



# CO<sub>2</sub> E-RACE

## Copenhagen 2009

### Executive summary

*The CO<sub>2</sub> E-Race is a series of cultural events taking place in Copenhagen Denmark during the latter half of 2009. The intent is to raise public awareness of the climate crisis and ways to solve it through the latest technology. The CO<sub>2</sub> E-Race contains car races, a design show with CO<sub>2</sub> neutral cars and various exhibitions, performances and installations featuring Danish and international artists. The events will lead up to the United Nations Global Climate Change Conference (“COP15”) taking place in Copenhagen in December 2009. The car race will be held in collaboration with the Copenhagen Historic Grand Prix in the beginning of August. The Design Exhibition is held in cooperation with Danish Design Centre, during the Copenhagen Design Week in late August 2009. The art performances, installations and exhibitions will be held throughout 2009, with one final exhibition during COP15 itself, where the eyes of the world will be on Copenhagen. The idea of the CO<sub>2</sub> E-Race was conceived by artist Jacob Fuglsang Mikkelsen and the entire CO<sub>2</sub> E-Race can be seen as an art piece in its own right (see Appendix 1).*

### Vision



Our vision is a future where transportation is run by renewable energy sources and the climate crisis is under control because politicians, industry, media and consumers acted quickly and with foresight. At the COP 15 politicians finally joined together in a concerted and globally conscious manner and made it attractive to make the switch from fossil fuelled based energy sources to CO<sub>2</sub> neutral forms of energy sources.

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This happened through public and private investments in research, infrastructure and seed capital stimulating the demand of the more expensive, but more cost efficient solutions during the initial phases. Any consumer scepticism towards the adoption of the CO2 neutral cars vanished as public opinion changed after the first CO2 neutral car race showed the world the outstanding performance of these vehicles. CO2 E-Race will communicate to consumers, politicians and corporations alike, addressing some of the common myths of CO2 neutral cars. The CO2 E-Race will also highlight the natural progression and logic in choosing CO2 neutral means of transportation. In this way, the consumer becomes part of the solution reducing the emission of CO2 into the atmosphere.

The vision is also that the Kingdom of Denmark will take its responsibility as the first country in the world to make the transition to CO2 neutral transportation as there are only short distances, nation wide integrated electrical infrastructure, world class windmill and solar cell know-how/production, and no incumbent car industry.

By participating in the CO2 E-Race, you will be part of an initiative that has the purpose of making a real difference.

## The CO2 E-Race Project

### The Six Components:

1. The mini C and O drive at Roskilde Festival with select CO2 neutral vehicles.
2. The CHGP/CO2 E-Race. A CO2 neutral speed race on a closed circuit track showing acceleration and speed. A collaborative event with the Copenhagen Historical Grand Prix with stark contrasts telling a full automotive history.
3. The CO2 painting event is a distance drive on a pre-set route through Copenhagen. With a sponsored GPS tracking technology, CO2 neutral vehicles "paints" a C and O (the "O" twice) onto a sponsored map of Copenhagen via the www.
4. During and under the umbrella of the Danish Design Week, the CO2 E-Race will exhibit CO2 neutral vehicles.
5. In collaboration with the Danish Science Museum, "Experimentarium", the CO2 E-Race will produce an exhibition and interactive event for families, youth and children at their location in Copenhagen.
6. The CO2 E-Race art exhibition will be a collaborative event for invited artists to give their artistic perspective on the intent of the CO2 E – Race.

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## The Car Race

The first version of the CO2 E - Race will be as part of the 2009 Roskilde Festival. A small track withing the grounds will be made in the shape of C and O, where the O will be driven twice. In 2008 the festival drew a crowd of 67000 paying guests as well as 25000 volunteers.

The secon car race is planned as a two-day event in connection with the Copenhagen Historic Grand Prix (CHGP) on August 2-3, 2009. The race will feature a number of the fastest and most up-to date electric cars produced to date. The CO2 neutral cars will compete in three classes and against traditional combustion engine cars on a standing 1/8 mile.

Some of the fastest non emission cars will accelerate from 0-100 in less than 4 seconds! The race will take place in the middle of Copenhagen on a fully approved race track and with licensed drivers.



