

FOR IMMEDIATE RELEASE
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SHARING THE GIFT OF CLEAN AIR: DAAN ROOSEGAARDE PRESENTS LIMITED EDITION OF SMOG FREE RINGS BEIJING



The Smog Free Ring – New limited edition made from Beijing smog - credit: Studio Roosegaarde

Following the successful Autumn launch of the Smog Free Project in China, Daan Roosegaarde and his team of experts release a new edition of the Smog Free Ring to celebrate its Beijing chapter.

The new limited edition of the Smog Free Ring is made of smog collected from the Smog Free Tower in Beijing as a tangible souvenir of the Smog Free Project. By sharing a Smog Free Ring, you donate 1000 m³ of clean air.

Each ring is individually crafted by Roosegaarde's team in the Netherlands and unique in the world. The new Beijing version of the ring accommodates more smog than its predecessor from Rotterdam. Smog Free Rings can be purchased through Studio Roosegaarde and its sales contribute the development of the project and its global tour.

Roosegaarde's Smog Free Ring is a popular gift around the world by design, tech, fashion and green enthusiasts, and are even used as engagement and wedding rings. The Smog Free Project reflects Roosegaarde's ethos for a clean future, whereby citizens are part of the solutions instead of the problem.

ABOUT SMOG FREE RING BEIJING

Smog Free Rings Beijing are available in sizes 16 and 17 and can be purchased for 250,- euro + taxes and shipment through Studio Roosegaarde by sending an e-mail to mail@studioroosegaarde.net

ABOUT THE SMOG FREE PROJECT

The Smog Free Project can be visited seven days a week throughout the month of October 2016 at 751's Power Square adjacent to 798 in Beijing, China. The project serves as inspiration for a clean future, enabling citizens, governments and NGO's and clean tech players to create new smog free solutions. The project is supported by the Chinese Ministry of Environmental Protection and consists of the Smog Free Tower and Smog Free Jewellery; its opening in Beijing marks the start of its China and its world tour.

The Smog Free Tower cleans 30.000m³ per hour via patented ozone-free ion technology and uses a small amount of green electricity. The Smog Free Tower captures and collects more than 75% of the PM_{2.5} and PM₁₀ airborne smog particles and releases clean air around the tower with a 360-degree coverage creating an almost circular zone of clean air in its surrounding.

More than 80% of people in urban areas are exposed to air quality levels that exceed World Health Organization limits. The Smog Free Project is a part of Roosegaarde's larger oeuvre 'Landscapes of the Future' which connects people, technology and space to improve the quality of daily life in urban environments.



The Smog Free Tower - Beijing - credit: Studio Roosegaarde

ABOUT DAAN ROOSEGAARDE

Dutch artist and innovator Daan Roosegaarde (1979) is a creative thinker and maker of social designs which explore the relation between people, technology and space and best known for creating landscapes of the future. He founded Studio Roosegaarde in 2007, where he works with his team of designers and engineers towards a better future. Roosegaarde is Young Global Leader at the World Economic Forum and featured by Forbes and Good 100 as a creative change maker.

PARTNERS

Made possible with the kind support of the Chinese Central Government, The Embassy of the Kingdom of the Netherlands in China and Win World. Full information and credits about the project can be found on: <https://studioroosegaard.net/project/smog-free-project/info/>

VISITORS INFORMATION

Free entrance. Follow our WeChat and Weibo for detailed information.

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