

## Press Release

### **UAE's pioneering Land Art Generator Initiative receives support from Masdar**

#### **Masdar to sponsor the prize award for the first UAE Land Art Generator Initiative international competition**

**Dubai, UAE; August 04, 2010:** The prize for the winning design of Land Art Generator Initiative's (LAGI) first international design competition, which was held this year in the UAE, will be sponsored by Masdar, Abu Dhabi's multi-faceted initiative advancing the development, commercialisation and deployment of renewable and alternative energy technologies and solutions.

LAGI is a first-of-its-kind interdisciplinary collaboration that has brought together global artists, architects, scientists, landscape architects, and engineers to design energy-generating public art installations to be constructed in Dubai and Abu Dhabi. The international competition, which closed on June 4, 2010, received entries from over 40 countries.

Commenting on Masdar's support to the initiative, Elizabeth Monoian, Principal, Land Art Generator Initiative, said: "Masdar is leading the way to a renewable energy future. The architectural design of Masdar City has consistently set a standard of visual creativity in the methods of integration of both passive sustainable design and active renewable energy systems. Masdar's support for the integration of renewable energy systems with public art shows their continued support for the cultural aspects of the renewable energy future—a great compliment to the scientific research that Masdar is conducting which is so necessary to achieve that future."

The winning team will be awarded the prize at the 2011 World Future Energy Summit in Abu Dhabi (January 17-19, 2011) with the award ceremony taking place as part of the Land Art Generator exhibition at the Masdar stand.

"The 2010 LAGI design competition was launched earlier this year on January 18th at the most recent World Future Energy Summit, and so it is fitting that the award should be announced at the WFES 2011 summit," Monoian added.

Commenting on the support to LAGI, Nawal Al Hosany, Associate Director, Sustainability for Masdar commented: "We are extremely proud to be supporting LAGI's important initiative for UAE. Sustainable design solutions play a vital role as we actively pursue the challenges related to renewable energy, energy efficiency and climate change. Sustainable design is key to many of our projects, indeed the wind tower featured at the Masdar Institute of Science and Technology building in Masdar City is a living example of how it is possible to combine a traditional cooling system with modern, sustainable and functional design solutions."

Once constructed, the selected design will be the first ever in the world and will become a tourist destination that draws people from around the world to experience the beauty of the collaborative art creation. At the same time, the art itself is a working piece of technology and hence has the potential to produce power.

Robert Ferry, Principal, Land Art Generator Initiative, said: "We live in a world that cross-culturally puts a high emphasis on design. As energy generation necessarily comes in closer proximity with the real estate that it powers, issues of aesthetics that drive public acceptance are becoming more and more debated. We believe that it is not only possible, but also necessary that renewable energy generation be integrated into the fabric of our constructed environments. In so doing, these installations must react responsibly to their role as permanent additions to our shared experience. In

their most lofted role, they will also serve the more cultural function as works of art that can inspire and educate.

“The residents of the communities in which these artworks are constructed will be pleased to know that some percentage of the power that is being used by the lights in their home has been generated cleanly by works of art. Sustainability in communities is not only about resources, but it is also about harmony.”

A select jury panel consisting of 20 local and international artists, architects, academicians, industry leaders and writers have reviewed the entries. All the designs will be posted on the Land Art Generator Initiative blog site (<http://www.landartgenerator.org/blagi/>)—about three per week during the autumn.

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### **Image Credits:**

Image courtesy of The Land Art Generator Initiative: *Wind Stalk* by Dario Nunez Ameni and Thomas Siegl

Image courtesy of The Land Art Generator Initiative: *The Living Ribbon* by Brett MacIntyre and Adam Pelissero

Image courtesy of The Land Art Generator Initiative: *Climate Art Generator* by Andres Silanes, Fernando Valderrama, and Carlos Bañón

*About the artists, images of whose work is attached with this release:*

### **Wind Stalk**

**Darío Núñez-Ameni** received a degree in architecture from The Cooper Union in 1993 where from 1996 to 2002 he taught Freshman design and computational design methods. He has worked in the studio of Raimund Abraham and later was, from 1997 to 2008, a designer and partner at Acconci Studio, a public art and architecture studio started by Conceptual artist Vito Acconci. Dario has lectured and been a guest critic at The Cooper Union, MIT, Pratt Institute, and Columbia University and he currently advises PHD candidates on adaptive design at the Complex Systems & Artificial Intelligence Research Center of the Università degli Studi di Milano - Bicocca.

**Thomas Siegl** received a degree in biology from the Karl-Franzens University in Graz, Austria in 2005. Thomas' work in design and architecture started out of his interest in digital technology and programming. He has worked at Acconci Studio and the Vienna office of Coop Himmelblau where he collaborated in the design team for the European Central Bank. Since 2007 Thomas teaches 3d modeling and scripting courses for the “Fachhochschule Technikum Kärnten”.

### **Climate Art Generator**

**S V B A R Q V I T E C T V R A** is formed by **Andrés Silanes**, **Fernando Valderrama** and **Carlos Bañón**. All three are architects by the University of Alicante and hold Masters degrees in COMPLEX ARCHITECTURES UA.

They've built transport projects like the TRAMSTOP in Alicante (awarded in the IX Bienal of Spanish Architecture and in the European Bienal Balthasar Neumann Prize and Nominated to the last edition of Mies Van der Rohe Awards 2009 ) and research buildings like RESEARCH LABORATORIES in Orihuela (First Prize in Ideas Competition and awarded in Isover Sustainable and Ecological Buildings).

### **The Living Ribbon**

**Adam Pelissero** is from Ontario Canada with a background in the commercial construction industry.

**Brett MacIntyre** comes from British Columbia with a background as a government policy advisor.

They are both pursuing Graduate Degrees in Architecture at Dalhousie University in Halifax, Nova Scotia.

## About Land Art Generator Initiative

The goal of the Land Art Generator Initiative (LAGI) is to design and construct Land Art / Environmental Art installations that have the added benefit of large scale clean energy generation. Each sculpture will continuously distribute clean energy into the electrical grid with each land art sculpture having the potential to provide power to thousands of homes.

LAGI was conceived by Elizabeth Monoian and Robert Ferry, a husband and wife team based in the UAE. Elizabeth is an interdisciplinary artist and designer Robert is an architect.

LAGI is promoted by "Zero Impact Art Gallery" in Dubai. Please visit [www.landartgenerator.org](http://www.landartgenerator.org) for more information.

## About Masdar

Masdar is Abu Dhabi's multi-faceted initiative advancing the development, commercialisation and deployment of renewable and alternative energy technologies and solutions. The company serves as a link between today's fossil fuel economy and the energy economy of the future - developing the "greenprint" for how we will live and work tomorrow. Backed by the stability and reputation of the Mubadala Development Company, an investment vehicle of the government of Abu Dhabi, Masdar is dedicated to the emirate's long-term vision for the future of energy.