

Solar Futures

How to Design a Post-Fossil World with the Sun

Jap Sam Books and Marjan van Aubel are excited to announce the release of *Solar Futures* on the 8th of September. This publication explores the past, present and future of solar energy, beautifully designed by Studio Joost Grootens.

About the publication

Solar Futures: How to Design a Post-Fossil World with the Sun by solar designer Marjan van Aubel explores the future of solar energy. Solar energy needs a new narrative - one that says goodbye to old perspectives and only talks about the efficiency and the payback time of blue solar panels. This publication illustrates what we need to know to transition from solar technology to solar design using everyday integrated aesthetic solutions. The book is divided into three parts: the first part explains how we designed *with* the sun in the past, providing a visual timeline of the historical development of solar power. The second part discusses the present: Where are we now and what is solar design? It provides examples of innovative solar design in architecture, fashion, mobility and product design. Finally, the last part looks at the future and asks how we can ensure solar energy does not become the asbestos of the 21st century. For this book Marjan van Aubel interviewed various experts from the field such as Paola Antonelli, MoMA, Ben van Berkel, founder of UNStudio, Lex Hoefsloot, founder of Lightyear, Marjan Minnesma, activist and many more.

Book launch September 8th, 13:30 CET

After a welcome by publisher Eleonoor Jap Sam, an introduction will be given by Matylda Krzykowski, moderator of the event. Author Marjan van Aubel will give a presentation of the book about the design and content. A panel discussion will be held with the interviewees. After the presentation of the first copy there will be the opportunity to purchase to book at NAI Booksellers and get your copy signed.

[Het Nieuwe Instituut](http://www.hetnieuweinstituut.nl)

Museumpark 25 3015 CB Rotterdam

The Solar Biennale September 9th - October 30th

This initiative of solar designers Marjan van Aubel and Pauline van Dongen counterbalances the prevailing technological and economic viewpoints on solar energy. For seven weeks, the biennale focuses on the human angle: a solar-powered world goes beyond scientific research and uniform solar panels, after all.

www.thesolarbiennale.com

About the artist

Marjan van Aubel (1985) is an award-winning innovative solar designer that brings solar energy into daily life. She designs for a positive future by combining the field of sustainability, design and technology. Van Aubel's goal is to make solar power more accessible for everyone. She has created lasting change through solar design, integrating solar power seamlessly into the buildings and objects that surround us. Her most notable works are Sunne, Current Table, Power Plant and the roof of the Netherlands Pavilion at the World Expo 2020 in Dubai.

www.marjanvanaubel.com



Author: Marjan van Aubel, additional texts: Matilda Krzykowski, Sander Mann, final editing: Marjan van Aubel, Eleonoor Jap Sam, design: SJG(Joost Grootens, Dimitri Jeannotat, Julie da Silva), printer: Wilco Art Books, size: 17 x 24 cm, number of pages: 288, numerous illustrations, language: English, binding: hardcover, release date: September 2022, publisher: Jap Sam Books, ISBN: 978-94-92852-65-6, price €39,95

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