

Robert Ferry & Elizabeth Monoian conceptualized the Land Art Generator Initiative in 2008 and launched the first LAGI international design competition in 2010.

They've authored several publications including *The Time is Now: Public Art of the Sustainable City* (Page One Publishing), *Regenerative Infrastructures* (Prestel Publishing), *New Energies* (Prestel Publishing), *A Field Guide to Renewable Energy Technologies*, and *Art + Energy Flash Cards*. They are invited to venues around the world to lecture on the topic of the aesthetics of renewable energy. In addition to their professional design competitions, their 2015–2016 Youth Design Prize is innovating middle school/high school education in renewable energy through STEAM.

ELIZABETH MONOIAN, MFA Founding Co-Director, LAGI

Elizabeth Monoian is the founder and director of Society for Cultural Exchange (SCE). As the director of SCE she is committed to nurturing global intellectual and creative dialogue. She is currently working on large-scale international public art projects that both address and expose models of environmental sustainability.

Under SCE she co-founded the Land Art Generator Initiative (LAGI), an international initiative activating interdisciplinary teams to conceive of large-scale public artworks for specific sites that artfully provide utility-scale clean energy to the city grid. The project combines renewable infrastructure design with international cultural exchange and community educational outreach. The project has been featured in articles in numerous international press outlets, including *The New York Times* and *Dwell Magazine*.

Elizabeth is an interdisciplinary artist and designer and her work has been screened and exhibited in venues throughout Europe, the Middle East, and the United States. She received an MFA from Carnegie Mellon University and has taught in universities around the world.

ROBERT FERRY, AIA, LEED AP BD+C Founding Co-Director, LAGI

Robert Ferry is the Co-Founder of the Land Art Generator Initiative and Studied Impact Design. His focus is on designing places that achieve complete harmony with their local and global environments and with the people that use them. His “positive-impact” buildings that double as renewable energy power-plants have been featured in “Superlative Emirates”, several *Popular Science Magazine* articles, and have been shown at international exhibits.

With roots in new urbanism and participatory design projects, Robert has had the privilege to work on a wide range of net-zero and LEED developments, from single-family residential through \$500 million mixed-use projects including Project 1 at Masdar City and the 75-story ADNOC Headquarters. He has filled the role of consultant-side project manager and client-side design manager.

Robert is a graduate of Carnegie Mellon University.



Land Art Generator Initiative

The main goal of the Land Art Generator Initiative (LAGI) is to design and construct public art installations that have the added benefit of utility-scale renewable energy generation. Each sculpture will continuously distribute clean energy into the electrical grid, with the result that thousands of homes will be powered by art.

Presenting the power plant as public artwork—simultaneously enhancing the environment, increasing livability, providing a venue for learning, and stimulating local economic development—is a way to address a variety of issues from the perspective of the ecologically concerned artist and designer. By nature of its functional utility, the work also sets itself into many other overlapping disciplines from architecture and urban design to mechanical engineering and environmental science. This interdisciplinary result has the effect of both enhancing the level of innovation and broadening the audience for the work.

The Land Art Generator Initiative utilizes the design competition model as a free and open platform to engage as many interdisciplinary teams of artists, architects, scientists, ecologists, landscape architects, and engineers around the world as possible to conceptualize aesthetic and pragmatic solutions for 21st century environmental challenges. The results of the competition are made public in venues, workshops, literature, and educational materials to inspire the general public about the potentials of our energy landscapes.

LAGI 2010 Dubai/Abu Dhabi

In January of 2010, LAGI put out the first international call to artists, architects, scientists, landscape architects, and engineers to come up with both aesthetic and pragmatic solutions for 21st century energy challenges. The 2010 LAGI design competition was held for three sites in the UAE and we received hundreds of submissions from over 40 countries. The prize award and ceremony was sponsored by Masdar and took place at the 2011 World Future Energy Summit in Abu Dhabi, where UN Secretary-General Ban Ki-moon was introduced to the concepts.

LAGI 2012 New York City

In partnership with New York City's Department of Parks & Recreation we held the 2012 LAGI design competition for a site within Freshkills Park (the former Fresh Kills Landfill). 250 submissions came in from around the world and the exhibition was held at Arsenal Gallery in Central Park.

LAGI 2014 Copenhagen

LAGI 2014 came to Copenhagen during the year that the City was honored as the European Green Capital. We received 300 submissions from 55 countries and the European Commissioner for Climate Action presented the award to the winning design team at the Danish Design Centre.