The Copenhagen Historic Grand Prix Track in "Fælledparken" and the 2008 poster

The race will exhibit 3 and 4 wheel transportation devices propelled by an engine without any release of immediate CO2.

The CO2 E-Race will be a unique opportunity for CO2 neutral vehicle manufactures to get worldwide exposure for their products in a positive, exciting and entertaining setting.

The CO2 E-Race will create the possibility for Danish and international clean-tech industries to gain massive world wide exposure of their current and future technologies in the exhibition area of the Track.

The CO2 E-Race technology exhibit will focus primarily on solutions to erase CO2 emission from current modes of transportation. This will influence public, commercial and private decision makers by demonstrating the current and future state of technology, as well as the design and performance of CO2 neutral vehicles.

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## The Design Exhibition

The CO2 E-Race design exhibition will feature the latest designs of CO2 neutral cars – prototypes as well as cars in actual production.



The design exhibition will be organised in co-operation with Danish Design Centre and will be part of the Copenhagen Design Week 2009 26th of August to September 6<sup>th</sup> 2009. This year features are social and environmental design. The target audience are business attendees and the Danish Design Week promotional efforts are mainly concentrated on attracting audiences from outside of Denmark.

## The CO2 E – Race as Art

The CO2 E – Race is conceived by the Danish contemporary artist Jacob Fuglsang Mikkelsen as a relational art piece. This event will open the Copenhagen Design Week and in the end of the race the cars will drive into their place in the exhibition space.

On a track in the streets of Copenhagen, the letters "C" and "O" (the "O" driven twice) is drawn with the help of Electric Cars and color coded GPS devices inside of each car. The audience will be part of creating the painting and thereby be the creators of the art themselves. They will both mentally and physically experience the future of transportation this by writing their own signature on a historic art performance.



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## Relational Aesthetics

The collective act of gathering a large amount of people to physically “paint” the “C” and “O” with the help of CO2 neutral cars and GPS devices, is public interactive art performance and in the art world called “Relational Art” or *Relational Aesthetics*.

## The Documentary Film and Art Exhibition

A part of the CO2 E-Race art exhibition there will be a documentation of the overall project in photography, film and other media. The exhibition will also feature selected art works by national and international artists with focus on issues relating to the intent of the overall project.



There will be several smaller exhibitions and installations in collaboration with the Danish Design Centre, the children’s science centre Experimentarium and other Copenhagen art institutions.

## The Sketch Project

Already in January 2009 the CO2 E-Race art piece will be “sketched” by a test drive of the CO2 track through the streets of Copenhagen. The drive will be done in a brand new Jaguar XF sports car that later will be converted in to an electric car. The CO2 “sketch” will be made into a limited edition lithograph and a form of “lottery ticket” that will be sold on the auction website Lauritz.com.

The winning “lottery ticket” will act as a seat in one of the CO2 neutral cars in the CO2 E-Race. The lucky winners will get to be an active part of the CO2 art piece creation.

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## Exposure

The CO2 E-Race will be one of the main attractions in Copenhagen 2009. The event has been chosen by The Copenhagen Municipality as one of the main environmental events during 2009. As it has a global as well as local cross cultural interest it will reach a broad range of audiences through participating national and international media. On the race days there will be an expected audience of approximately 25.000 people. In addition, the race will be of interest to specialized motor, design and art magazines all over the world. The Awards will be publicized in the media on full page adds featuring the sponsors (see awards in Appendix 2). Also, the design exhibition and the art shows will generate an anticipated large public interest throughout the later part of 2009.

A state of the art 2.0 (interactive) website will be constructed where the race can be followed in real time. The site will also support portals through which communities may discuss the different aspects of racing, art, design, CO2 neutral transportation and issues regarding global warming and climate change. The full documentation, including video recordings from the race as well as interviews with collaborators, sponsors and CO2 neutral vehicle manufacturers will be available on [www.co2erace.org](http://www.co2erace.org). In addition, there will be information about participants and sponsors and links to their websites.

The CO2 E-Race includes a unique combination of art, design, sport and climate. This will reach a broader audience compared to each area presented as a separate event.



