



February 27, 2012

## Frank Lloyd Wright Foundation Announces Energizing Taliesin West™ Initiative

*First Solar Inc. to build 250kW solar energy system as part of "net-zero" initiative at the National Historic Landmark*

SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- The Frank Lloyd Wright Foundation, in conjunction with energy efficiency consultant Big Green Zero, today announced the launch of *Energizing Taliesin West™*, a pioneering initiative integrating sustainable energy at Frank Lloyd Wright's Taliesin West in Scottsdale, Ariz. To kick off the initiative, the Frank Lloyd Wright Foundation has partnered with First Solar, Inc. (NASDAQ: FSLR), one of the world's leading solar companies, to install a 250 kW (AC) solar photovoltaic (PV) array at Taliesin West.



Frank Lloyd Wright's Taliesin West launches a "net-zero" initiative by partnering with First Solar to build a 250kW solar array on the property grounds. (Photo: Business Wire)

The panels will not be visible from anywhere in the historic core of Taliesin West, nor will tour guests be able to see the panels from any location during their entire tour experience — maintaining the historic integrity of Frank Lloyd Wright's desert home and studio. However, intentionally, guests will be able to see the impressive solar array from the road before they arrive at Taliesin West to take their tour — celebrating the Frank Lloyd Wright Foundation's commitment to sustainable energy. Every year, more than 100,000 tourists come to Scottsdale to experience Taliesin West, which also houses the Frank Lloyd Wright School of Architecture.

"I couldn't be more excited about this partnership with Big Green Zero and First Solar," said Sean Malone, CEO of the Frank Lloyd Wright Foundation. "This is an extraordinary opportunity; the goal of making a world-famous National Historic Landmark site entirely self-sustaining is unprecedented. And we're going to make it happen. The endeavor will have a broad and deep impact for sustainability efforts throughout America and across the globe. And, importantly, the initiative is entirely consistent with the values of Taliesin West: innovation, an evolving site, embracing new technology, celebrating nature and strategic use of resources."

"Frank Lloyd Wright is synonymous with innovation in architecture and design, and we share the Frank Lloyd Wright Foundation's passion to forward his legacy — by integrating sustainable energy into his work," said Larry Whittet, First Solar

*Energizing Taliesin West™* is a groundbreaking effort to transform the entire National Historic Landmark Taliesin West site into a "net zero" energy customer, producing as much energy as it consumes annually, while maintaining the historic and architectural integrity of the site. The comprehensive endeavor will focus on the twin goals of maximizing Taliesin West's energy efficiency (through improved lighting, insulation, climate controls and other techniques) while also generating clean renewable energy on-site.

Arizona-based First Solar is a premier provider of complete solar PV systems, and has developed and installed some of the largest and most noteworthy solar projects in the world. Approximately 4,000 of the company's sleek, black solar modules will generate clean electricity for Taliesin West, helping it achieve the goal of becoming a net-zero energy consumer. As part of its commitment to the local communities where it operates, First Solar, with help from several key suppliers, is donating the complete custom-designed ground-mounted solar PV system.

project manager for the Taliesin West solar project. "Taliesin West is a global architectural landmark that has captivated the imagination of visitors for 75 years, and we are proud to be part of this historic undertaking,"

The *Energizing Taliesin West* program was initiated after a recent energy assessment by Big Green Zero. The assessment indicated that Taliesin West's energy bills could be reduced by as much as 51 percent through simple conservation methods. In addition, the property has potential to achieve a "Big Green Zero" by producing as much renewable energy as it uses each year.

"The Foundation is proud to announce First Solar as a partner in achieving our sustainability goals," said Robert Roth, Ph.D., CEO of Big Green Zero. "As a local company focused on harnessing Arizona's most abundant natural energy source — the sun — First Solar will provide Taliesin West with state-of-the-art solar panels in order to reach the property's goal of producing as much energy as it consumes."

"This year marks the 75<sup>th</sup> anniversary of Taliesin West," adds Malone, "a perfect time to focus on the future. *Energizing Taliesin West* does just that — it celebrates the future of the Frank Lloyd Wright Foundation, and our future as a society."

### **About the Frank Lloyd Wright Foundation**

The Frank Lloyd Wright Foundation is a non-profit organization that was established by Frank Lloyd Wright in 1940 to be a cultural and educational institution and the primary conservator of his work. The Foundation owns two world-famous National Historic Landmarks — Taliesin in Spring Green, Wis. and Taliesin West in Scottsdale, Ariz. — both open to inspire the public. The Foundation also owns and manages the vast [Frank Lloyd Wright Archives](#) and operates the Frank Lloyd Wright School of Architecture, a continuation of the apprenticeship program Wright established in 1932. [www.franklloydwright.org](http://www.franklloydwright.org)

### **About Big Green Zero**

Big Green Zero, LLC is a team of sustainable energy engineers, project planners and historic preservation enthusiasts. The team provides commercial and institutional property owners with commercial-grade energy assessments and sustainable energy project planning services. Big Green Zero is developing and managing the *Energizing Taliesin West*<sup>TM</sup> project. <http://www.biggreenzero.com/>

### **About First Solar, Inc.**

First Solar manufactures solar modules with an advanced semiconductor technology, and is a premier provider of comprehensive photovoltaic (PV) system solutions. The company is delivering an economically viable alternative to fossil-fuel generation today. From raw material sourcing through end-of-life collection and recycling, First Solar is focused on creating value-driven renewable energy solutions that protect and enhance the environment. For more information about First Solar, please visit [www.firstsolar.com](http://www.firstsolar.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50181560&lang=en>

First Solar  
Ted Meyer  
(602) 427-3318  
[ted.meyer@firstsolar.com](mailto:ted.meyer@firstsolar.com)

or  
Frank Lloyd Wright Foundation  
Nicole Minadeo  
(312) 768-4744  
[Nicole.minadeo@resoluteconsulting.com](mailto:Nicole.minadeo@resoluteconsulting.com)

or  
Big Green Zero  
Bob Roth  
(480) 287-6009  
[bobr@biggreenzero.com](mailto:bobr@biggreenzero.com)

Source: First Solar, Inc.

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