LAGI 2016 Southern California

We are delighted to announce that LAGI 2016 will be held in Southern California, with the City of Santa Monica as site partner.

Interdisciplinary teams will be invited to design an interactive public artwork that generates clean electricity and drinking water for the city at the breakwater adjacent to the historic Santa Monica Pier. The site offers the opportunity to utilize wave energy as well as wind, solar, and other technologies.

Throughout 2016, LAGI will hold numerous events showcasing the submissions and the design ideas they contain. Public programming will reach a broad demographic throughout Los Angeles County and beyond with exhibitions, panel discussions, lectures, publications, and more related to the science of energy as experienced through art.

Through a generous partnership with the LA Chapter of the US Green Building Council, the award ceremony, exhibition, and book launch will be in Los Angeles during October of 2016 at Greenbuild 2016.

In total LAGI has collected over 600 design ideas for aesthetic sustainable infrastructure from 60 countries. Cities and developers around the world are looking to LAGI to provide unique solutions for integrated and distributed renewable energy installations that also serve as tools for creative placemaking and economic development. LAGI partnerships and supporters have included: NYC Department of Parks & Recreation, NYC Department of Sanitation, NYC Mayor's Office (2012), Connie Hedegaard (European Commissioner for Climate Action), Copenhagen Municipality, Masdar of Abu Dhabi, the Danish Design Centre, the National Endowment for the Arts, IT University Copenhagen, Zayed University, and many more.

WHAT ISSUES DOES LAGI ADDRESS?

Confronting the challenge of global climate change requires the communication of a positive vision of a sustainable future that can bring about a massive and organized social movement. After decades of scientific consensus on the cause, and a general agreement even within popular culture about the solution (a swift transition to a 100% renewable and GHG emissions-free infrastructure), there still exists a vocal constituency that is reactive against the proliferation of distributed and centralized renewable energy infrastructures.

Popular questions about the demanding spatial requirements of renewable energy systems and their aesthetic impact on the constructed environment have the potential to impede progress on the implementation of built solutions and proactive public policies. We see this effect within many communities that are opposed to wind and solar installations, especially when they can be seen from higher-value residential neighborhoods, or when they bring change to certain cherished view corridors and historic landscapes.

LAGI is working to address the issue of public awareness and to expand public support for renewable energy infrastructures by engaging individuals and communities through the medium of public art.

The civic engagement that LAGI catalyzes has proven to be a powerful mechanism for positive social change. The presentation of beautiful examples of utility-scale clean infrastructure that beautify public spaces can help citizens to feel a sense of pride in our collective energy landscapes. It's also an effective way to teach people about new technologies. LAGI is able to reach the next generation of designers, engineers, scientists, and policy makers, who will forever incorporate the creative integration of sustainable systems into their work.

LAGI is also providing a new model for public investment in renewable energy infrastructure by combining the economic return from an array of sectors into a single capital investment. These include: electricity generation, urban placemaking, tourism & economic development, educational amenity, city beautification, public health, habitat protection, and technology research & development.

In addition to the sale of kilowatt-hours of electricity from land art generators, the return on investment also takes into consideration and gives a quantifiable value to these other public benefits. When the benefits are considered together Land Art Generator artworks

provide a return on their investment within the first few years after their construction. The new model that LAGI is providing gives site owners the opportunity to integrate on-site renewable energy in places that would normally conflict with recreational uses, while the public art component of the installations expands economic activity from increased footfall traffic. Land Art Generator public artworks pay back both their carbon footprint and their installation cost over time, making them the perfect investment in our future.

www.landartgenerator.org

Martin Lidegaard

Former Danish Minister of Climate, Energy, and Building

“Land Art Generator Initiative provides new and exciting proposals for approaching the green transition. We saw in the previous exhibitions in Dubai in 2010 and New York City in 2012, where creative forces of art, architecture, and engineering together brought forth innovative ideas, concepts, and solutions that can produce green energy while being integrated to beautify the local environment.”

Connie Hedegaard

European Commissioner for Climate Action

“When it comes to renewables it's not a question of nice to have. The world of the 21st century needs to have more renewables. We have seen here in Denmark that it is doable. We see it in Europe. But I think in order to scale things up, it would be so good to have some more input from artists, from creative thinking people, who know how to landscape things in a better manner. Who can show attractive visions. Who can show that to take climate change seriously it not about gloom and doom—it can be a positive vision. It can create beauty. It can create something that all of us would like to be a part of.”

land art generator initiative
RENEWABLE ENERGY CAN BE BEAUTIFUL