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To create additional media coverage for the CO2 E-Race, there will be several smaller events and projects leading up to the CO2 E-Race in August 2009, such as "The Sketch Project".

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## Organisation

The CO2 E-Race is produced in a co-operation between The Danish Cultural Institute and the CO2 E-Race Foundation.

The CO2 E-Race is managed on a daily basis by the CO2 E-Race Foundation

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## Ambassadors

Finn Andersen, General Secretary of The Danish Cultural Institute

Ceslie Armstrong, Momentum Women based in New York

Jac Nellemann, Nellemann Holding

Laura Lykkegaard Selander, Copenhagen Capacity based in South Africa

Mette Rode Sundstrøm, Lauritz.com

Kristina Korsholm, Author and actress based in LA

Ole Andresen

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## Appendix 1: The Artist's Vision

**When Jacob Fuglsang Mikkelsen first conceived the idea of the CO2 E-Race, this was his vision:**

*"The human consciousness has come to a place where the signs of a potential serious natural meltdown are on our minds. The UN Climate Change Panel has concluded that the man made part of global warming is beyond discussion and most politicians are starting to take the threats seriously. We are at a unique point in the history of humankind. We are at a point where it is no longer a question if man made pollution is a threat to human existence on this planet, but only a question of how we can quickly reduce the outlet of CO2 in the atmosphere and how we can make a transition from fossil fuels to sustainable sources of energy. The alternative scenario is frightening to say the least:*

- *In the middle of this century it is expected that wet areas will get wetter and dry areas will get drier.*
- *Up to a sixth of the planet's population is expected to have problems with a lack of water, as the water supply in many regions depends upon water resources such as snow and ice melting.*
- *20-30% of the planet's animal and plant species are at risk of extinction if the average global temperature rises by more than 1.5 – 2.5 °C above the 1990 level.*
- *Most coral reefs are expected to turn pale with a local warming of 1 °C, and risk extinction if the warming exceeds 2 °C.*
- *Crop yields will decrease in areas near the equator, and more people will be affected by famine.*
- *When the seas rise, coasts will be eroded and a large part of the world population in low-lying areas will be in danger of flooding.*
- *Millions of people are expected to be affected by a range of climate-related illnesses.*

Source: United Nations Climate Change Panel's Fourth Assessment Report, "Consequences and Climate Adaptation"

*In the stone ages, it is said that the way early man dealt with fear and challenges, was to paint them on cave walls. By identifying and illustrating the "threat", he could then touch, look, throw stones and spears at the image to physically and mentally confront it in his daily life together with the rest of the members in the cave.*

*In following the early humans and their natural instinct to deal with the challenges of their time with the tools and colors available to them; the CO2 E Race will stage a car race in order to illustrate one of the main challenges the human race is currently confronted with.*

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*The Bison Cave Painting*

*The CO2 E-Race will use the tool of CO2 neutral cars, in the city of Copenhagen. This at a time around the 2009 UN Climate Meeting when the eyes of the world are on Copenhagen and the intent of making a change in the way we treat the earth is on the agenda.*

*The purpose of the CO2 E-Race is to create awareness of the CO2 issues in general and the CO2 neutral cars as one possible solution in particular.*

*The shape of the track for the race will spell out CO2 if seen from space. This will be transmitted real time on a big screen at Copenhagen Historic Grand Prix (where the past history of transportation is exhibited), on the Internet, via satellite and GPS tracking systems attached to each car programmed with the full color spectra..*

*The final image of Copenhagen with the CO2 painting, along with the documentation of the whole process up until, during and after the race will be exhibited as an art installation to the delegates for the International Climate Conference and the general public in December 2009.*



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*The CO2 E-Race and art exhibition will follow the yearly International Climate Conference around the world, making a painting on each city hosting the event.*

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## Appendix 2: Car Categories and Awards



### Car categories

- Electric vehicles
- Compression vehicles
- Hydrogen vehicles
- Other CO2 neutral technologies

### Sub categories:

- Production vehicles
- Sports cars
- SUV
- Prototypes

### Awards:

- Distance
- Acceleration
- Design
- Economy
- Best in class

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