



****FOR IMMEDIATE RELEASE****

**SXSW BRINGS THE SUN TO 2009 ROSKILDE MUSIC FESTIVAL
UNIQUE SOLARPUMP™ TO DEBUT**

SolarPump™ Charging Station and Electric Scooters Will Be Provided for Media Use

June 30, 2009 – Austin, TX – South by Southwest (SXSW) is pleased to announce a unique partnership with the Roskilde Festival and Austin-based Sol Design Lab, in a mutual exchange that will explore both the artistic and practical applications of clean energy. At this year's Roskilde Festival, (July 2 – 5, 2009) outside Copenhagen, Denmark, the SXSW sponsored SolarPump™ will make its debut. Incorporating cutting-edge solar technology and the adaptive re-use of a 1950's gas pump, (a classic symbol of American fuel culture), this innovative Solar Charging station will power electric scooters that members of the media can use to travel back and forth from the Media Village (in the center of the festival grounds) to the Press Center about a mile away (where the media can use the facilities to file stories). The SolarPump™ will also serve as a practical and eye-catching tool to educate festival-goers about the possibilities of Solar Power, from both a technological and a creative point of view.

The SolarPump™ will be located at the center of the Media Village, along with electric scooters that are available for use. The station will be open daily from 10:00AM to 8:00PM starting Thursday, July 2, and members of the media can check out a solar powered electric scooter for up to an hour. Digital readouts will be available that will state how much electricity the SolarPump™ has generated, show battery capacity, as well as the amount of energy each device is using.

Designed by Austin-based Sol Design Lab, the SolarPump™ project is part art, part education and part practicality. The initial usage of the Pump at Roskilde is a pilot project to test the viability and application for outdoor festivals and events, and how its portability and practical application can be improved. SXSW and Roskilde, both leaders in the effort to produce more sustainable events, are proactive in engaging their attendees in green practices. The Roskilde Festival is regarded throughout Europe as a leader in green initiatives, and the project is especially relevant this year as the international Copenhagen Climate Conference (the 2009 version of the landmark Kyoto Summit) will be held in Denmark in December.

"We are very proud to present the SolarPump™ at Roskilde Festival," said Roskilde Festival Spokesman Esben Danielsen. "Green energy and sustainability is in focus at this years Festival, and to give our working media guests the possibility to get around the Festival grounds by solar powered electric scooters is great. This idea, which brings awareness to sustainability and environmentally friendly energy, is welcomed and supported by Roskilde Festival!"

The SolarPump™ was created in February 2009, when Beth Ferguson, (a MFA candidate at the University of Texas at Austin), debuted it as her graduate project, with the intention of helping people re-imagine the future of transportation by showing solar powered mobility in action. Using the reclaimed body of a 1950's gas station pump retrofitted with solar panels, she installed an innovative system to harness solar energy to charge electric scooters, laptops, cell phones, cameras, etc. (any item that uses a standard electric plug). In consultation with SXSW staff, Ferguson redesigned and modified the Pump to be truly portable, temporary and suitable for outdoor events. The Pump was fabricated and assembled by Ferguson's Sol Design Lab in consultation with Austin Energy, Lighthouse Solar and with assistance from the University of Texas Department of Art. The batteries and electric scooters are being supplied locally in Denmark, and Roskilde is providing space and other support for the assembly on-site.

"Sustainability has always been a core value at SXSW. In recent years, we have undertaken many new projects to use less carbon and be more eco-friendly, both in our administration and in our event planning and execution," said Eve McArthur, Operations Director at SXSW. "We were attracted to the SolarPump™ because it had humor and was a visual pun, and even in the planning stages, the project proved itself to be a conversation starter, sparking discussion about clean energy and possibilities for artistic expression within the medium."

SXSW would like to thank the following for their support: Austin Energy, Department of Art & Art History at the University of Texas at Austin, Lighthouse Solar and Maverick Solar.

About SXSW Conferences & Festivals

SXSW Conferences & Festivals (March 12-21, 2010) offers the unique convergence of top-quality music, independent films, and emerging technologies. SXSW 2010 is sponsored by Miller Lite and The Austin Chronicle. For more information, visit www.sxsw.com.

SXSW Music Conference & Festival showcases hundreds of musical acts from around the globe on over eighty stages in downtown Austin. By day, conference registrants do business in the SXSW Trade Show in the Austin Convention Center and partake of a full agenda of informative, provocative panel discussions featuring hundreds of speakers of international stature.

SXSW Film Conference & Festival explores all aspects of the art and business of independent filmmaking. The Conference hosts a five-day adventure in the latest filmmaking trends and new technology, featuring distinguished speakers and mentors. The internationally-acclaimed, nine-day Festival boasts some of the most wide ranging programming of any US event of its kind, from provocative documentaries to subversive Hollywood comedies, with a special focus on emerging talents.

SXSW Interactive Festival provides practical how-to information as well as unparalleled career inspiration, bringing together some of emerging technology's most creative thinkers. The event features five days of keynote sessions, more than 200 panels, the SXSW Web Awards, the Interactive and Film Trade Show & Exhibition, the ScreenBurn Arcade, the Microsoft BizSpark Accelerator at SXSW, and dozens of exciting evening events. Attracting digital creatives as well as visionary technology entrepreneurs, the event celebrates the best minds and the brightest personalities of emerging technology.

About Roskilde Festival

The annual Roskilde Festival, held just outside of Copenhagen, is one of the largest music festivals in Europe. Created in 1971 by two high school students, it was adopted by the Roskilde Foundation in 1972 as a non-profit organization for the development and support of music, culture and humanism. Roskilde has repeatedly demonstrated that this is "the place" to experience new, up-and-coming artists, current acts and timeless legends. Over four days and nights of music, the 2009 event will feature over 180 bands on six stages. Headlining artists include: Coldplay, Oasis, Nine Inch Nails, Kanye West, Lil Wayne, The Mars Volta, Social Distortion, Yeah Yeah Yeahs, Glasvegas, M. Ward, Nick Cave & The Bad Seeds, Royksopp, Lily Allen and Trentemøller among many, many more.

About Sol Design Lab

Based in Austin, Texas, Sol Design Lab projects include solar charging stations, sustainable design for educational and cultural centers in Northeastern Brazil, solar powered bike trailers for arts festivals, Green Map and carbon footprint work, and large-scale outdoor murals. Sol Design Lab's mission is to create interactive and inspiring solutions for urban sustainability, public art, and design. They offer architectural design and eco-consulting services, graphic design, ecological public art installations, and educational workshops. Members of Sol Design Lab have received international commissions, awards, and have given lectures and workshops about their work.

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Image Caption:

From left to right - Designer Beth Ferguson and Lula Marcondes, of Sol Design Lab, and Rick Mansfield from the University of Texas at Austin Art Department surround the SolarPump™ produced for the 2009 Roskilde Festival.

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