

Beijing Design Week and Daan Roosegaarde sign a 3 year Memorandum of understanding for The Smog Project.



Dutch designer and innovator Daan Roosegaarde is respected around the world for combining ideas and technology to create "techno poetry". His latest idea of the Smog Free Park started when Daan Roosegaarde visited Beijing autumn 2013. The heavy smog inspired him and made him realise this is an important design component. When he launched his idea to create a smog free park, it immediately went viral.

Beijing Design Week and the Roosegaarde Foundation announced that they will collaborate in the next three years, to realise the Smog Free Project. This project will evolve between 2014-2016 into a popular and public environment in China.

This announcement on the 1st of June during International Children's Day emphasised Roosegaarde's vision. The Smog Free Project will joint international environmental organisations, air purifying companies and philanthropic foundations to realise and promote the development and importance of clean air. According to Daan Roosegaarde the entire project will be determined to build more clean schools, kindergartens and hospitals. Starting with a public environment like a park, where people can freely experience and take a deep breath of clean air.

Captured smog particles of 1000 m³ polluted air will be compressed into a ring; the Smog Diamond. This is the Smog Free Project's symbol. Participants of the Smog Free Movement will receive the Smog Diamonds distributed via participating organisations and clean air supporting corporates, who can distribute them to the public.

By launching the Smog Free Project we hope that through our common actions, the Smog Diamond will become our generation's limited edition. That enables more people, especially our next generation to escape smog problems.

Roosegaarde Foundation and the Beijing Design Week are the communication and education supporters of the smog reducing initiatives, allowing the urban air to become clean again. Our motto is "Let's work together not to be part of the problem, but part of the solution, and experience the future. Let the children take a deep breath in our new shared world."

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