul>
				<p><b>SATURDAY</b></p>
				<p><b>1 pm</b></p> <ul style="list-style-type: none"> <li>◊ Clean Up</li> </ul>

12

\* Not at TU

**SPRING 2019 - Exhibition *Energy in Motion* at TU Berlin**

## What Outcome

Artists are encouraged to experiment with new media and materials to develop visions for a *Solarpunk* future. Works created during *SPF18* will be shown in a public exhibition opening in the beginning of 2019 and in a printed and digital format, e.g. a calendar or catalogue.

The artists involved in the project will work collaboratively and with scientists and researchers from think tanks, nonprofits, and universities around Berlin. We are currently exploring wider applications for their visual output including murals, creative interventions, installations, wearable technology, VR painting, music and public space projects.



mural painting



animation

installation

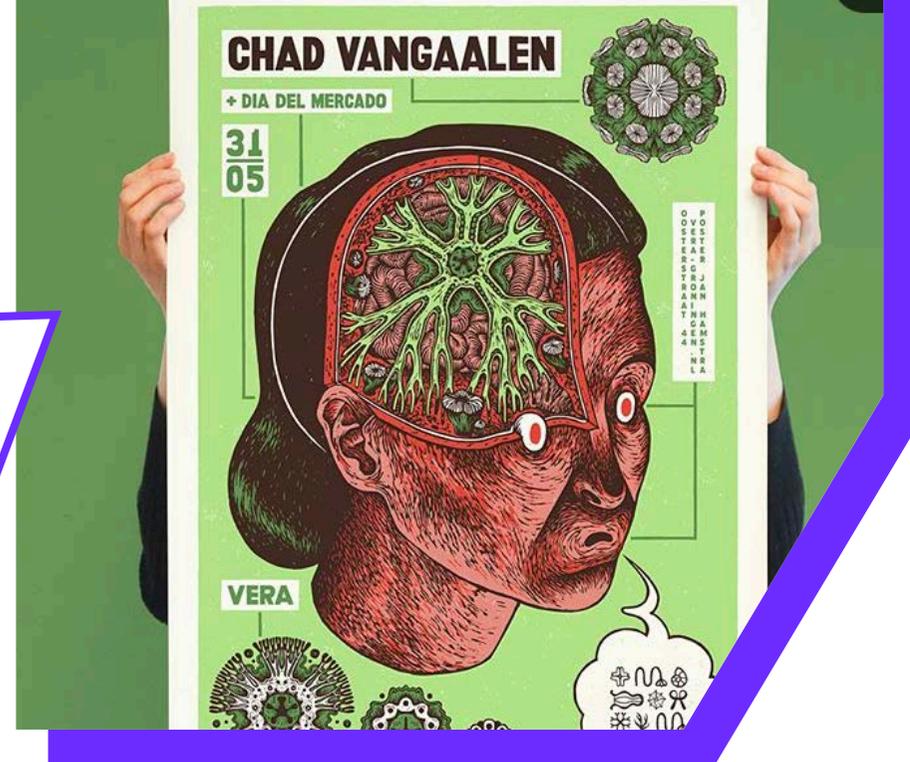
virtual reality drawing



screenprinting



digital & analog illustration



music

object prototyping



fashion design



## Who Initiators

*Ellery Studio* uses visual thinking to help non-profits, businesses, and others to map their futures, make tough decisions, and clarify complex policy options. *Ellery Studio* works extensively in the renewable energy field, with projects that take the form of books, interactive animations, workshops, and interventions in the built environment.

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



## Who Interested?

Do you know anyone who is an active *Solarpunk* that we have to meet? We would love to collaborate with people sharing our solar passion, for example:

- *Artists*
- *Makers & fabricators*
- *Futurists*
- *Sustainable policy experts*
- *Activists*
- *Social innovators*
- *Science fiction writers*
- *Social scientists*
- *Natural scientists*
- *New technology experts*

For suggestions contact us  
via [info@ellerystudio.com](mailto:info@ellerystudio.com)

## Contact

*Partners & Collaborators*

Ellery Studio

Katrina Günther

kitty@ellerystudio.com

+49(0)176 45501307

*Organization & Space*

Ellery Studio

Dodo Vögler

dodo@ellerystudio.com

+49(0)178 7054321