



Belgrade, 1th of February, 2013.

Third solar charger Strawberry Tree in Belgrade!

Strawberry energy Company, in cooperation with the city of Belgrade and Mikser organization, has installed new Public solar charger Strawberry Tree with unusual design at Slavija square, Belgrade. This solar device was named Strawberry Tree Flow, since its form shows the flow of energy through tubes to the user. From now on, while walking down the streets of Kralja Milana, Beogradska or changing buses at Slavija square, visitors of the park Mitićeva rupa can easily recharge phones and take a bit of Sun here where a sundial used to adorn the park. Symbolically, at the same place, where shoe cleaners, old cinema and sun clock once had made the Slavija representative symbol of the town, the Sun shows again how can help us with its eternal and free of charge energy.

“After the successful last year ending when Mashable included us within the list of 25 technologies every smart city should have, this new, ninth in Serbia Strawberry Tree represents for us the great beginning of 2013, and we certainly hope that it will be as dynamic as the previous one, during which more people will meet the concept of renewable energy sources via our solar systems. These clean energy sources are our future. Some of our basic goals are education and making more individuals aware of the importance of green technologies as well as of the benefits everyone can have of them in everyday life”, said Miloš Milisavljević, founder and director of Strawberry energy company.

Within the contest “Innovative design for Strawberry Tree”, conducted in cooperation with Mikser organization, young industrial designers were participating in workshops and developing new design of the future Strawberry Trees in Belgrade. The first one of these creative solutions is the design of Strawberry Tree Flow by authors Tamara Svonja and Vojin Stojadinovic. The elements such as tubes, benches and panels, make an unusual form that looks like it is specific part of the park. With its form, this Strawberry Tree shows the flow of energy through tubes to the user.

“Elements are connected by the energy which is visually presented with the pipes holding all modular elements, and through which solar energy flows. The pipe which starts as a bracket for the solar panel goes down to the ground, raises up beyond walking trail and this way links solar energy, solar panel, chargers for mobile phones and the place for sitting. The pipes create the space which shows the process and flow of the energy, indicates visitors to explore, to track and find a place where solar energy comes to him/her or where it proceeds... ”, said Tamara Svonja and Vojin Stojadinović.



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Strawberry energy is young Serbian Company lead by the idea of making the world a better place. Their basic fields of business are research and development of renewable energy sources. For the innovation Public solar charger for mobile devices “Strawberry Tree”, “strawberries” won the first place at the “EU Sustainable energy week 2011” n Brussels. So far, nine solar systems are installed in Serbia, and five of them are installed in the cooperation with Telekom Serbia Company: at Zvezdara in Belgrade, Kikinda, Bor, Vranje and Valjevo. Apart from that, Strawberry Tree charges mobile phone batteries with the energy of Sun in Obrenovac, Novi Sad, in Tasmajdan park in Belgrade and from now on at Slavija square in Belgrade.

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