

#ENGIEHarmonyProject, Project No. 1: “Solar Graffiti” in Mexico

ENGIE has filmed the first element of its #ENGIEHarmonyProject new communications programme in Mexico, comprising collaborative and innovative projects with positive environmental and societal impacts. More than simply an advertising film, “Solar Graffiti” is a real technological and societal project.

Shot in Mexico City, the film inaugurates a collective work created by the local street artist N3O, in partnership with ENGIE teams and the German startup Heliatek. This work is a means of rehabilitating and lighting the “Deportivo Gomez Farias” stadium using the latest generation of organic solar films. A world first, its aim is to unite local communities and restore life to the neighbourhood over the long term, all with 100% green lighting. A filming experience which defies the laws of traditional advertising production, very demanding from both the artistic and technological point of view and far removed from the usual short-lived film sets.

The scenario: In a neighbourhood of the suburbs of Mexico City, an ENGIE engineer and a team of street artists take over a derelict stadium and unfold a work of art which mixes graffiti with organic solar films. Using the energy that it stores during the day, the work illuminates the stadium at night and reveals a place buzzing with a friendly atmosphere, where locals and children congregate in the evening to chat, play and cook. The place comes back to life and will now host these communities during the day and at night.





Different views of the actors of this adventurous collective project:

N3O, 31-year old Mexican street artist: *“Contributing to a collective work that improves the daily life of the local people of this neighbourhood has been a very interesting and rich experience. Creative thinking needed to be mixed with technological requirements to come up with a work that integrates harmoniously into the neighbourhood. It was a challenge that was simultaneously technological, human and logistical. It was very gratifying to see the enthusiasm and interest generated and to provide a solution that brightens up the lives of local people. I’m happy to have made my contribution to this project.”* For more information about N3O: <http://instagram.com/n3on3> and <http://www.n3oart.com/>

Etienne Lerch, ENGIE Laborelec, ENGIE Research and Development Centre: *“This project is the first of its kind. The approach is unique and adventurous because it consists of combining a completely new technology, Heliatek organic solar films, with the work of a street artist, in other words, an engineer’s culture with an artistic culture, to create a true work of solar art. Light, flexible, colourful and easy to install, these films literally melt into this neighbourhood, providing the local people with a sustainable, high-performance, and therefore useful solution. And what is very exciting, is to immediately see the benefits it brings to the people of the neighbourhood.”*

Renaud Jaget, Producer at Carnibird: *“A unique production! In advertising we are used to magnifying everyday life but everything is fictional. Here we are magnifying everyday life but sustainably. It has to work, it has to remain and we have to show it as it is. It is very motivating to work with such widely different teams but who contribute a range of know-how to successfully achieve a joint project. It is very demanding, both from a technological and artistic point of view because we are working on a new technology and bringing together different cultures, all within a limited time. It is a very big challenge.”*

An alliance of unique expertise, ENGIE x Heliatek:



Heliatek, of which ENGIE holds approximately 8 % of the equity, is a German startup and creator of the HeliaFilm® and HeliaSol® organic solar film technology. These are used to produce green energy on the walls and roofs of buildings. With approximately 20g of CO₂ per kWh, these organic solar films have the lowest CO₂ footprint of all types of energy production. They can either be directly applied to walls or roofs, or integrated into construction materials, without any cooling or additional ventilation system being necessary. To learn more about ENGIE and Heliatek, [click here](#).

To learn more about the #ENGIEHarmonyProject and discover our collaborative projects: www.harmonyproject.engie.com