

## **LAGI to showcase innovative renewable energy designs for Masdar City at 24<sup>th</sup> World Energy Congress**

**Dubai, United Arab Emirates (UAE), 16 January 2019:** The UAE Organising Committee of the 24th World Energy Congress has announced the signing of a sponsorship agreement between The Land Art Generator Initiative (LAGI), a design competition aimed at highlighting renewable energy infrastructure, and Masdar (Abu Dhabi Future Energy Company), a leader in renewable energy and sustainable urban development.

Eng. Fatima Al Foori Al Shamsi, Chief Executive Officer, UAE Organising Committee for the 24th World Energy Congress, Mohamed Jameel Al Ramahi, Chief Executive Officer, Masdar, and Elizabeth Monoian, founding co-director, The Land Art Generator Initiative, signed the agreement on the third day of Abu Dhabi Sustainability Week's (ADSW) World Future Energy Summit (WFES), the global industry platform enabling investment and innovation in energy, clean technology and sustainability.

**Dr. Matar Al Neyadi, Undersecretary at the UAE Ministry of Energy and Industry and Chairman of the UAE Organising Committee for the 24th World Energy Congress, said:** "The United Arab Emirates is proud of its strong history in art and design. We have seen Abu Dhabi transformed through architectural design and, in terms of designing our future cities, big players in the sustainability space provide us with a wealth of opportunity. Partnering with LAGI and Masdar will highlight the importance of incorporating human culture in future energy design projects. The partnership will also ensure exciting and insightful discussion around the future of ambitious sustainability projects at the 24<sup>th</sup> World Energy Congress."

**According to Elizabeth Monoian and Robert Ferry, founding co-directors of LAGI:** "The design site at Masdar City is the perfect canvas to inspire architects, landscape architects, artists, engineers, and renewable energy consultants to propose innovative expressions of clean energy technology. The results of LAGI 2019 will provide an inspirational glimpse into the beauty of our renewable energy landscapes—demonstrating Abu Dhabi's leadership in the cultural aspects of the energy transition, and inspiring the world to take swift action on the decarbonisation of our energy grids."

During ADSW, LAGI also announced the launch of its 2019 competition, titled 'Return to the Source', which will be sponsored by Masdar for the second time following its sponsorship of the inaugural competition in 2010. Designs from previous LAGI competitions will be on display at the 24<sup>th</sup> World Energy Congress exhibition's stand at ADSW 2019.

The 'Return to the Source' international design competition, in which the winner will receive US\$40,000, will invite participants to create iconic works of art for installation in open spaces within Masdar City, Abu Dhabi's sustainable city. The competition requires that the design employs renewable energy technology as a medium of creative expression and contributes to on-site energy production. Currently, roughly a third of Masdar City's power needs are generated on site, from a 10MW solar array and rooftop panels with a combined capacity of 1MW.

The 25 shortlisted projects will be displayed at the 24<sup>th</sup> World Energy Congress, which is being held at the Abu Dhabi National Exhibition Centre from September 9-12, 2019. The winning design will be permanently installed at Masdar City, which is pioneering a 'greenprint' for sustainable urban

development focused on sustainable transportation initiatives, optimising waste management, reducing energy use, water consumption and carbon emissions.

“Masdar is proud to partner with the World Energy Congress and The Land Art Generator Initiative in sponsoring the ‘Return to the Source’ competition. The installation of the winning design at Masdar City will demonstrate how to combine creative cultural artwork and renewable energy to further sustainable urban development. It also emphasises Masdar City as a leader in sustainability and highlights the city’s evolution, which has been guided by Estidama’s four core principles – social, economic, environmental and cultural sustainability,” **said Yousef Baselaib, Executive Director, Sustainable Real Estate, Masdar.**

A capital cost restriction has been imposed on the entrants’ designs, setting a limit matching the approximate cost per watt of installed solar photovoltaic panels. The cost restriction ensures that design proposals are constructible and in line with the goal of the 24<sup>th</sup> World Energy Congress to drive real change and shape the future of the energy industry.

**ENDS**

### **About the 24<sup>th</sup> World Energy Congress**

Held every three years in select international cities, the World Energy Congress is the world’s largest, longest-running and most influential energy gathering. Unique in its coverage of the entire energy spectrum from oil and gas to renewables and nuclear, the Congress provides a forum for the industry’s largest and most diverse conversation. In 2019, the Congress is expected to welcome 15,000 attendees including an estimated 4,000 delegates and 7,000 trade visitors.

Under the patronage of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, the 24th edition will take place from 9 to 12 September 2019 at the Abu Dhabi National Exhibition Centre (ADNEC). This will mark the first time the Congress has been hosted in a Middle Eastern city, and by an OPEC member country, in the event’s 94-year history.

Masdar is the official sponsor of LAGI 2019 for the 24<sup>th</sup> World Energy Congress.

### **About the UAE Organising Committee for the 24th World Energy Congress**

The Organising Committee acts as the focal point between the World Energy Council and the 24th World Energy Congress. It is chaired by His Excellency Dr. Matar Hamed Al Neyadi, and the CEO is Her Excellency Fatima Mohammed Al-Foura Al Shamsi.

### **About Masdar**

Abu Dhabi’s renewable energy company Masdar is advancing the commercialization and deployment of renewable energy, sustainable urban development and clean technologies to address global sustainability challenges. Wholly owned by Mubadala Investment Company, the strategic investment company of the Government of Abu Dhabi, our mandate is to help maintain the UAE’s leadership in the global energy sector, while supporting the diversification of both its economy and energy sources for the benefit of future generations. Masdar’s renewable energy projects are located in the UAE, Jordan, Mauritania, Egypt, Morocco, the UK, Serbia and Spain.

### **About Masdar City**

Abu Dhabi’s Masdar City is one of the world’s most sustainable communities. It is made up of a rapidly growing clean-tech cluster, business free zone and residential neighbourhood with restaurants, shops

and public green spaces. Masdar City is a working model for cities around the world based on the three pillars of environmental, economic and social sustainability, and continues to push the boundaries of innovation. The sustainable city is home to the headquarters of the International Renewable Energy Agency, several Fortune 500 companies, hundreds of local businesses and entrepreneurs, and a leading graduate-level research institute.

### **About LAGI**

The Land Art Generator initiative (LAGI) is a platform for artists, architects, landscape architects, and other creatives working with engineers and scientists to bring forward sustainable energy solutions that enhance the city as works of civic art. Since its inception in 2008, LAGI has grown to be one of the world's most followed sustainable design events, inspiring people everywhere about the promise of a low-carbon future. Working at the intersection of culture and technology, LAGI's global network of creative interdisciplinary design teams provide models of renewable energy infrastructures that inspire, educate, and add value to cherished public spaces. More information about the ways that LAGI is working with cities, developers, and communities can be found at <https://landartgenerator.org>.

**For more information about the 24th World Energy Congress, please visit:**

<https://www.wec24.org/>

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