

## PRINCIPALITY OF MONACO'S "GREEN GALLERY" TO BE DISPLAYED AT TESLA MOTOR'S NEW YORK CITY SHOWROOM

NEW YORK (October 6, 2010) – Kindred “green” spirits - the Principality of Monaco and Tesla Motors - will team up for two weeks, from October 7 through 18, when a unique environmental installation is displayed at the NYC showroom of the ground-breaking electric car maker, as part of 2010's *Monaco Takes New York* ([MonacoTakesNewYork.com](http://MonacoTakesNewYork.com)) celebrations.

The installation, a trio of customized cylinders that combine A/V techniques including videos, printed text and a kaleidoscopic experience, relate the past, present and future of Monaco as a leading proponent of conservation with a long, proud legacy of environmental stewardship.

Tesla Motors produces the Roadster, the only highway-capable electric performance vehicle. The handmade, carbon fiber Roadster is the only car that delivers supercar performance with zero tailpipe emissions. It accelerates from 0-100km in less than four seconds and consumes no petroleum. The Roadster plugs into any conventional socket and can travel over 380 kms on a single charge. It is the only sports car in the world that can be charged with solar, hydro or wind energy. The Roadster requires less routine maintenance than conventional cars. It does not need oil changes or exhaust system work. Roadsters have no spark plug or pistons to replace.

“This partnership underscores a great synergy and joint commitment to the environment. Both Tesla and the Principality have demonstrated their dedication to “green” ideals and in more ways than one, ours is a harmonious union,” said Maguy Maccario, consul general and vice president of the Prince Albert II of Monaco Foundation-USA.

“Tesla Motors launched their Monaco operations last year. His Serene Highness Prince Albert II, a devoted car enthusiast and environmental champion joined CEO Elon Musk to cut the symbolic ribbon officially opening the showroom in November. The Monaco “green gallery” installation reflects many of our common goals and we are delighted Tesla has agreed to host it as part of this year's *Monaco Takes New York* series of activities and events.”

Each cylinder features a unique mix of copy, graphic design, hi-res images, motion graphics, lighting and architectural elements which seamlessly project a cool image of a hot topic. A special video address by Prince Albert outlines his personal commitment to the preservation and conservation of the world's natural environment and the international mission of The Prince Albert II of Monaco Foundation.

An “inspirational” HD-DVD showing present day Monaco, spotlights this country with a conscience. The kaleidoscope animation was designed by the talented Hollywood-based special effects team who worked on such feature films as *Spider-Man* and *The Incredible Hulk*. A short, futuristic “eco-doco” called *Climate: A Crisis Averted* from Free Range Studios gives hope, through humor, to future generations that the present custodians of the planet will make concerted efforts towards preservation and conservation.

An initiative of the Consulate General of Monaco and the Monaco Government Tourist Office in New York, the gallery was launched in New York City in September 2008 and exhibited at The Field Museum of Natural History in Stanley Field Hall the following month.

Technical Specifications of the Monaco Gallery:

- All electrical components meet US electrical standards. Each cylinder has a single power line for monitors, lighting and DVD players and is internally lit by LED fixtures.
- Each cylinder is energy-efficient using the same wattage as one 100 watt light bulb.
- The structures are made of aluminum extrusions and their unique design means they are lightweight, modular, durable yet re-usable. Each cylinder can be broken down into four quadrants which are connected via a hidden hinge within the framework.

The Tesla showroom in New York's premiere gallery district in Chelsea -- located at 511 West 25th Street, Suite 101 -- officially opened to the public in July 2009. Business hours are Monday - Friday 11 am - 8 pm, Saturday 10-7 pm and Sunday 12-6 pm.

### **ABOUT MONACO TAKES NEW YORK WEEK**

This Fall, the Consulate General of Monaco and Monaco Government Tourist Office in New York, along with Monte-Carlo SBM Hotels & Casinos and their esteemed partners, present the *Monaco Takes New York* series of culinary and charitable events that celebrate the flavors of one of the world's most glamorous destinations and pays tribute to the cultural heritage of the Principality.

The week-long culinary celebration will take place during October 11 - 16, 2010 at some of Manhattan's most iconic venues to benefit the Prince Albert II of Monaco Foundation - USA and the Princess Grace Foundation - USA.

Executive Chef Marcel Ravin of the Monte-Carlo Bay Hotel & Resort will travel to New York to present his sublime Monégasque cuisine at the University Club of New York. In addition, Chef Ravin along with four acclaimed NYC chefs will co-host an extraordinary food and wine tasting on October 13 at the Top of the Rock. To make reservations for *Monaco's Taste of New York*, please call 1 800 753-9696 or [book online](#), tickets are [\\$150 per person](#) (Space is limited).

Under the High Patronage of His Serene Highness Prince Albert II, on October 14, Chef Ravin will prepare a grand Gala Dinner (venue is the University Club of New York). The evening will include a "blind" wine tasting of fine wines and a post-dinner performance by cabaret star Karen Akers. An exclusive silent auction will offer one-of-a-kind prizes. To make reservations for the *Monégasque-Inspired Gala Dinner*, call 1 800 753-9696 or [book online](#), tickets are [\\$250 per person](#) (Space is limited).  
[www.MonacotakesNewYork.com](http://www.MonacotakesNewYork.com)

### **ABOUT THE PRINCE ALBERT II OF MONACO FOUNDATION**

The Prince Albert II of Monaco Foundation was established in 2006 by Prince Albert to continue the Principality of Monaco's legacy of environmental stewardship and its commitment to conserve and preserve the world's natural environment and resources.

The Foundation supports sustainable, ethical projects especially in the Mediterranean Basin, the Polar regions and the least developed countries. Its focus is on: climate change; combating the loss of biodiversity; and water management and fighting desertification. The Foundation has extended its international outreach by opening chapters in Europe (France, Switzerland, the UK, Italy and Germany), in Canada and, in 2008, the United States of America. Since its inception, 100+ projects have benefited from Foundation grants totaling more than \$US23 million. [www.pa2f.org](http://www.pa2f.org)

## **ABOUT TESLA MOTORS**

Tesla's goal is to produce increasingly affordable electric cars to mainstream buyers – relentlessly driving down the cost of EVs. Palo Alto, CA-based Tesla has delivered more than 1200 Roadsters to customers in North America, Europe and Asia. Tesla designs and manufactures EVs and EV powertrain components. It is currently the only automaker in the U.S. that builds and sells highway-capable EVs in serial production. The Tesla Roadster accelerates faster than most sports cars yet produces no emissions. Tesla Motors was founded in 2003 and the Tesla Roadster hit the streets in early 2008 as a car with no equal. Two years later, over 1,200 Roadsters drive emissions-free in more than 28 countries. Tesla's battery packs and powertrains will help lessen global dependence on petroleum-based transportation and drive down the cost of electric vehicles. [www.TeslaMotors.com](http://www.TeslaMotors.com)

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