

The Moonhouse – the first art project on the Moon

The Moonhouse is an art project of never before seen proportions, which hopes to inspire people to break free from their own perception of what they are capable of and literally reach for the moon. The target is a red house with white gables bringing life, color and dreams to the cold and dead moonscape.

The Swedish artist and entrepreneur Mikael Genberg first initiated The Moonhouse project in 2003 when it generated media attention across the world. The Moonhouse has several key ambassadors supporting the project in different ways as well as a network of distinguished space engineers, politicians and business leaders tied to it.

In the face of the financial crisis the project was more or less put on hold in 2010. Nonetheless, the project – in terms of technical development - is at this point already 75% completed, thanks to the pro bono work of the elite of Sweden's space engineers who spent several years on the complex engineering of the self-constructing house.

In the mean time, the digital and social media revolution of the past few years has been a game changer, creating new opportunities for the Moonhouse to reach and engage people all over the world through crowdfunding.

This year, Falu Rödfärg, the original supplier of the red paint that colors the typical Swedish house celebrates 250 years. With a history dating back to the 16th century Falu Rödfärg is not just house paint; it is Swedish heritage in a tin and one of the oldest colour companies in the world. In homage to this historic paint and to mark the anniversary, Falu Rödfärg is supporting the first art project on the moon by sponsoring a global crowdfunding campaign to help realize the vision.

For those who wish to attend the press conference in person please visit www.themoonhouse.com
You can also follow the press conference live via Bambuser.