

THE PRINCE ALBERT II OF MONACO FOUNDATION ANNOUNCES ITS U.S. CHAPTER

H.S.H. Prince Albert II's Global Initiative to Protect the Environment Continues Its International Expansion:
Announcement Made at Monaco Lounge Installation at Project Globe Exhibition, New York City

*"Monaco may not be the biggest country in the world,
but I am determined to show it can be among the
most innovative when dealing with the environment."
H.S.H. Prince Albert II of Monaco*

NEW YORK (September 18, 2008) – If the current "rock star" of world environmental issues and global economics says "You've got it right," you know you are on to something. That's what Professor Jeffrey D. Sachs said of the Prince Albert II of Monaco Foundation at a reception to announce the United States chapter of the Foundation last night in New York City.

Professor Sachs of The Earth Institute at Columbia University was the keynote speaker at the event presided over by H.E. Bernard Fautrier, Vice President and CEO of the Prince Albert II of Monaco Foundation, and John B. Kelly III, President of its U.S. arm, and organized by Hon. Maguy Maccario Doyle, Consul General of Monaco and Director of the Monaco Government Tourist Office in New York. Ms. Samantha Smith, of the Foundation's Technical and Scientific committee, addressed the gathering with anecdotes of Prince Albert's 2005 fact-finding expedition to Spitsbergen when she, along with a group of scientists and researchers, accompanied him.

Referencing the recent news from Wall Street, Professor Sachs stated, "On a day when we are a bit shell-shocked, it should make us think about our responsibility to the planet. We know there will be a recovery, but for some of the issues taken on by the Prince Albert II of Monaco Foundation, there may be no recovery if we continue to make the same mistakes," said Sachs. "Climate change, loss of biodiversity and water are areas under profound stress. The Foundation has picked its issues wisely. It is a true honor to partner with the Foundation. They are on the right path. They've got it right."

John B. Kelly III said, "The Prince Albert II of Monaco Foundation is different from other environmental Foundations in three unique ways: its three-fold focus on climate change, biodiversity and water: its global outreach and having Prince Albert, a Head of State, as the Foundation's leader who brings serious dedication, clout and a long family history of environmental protection," said Kelly.

"I was recently in Europe and was told by the Norwegian Environment Minister, Erik Solheim that the world was waiting for the United States to take the lead on environmental issues. I am optimistic that the U.S. chapter of the Foundation will bring attention to the important environmental issues and we will be successful in this endeavor."

As he introduced a welcome message from Prince Albert, Fautrier said the U.S. branch is the latest of the Foundation's chapters in addition to France, Switzerland and the United Kingdom with plans to open branches in Singapore, Canada, Germany, Italy and Belgium in 2009.

"To date the Foundation has awarded more than \$17 million in grants to more than 70 projects around the world dedicated to climate change, preservation of biodiversity and water management, and we are delighted to partner with some of the world's most respected individuals and renowned institutions including the World Wildlife Fund, Conservation International, the Aspen Institute and the Field Museum in Chicago as well as the Earth Institute and Professor Jeffrey Sachs. The Foundation has signed a special commitment within the framework of the Clinton Global Initiative in partnership with the UN Foundation regarding the Global Leadership for Climate Action. It is important to note that 100 percent of contributions directly benefit the Foundation and are exclusively used to fund these projects," he said.

Monaco Lounge at Project Globe

The announcement of the U.S. branch of the Prince Albert II of Monaco Foundation coincides with the opening of Project Globe, an initiative of *Travel + Leisure* magazine. Project Globe features works of art created by 18 renowned artists, designers, and photographers to be auctioned to benefit Future Generations, a nonprofit organization devoted to conservation and community development.

"Participation in Project Globe, which was inspired by responsible travel and eco-tourism, is a perfect fit for Monaco. As well as being Europe's premier luxury destination, Monaco's legacy of environmental conservation and protection goes back more than 100 years. To support the work of the U.S. chapter, I am delighted to announce that *Travel + Leisure* is generously giving a \$20,000 donation to the Prince Albert II of Monaco Foundation. Additionally, the Prince Albert II of Monaco Foundation is delighted to announce its contribution of \$35,000 to Future Generations in support of its important work in the Himalayas," said Maccario Doyle, who also serves as Vice President of the Foundation's U.S. chapter.

The Project Globe exhibition will be **free and open to the public on September 19 and 20 from 12:00pm to 5:00pm** at GlassHouses in New York's Chelsea Arts Tower.

An integral part of the Project Globe gala event and exhibition is *Monaco Lounge* – a cutting-edge, made-to-order installation which also showcases the Foundation's important international work.

Blending creativity, cutting-edge design and with a mind to energy efficiency, three customized 8ft x 5ft cylinders - representing Yesterday, Today and Tomorrow - combine audio and visual techniques including short videos, printed text and a kaleidoscopic experience to inform guests about the past, present and future of the Principality as a leading proponent of green ideas with a long, proud legacy of environmental stewardship.

Each cylinder features a unique blend of copy, graphic design, hi-res images, motion graphics, lighting and architectural elements which seamlessly project a cool image of a hot topic.

The *avant-garde* animation incorporated in the kaleidoscope, comes from the talented Hollywood-based special effects team who have worked on such feature films as "Spider-Man" and "The Incredible Hulk". A special feature is a video address by Prince Albert outlining his personal commitment to the preservation and conservation of the world's natural environment and the important international work of his Foundation as well as an inspirational overview of the Principality – in HD – which spotlights this country with a conscience. A short, futuristic "eco-doco" called *Climate: A Crisis Averted* (from Free Range Studios) gives hope, through humor, to the generations of the future that in 2008 we can and will act in time to make a positive difference.

Technical specifications include:

- All electrical components meet U.S. 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 super-energy-efficient using the same output as a single 100 watt light bulb.
- Each cylinder's structure is made using aluminum extrusions and the unique design means they are lightweight, modular, durable yet re-usable. Each cylinder can be broken down into four quadrants, are connected via a hidden hinge within the frame work.

Monaco Lounge is joint collaboration between the Monaco Government Tourist Office and the Consulate General of Monaco in New York with the Prince Albert II of Monaco Foundation. The installation was designed by Theory Group LLC, (Cheryl Hills, Creative Director) with fabrication by Duggal Visual Solutions of New York.

For more information, please visit www.visitmonaco.com/PA2F and www.PA2F.com.



(L to R): H.E. Bernard Fautrier (Vice President and CEO, The Prince Albert II of Monaco Foundation), Mrs. Ellen Noghès (Secretary, The Prince Albert II of Monaco Foundation-USA), Mr. Lionel Schutz (Counselor, The Prince Albert II of Monaco Foundation-USA), Hon. Maguy Maccario Doyle (Vice President, The Prince Albert II of Monaco Foundation-USA), Professor Jeffrey D. Sachs, (Director, The Earth Institute, Columbia University), Ms. Nancy Bugos (Treasurer, The Prince Albert II of Monaco Foundation-USA), and John B. Kelly III (President, The Prince Albert II of Monaco Foundation-USA). *Photograph by S. Vreeland. Copyright: 2008 Monaco Government Tourist Office New York.*



Monaco Lounge at Project Globe in New York City – September 2008

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