

## **BUTTERFLY HOUSES FOR THAI ORPHANS BATTLE FOR INVESTMENT IN GLOBAL AWARDS**

### **Earth Awards 2010 finalist must pitch on the world stage**

18 August 2010: A unique architectural project to give 50 Thai orphans their own individual homes is in the running for a global innovation award backed by world-leading entrepreneurs.

Norwegian organisation TYIN Tegnestue's Soe Ker Tie Hias (The Butterfly Houses) has been selected from over 500 entries to be shortlisted in The Earth Awards 2010. Architect Andreas Grontvedt Gjertsen and Yashar Hanstad will now pitch to top CEOs at an Innovators Summit in London to secure funding to bring his concept to market.

Judged by the world's top creative thinkers, The Earth Awards identifies viable ideas from fashion to architecture and consumer products, and marries them with investors to provide a real solution to improve quality of life. It is the only global innovation awards where the aim is to give the designer the means to enter the worldwide consumer marketplace.

The Butterfly Houses are a groundbreaking alternative to the stifling dormitories in many refugee-filled orphanages. Using a new architectural approach they seek to recreate what the children would have had in a more normal situation, providing individual spaces within a neighbourhood where children can grow independently yet within a network.

Earth Awards judge Yang Lan, Chair of Sun Television China, comments: "‘Do to others as you would be done by’ is one of the most relevant social values, making the world a better place to live. The Earth Awards puts this value at its heart, believing that through a ripple effect, the innovations it supports today will not only lead to a fairer economy but can also inspire others to innovate for a better tomorrow."

Fellow Selection Committee member His Holiness The Gyalwang Drukpa, Spiritual Leader, The Drukpa Lineage, adds: "Architecture and design have the power to build a better world. Innovation, however small, can be turned into something so big, by giving individuals a future which they may not have had."

The six Earth Awards entries to be named as category finalists are:

- Sustainable Shells by Michael Ramage, University of Cambridge, England – BUILT ENVIRONMENT
- Polli-Bricks by Arthur Huang, MINIWIZ Sustainable Energy Development Co, Taiwan – PRODUCT
- Kayu Sunglasses by Jamie Lim, Kayu, USA – FASHION
- AskNature by Sherry Ritter, The Biomimicry Institute, USA – SYSTEMS
- Artificial Photosynthetic Foam by David Wendell, University of Cincinnati, USA – FUTURE
- The Butterfly Houses by Andreas Grontvedt Gjertsen and Yashar Hanstad, TYIN Tegnestue, Norway – SOCIAL JUSTICE

Selected finalists will be showcased at HRH The Prince of Wales' Start initiative to inspire people to build a better future. They will appear at Start's 'A Garden Party to Make a Difference', in Clarence House, Marlborough House and Lancaster House gardens from 8<sup>th</sup>-19<sup>th</sup> September 2010. Finalists will pitch their innovation to an audience of leading CEOs and investors at a Summit held in partnership with the Financial Times at Marlborough House, on 16<sup>th</sup> September.

Nicole Ting Yap, Founder of The Earth Awards, concludes: "The Earth Awards is about providing an aspirational platform for consumer-driven ideas, which can challenge designers to build a new economy. We are thrilled to have received such innovative ideas which have real potential to drive positive change, and look forward to showcasing them at HRH The Prince of Wales Garden Party on 16<sup>th</sup> September."

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## Notes to editors

### About The Earth Awards

The Earth Awards is an aspirational platform for consumer-driven ideas that challenge designers and innovators to build a new economy. It is the only truly global awards dedicated to identifying viable designs which have the potential to improve our quality of life and build a new economy.

The Earth Awards Selection Committee is made up of world-leading entrepreneurs, designers and thinkers, making the awards the very best in class. They all share the Earth Awards' belief in building a new economy founded in innovation and design. Their task is to identify those innovations with the greatest potential and then present them to world industry leaders who have the means to bring them to market.

[www.theearthawards.org](http://www.theearthawards.org)

The Earth Awards 2010 Selection Committee comprises:

- Paola Antonelli, Curator for Architecture and Design, Museum of Modern Art
- Yves Béhar, Founder, Fuseproject
- Sir Richard Branson, Founder and CEO, Virgin Group
- Graydon Carter, Editor-In-Chief, Vanity Fair
- Majora Carter, President, The Majora Carter Group
- Tony Chambers, Editor-in-Chief, Wallpaper\* Magazine
- Alexandra Cousteau, Founder, Blue Legacy International
- David de Rothschild, Founder, Adventure Ecology
- His Holiness The Gyalwang Drukpa, Spiritual Leader, The Drukpa Lineage
- Rick Fedrizzi, President and CEO, United States Green Building Council
- Julie Gilhart, Fashion Director, Barneys New York
- Dr. Jane Goodall, Jane Goodall Institute & UN Messenger of Peace
- Scott Mackinlay Hahn, Co-founder, Rogan and Loomstate
- Peter Head, Director, ARUP
- Graham Hill, Founder, Treehugger
- Khaldoon Khalifa Al Mubarak, CEO, Mubadala Development Company
- Yang Lan, Chairwoman, Sun Television
- Ira C. Magaziner, Chairman, William J. Clinton Foundation
- Bill McKibben, Writer, Environmentalist
- Barry Nalebuff, Professor, Yale School of Management
- Sergio Palleroni, Co-founder and Director, BaSiC Initiative
- Karim Rashid, Founder, Karim Rashid Inc.
- Jonathan Rose RIBA, Principal, AECOM and Masterplanning Practice Leader
- Cameron Sinclair, Founder, Architecture for Humanity
- Werner Sobek, Founder, Werner Sobek Engineering + Design
- Philippe Starck, Founder, Starck Network
- Diane von Furstenberg, Founder, DvF
- Dilys Williams, Director, Center for Sustainable Fashion
- Ken Yeang, Principal, Llewelyn Davies Yeang

### The Earth Awards Finalists 2010

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### About Start

THE **EARTH** AWARDS  
RE-DESIGN TOMORROW. TODAY

Tickets for A Garden Party to Make a Difference are available at [www.startuk.org](http://www.startuk.org)

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