



Free standing solar panels rotating

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Smartflower solar panels unfurl in the morning and track the sun across the sky.

“I thought it was such a unique and different product and aesthetically beautiful,” Gordon told me. “The product itself was inspired by biomimicry; looking at a sunflower and how it opens as the sun rises and points the petals to the sun and follows the sun across the sky and then the petals close for the evening.”

Interested in understanding the impact solar can have on your home? Enter some basic information below, and we’ll instantly provide a free estimate of your energy savings.

Smartflower isn’t a science fair solar project. It’s a large solar robot that Gordon says can generate up to 6,500 kilowatt-hours per year and look good doing it. Most of Smartflower’s customers are commercial or institutional consumers, but the company also works increasingly with homeowners who are interested in either a grid-tied or off-grid setup.

A quick glance at Smartflower makes it clear how different this solar sculpture is from the solar panel systems we’re used to seeing on rooftops or ground-mounted arrays. Aside from its looks, its dual-axis tracking capability allows Smartflower to generate up to 40% more energy than typical fixed solar panels, Gordon said.

Although it may seem like a more complex piece of equipment, and truly is in many ways, Smartflower comes ready to connect to the grid or to your off-grid setup in just a few steps.

So far, Smartflower has been popular for commercial projects. Gordon says they are often used by companies wanting to showcase their commitment to sustainability. Smartflowers have also been deployed for off-grid uses, including for a whale-watching center in remote Quebec.

Smartflower’s solar installations are ground-mounted: The panels, inverter and optional battery are part of one freestanding structure that is delivered fully assembled. Installation is about as close to plug-and-play as any major solar installation can claim. One Smartflower stands about 16 feet tall when its 12 solar petals are fully unfurled. The inverter and optional batteries are housed within the pedestal (the “stem” of the Smartflower).

While you’re paying for the novelty and aesthetics with a Smartflower, it’s worth noting that you will also be getting more out of these solar modules than you would in just about any other installation. This is due largely to the dual-axis tracking capability, but there’s also natural cooling ventilation from being nine feet off the ground versus mounted on a roof that collects heat from the sun all day.



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The system costs two to three times as much as the average residential solar installation, so it's not the ideal choice for the type of consumer who's looking to maximize energy savings. It's the rare premium solar product in an industry where the primary product is very nearly a commodity at this point. One bit of good news is that Smartflower is eligible for the federal renewable energy tax credit and other incentives.

Smartflower generates up to 2.5 kilowatts at peak capacity from custom-manufactured panels that Gordon says are competitive with the best on the market in terms of efficiency. They're also self-cleaning, with brushes on the underside of the panels that clean them twice a day when the petals furl and unfurl.

"By keeping those solar panels clean from dirt, pollen, bird droppings, dust… it's more efficient," he said.

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