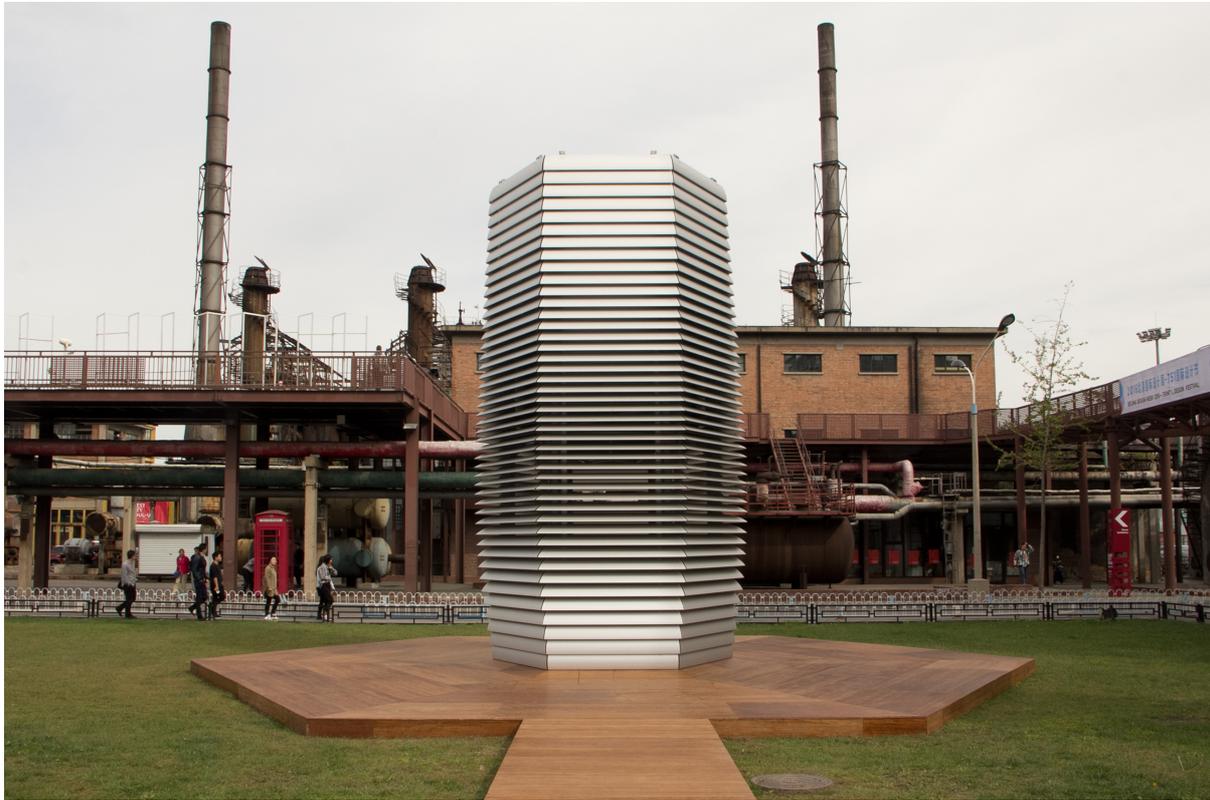


# SMOG FREE PROJECT BY DAAN ROOSEGAARDE OPENS TO BEIJING PUBLIC

‘Clean Air For Everyone’



The Smog Free Tower (Photo: Derrick Wang)

The highly anticipated Smog Free Project supported by the Chinese Ministry of Environmental Protection opened in China on the 29<sup>th</sup> of September 2016 at the creative heart of Beijing 751 D.Park, marking the start of its grand China tour. The Smog Free Project is an experience of a clean future and serves as an inspiration for citizens, governments, NGOs, pro-bicycle campaigns and the clean-tech industry to become part of the solution, working together to make cities smog free.

The Smog Free Project, created by Dutch artist and innovator Daan Roosegaarde and his team of designers and experts, consists of the Smog Free Tower and Smog Free Jewellery offering a unique sensual experience of a clean future. Daan Roosegaarde and his team have been developing the project at Studio Roosegaarde since 2013, after its successful pilot in Rotterdam the project is now starting a tour across the globe.

The 7 meters high Smog Free Tower is the largest air purifier in the world which creates a bubble of clean air enabling citizens to experience clean air for free. The Smog Free Tower cleans 30.000m<sup>3</sup> 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<sub>2.5</sub> and PM<sub>10</sub> 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.

The Smog Free Jewellery is a tangible souvenir of the Smog free Project. The Smog Free Ring and Smog Free Cufflinks are made from compressed smog particles collected from the Smog Free Tower. By sharing a Smog Free Ring, you donate 1000m<sup>3</sup> of clean air.

The Smog Free Project is inspired by Roosegaarde's numerous travels in China and particularly by a visit to Beijing in 2013 when he could not look up out of his hotel room and children were kept indoors due to the severity of the smog. 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 exhibition will be accompanied by talks at the adjacent M Woods and will explore the wider discourse on Smog Free. The programme will be moderated by Prof. Yang Dongjiang from Tsinghua University featuring local Beijing artists 布兰德·沃尔夫德 (Brendan Warford) and Matt Hope to share and exchange new joint smog solutions towards the cities of tomorrow. The audience will be invited to engage and interact with panelists to share and exchange new joint smog solutions towards the cities of tomorrow.

## QUOTES

*"We warmly welcome Smog Free Project to Beijing. This project is key in our agenda to promote clean air as a "green lifestyle" among Chinese citizens. Our goal is to guide the public to a healthier lifestyle, low carbon development and to raise awareness amongst the public and reduce smog."* Liu Guozheng, Secretary-General of The China Forum of Environmental Journalists

*"Dutch Design is going beyond fixed realms, presenting the most innovative solutions to contemporary global issues. The Netherlands aims to develop long term global partnerships by taking on the challenges our cities are facing. The smog free project is a good example of such a Sino-Dutch creative partnership."* Ron Keller, Ambassador of the Kingdom of the Netherlands in China

*"Smog Free Project is about the dream of clean air and the beginning of a journey towards smarter cities. I am delighted to bring the Smog Free Project to the heart of the bustling creative community in Beijing and look forward to developing more joint ideas and solutions."* Daan Roosegaarde, Dutch artist and innovator

## 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.

*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://www.studioroosegaarde.net/project/smog-free-project/info/>

## VISTORS INFORMATION

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

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