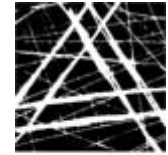


23 July 2008



arcola
theatre

27 Arcola St
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PRESS RELEASE

ARCOLA THEATRE PROVIDES FUEL CELL POWER AND LOW ENERGY LIGHTING AT LATITUDE FESTIVAL



London's Arcola Theatre, renowned for having the world's first fuel cell powered studio, has taken a brave new step in delivering low energy lighting and hydrogen fuel cell power for this year's Latitude Festival.

Working with regular partners White Light, Selecon, ETC and Pixel Range, Arcola Theatre provided lighting for the entire Theatre Arena using a mixture of LED and low power tungsten technologies; cutting power consumption by over 70%.

A 5kW Gencore fuel cell, supplied by London Hydrogen Partnership in association with Logan Energy, powered the lighting rig, with hydrogen provided by BOC. The fuel cell operates almost silently producing nothing but electricity and clean water.

Arcola have enjoyed great success in delivering low power lighting in their own studios, but Latitude presented new challenges – not least that the theatre tent was not blacked-out so the lighting needed to compete with, or rather complement, daylight.

The fuel cell and low energy lighting add to organiser Festival Republic's efforts to reduce the environmental impact of the entire event, including solar showers and reusable cups. This project is part of Arcola Theatre's extensive range of sustainability activities, collectively referred to as Arcola Energy.



Arcola's Executive Director Dr Ben Todd said:

“Latitude is a great opportunity to push the boundaries of fuel cell and low energy lighting technologies in a high pressure daylight environment. By powering the Theatre Arena we demonstrated these technologies, at close quarters, to 20 leading theatre companies and 25,000 festival-goers. We look forward to being part of many more green events”.

- ENDS

For more information see www.arcolaenergy.com or contact

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For hi-resolution images see

<http://arcolatheatre.com/gallery/thumbnails.php?album=49>

