

**Category:** Science and Research

**Project:** Strom Netz Fluss: Atlas of an Energy System in Transition

**What was the challenge?**

Until now, there was no comprehensive summary of how the German energy industry works. How is electricity produced? How does distribution work? How is the energy market organized? The energy industry is growing for more than a century and became more and more complex on the way. Explaining how the different parts work together is a challenge for even the most experienced professionals in the field.

**What was the solution?**

Ellery Studio facilitated a co-creative content creation process including experts and scientists with intimate knowledge of the nuts and bolts of the various systems that build our energy infrastructure, to create a layered model explaining the German energy industry. The project was turned into a book, using a particular printing ink representing the traditional material of energy production and distribution: copper. Beyond the layers model we included basic knowledge about the energy transition and case studies that illustrate the direction in which the German energy system is headed. The book contains more than 70 detailed infographics on 166 pages.

**What was the effect?**

People from the industry—from full-fledged experts to rookies—use the book to learn, teach and explain how the German energy market works. We created a comprehensive volume that helps understand the industry, the technical aspects as well as the regulations and who the players are. It's the first of its kind, and with an original scientific model at its core, it can be considered a science-through-design project.

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