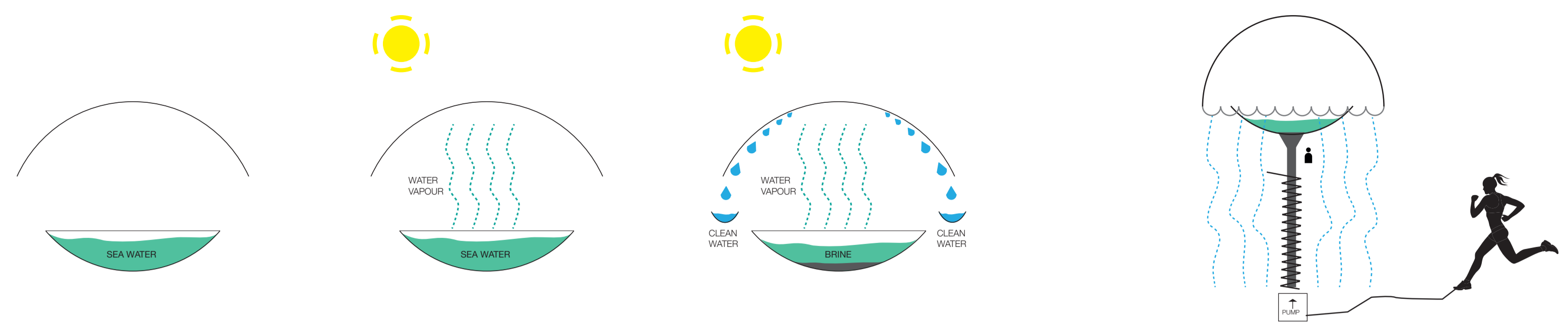


JELL-ENERGY

POWER HARBOUR

SANTA MONI CA



JellyEnergy, Jell-nery, floats gently above the Santa Monica pier, ‘metabolising’ fresh water, producing energy, and providing an exciting new view point for people to appreciate the Santa Monica Coast.

With a nod to Los Angeles’ celebration of pop-culture, and center for entertainment, Jell-nery looks like a dancing JellyFish bobbing on the Pacific breeze. But a further look unsettles us. Is this a friend or foe? California may be described by Wikipedia as a ‘paradise of good weather’ but it is also the extreme of climate problems, which have never been more obvious. The form of the Jelly Fish reminds us of the near-future where rising sea temperatures mean this invertebrate will be one of the strongest life-forms in the ocean. The JellyFish is the symbol of survival.

But rather than being a monstrous personification of doom, Jell-nery are actively working with humans to perform a clean desalination plant, and harness energy from the wind and tide. Like a pet Jell-nery responds to the people that are using it. When many people walk along the wave piers below, Jell-nery use the pounding of their feet to light up like bioluminescence, exploding magenta rays down LED strips like the merry-go-round of the pier below.

