THE SMOG FREE PROJECT

BY DAAN ROOSEGAARDE

SMOG FREE PROJECT
拒绝雾霾项目

A brand new program with designer Daan Roosegaarde to promote and realise the development of clean air.

WAR ON SMOG

56%

was the rise in lung cancer deaths in Beijing from 2001 to 2010

In March 2014, Premier Li Keqiang said China will declare war on pollution

Smog kills 172 per 100,000 people*

An 8 year old recently became lung cancer patient because of smog

*Source: http://www.bloomberg.com/news/2014-03-25/tainted-air-kills-more-than-aids-diabetes-who-report-shows.html

"China, had the highest number of deaths per capita, at 172 per 100,000 people, from indoor and outdoor air pollution combined."
– Bloomberg
"Two-thirds of all the deaths from air pollution are now occurring in Asia, most of them in China. And air pollution has become the fourth leading cause of death in China."
– NPR
"Air Pollution Linked to 1.2 Million Premature Deaths in China"
– The New York Times
"At his annual press conference in March, Premier Li Keqiang declared 'war on pollution'"
– Reuters

JOIN US IN THE

SMOG FREE MOVEMENT!

CREATING A

CLEAN AND SMART CITY

Roosegaarde with his first collected Smog particles

THE SMOG FREE PROJECT IN BRIEF

We humans have created machines to enhance ourselves, but now these machines are striking back, making air extremely polluted in high-density cities such as Beijing.

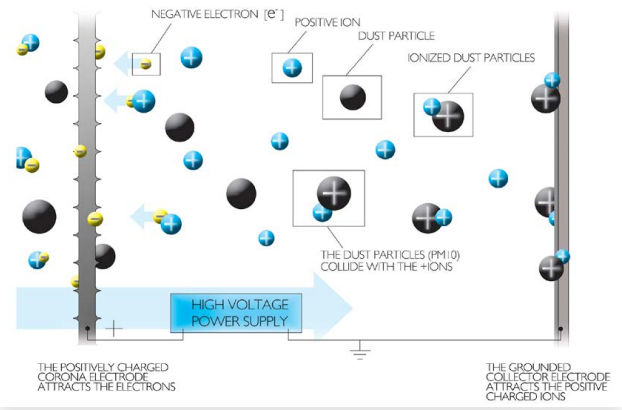
Roosegaarde Foundation will collaborate in the next three years to join international organizations, air purifying companies and philanthropic foundations to initiate the Smog Free Movement and fight for clean air.

We will develop innovative communication tools such as the Smog Rings, the Smog Free Park and the Smog Solution Exhibition to realise this movement.

01

SMOG FREE PARK

“EXPERIENCE THE FUTURE”

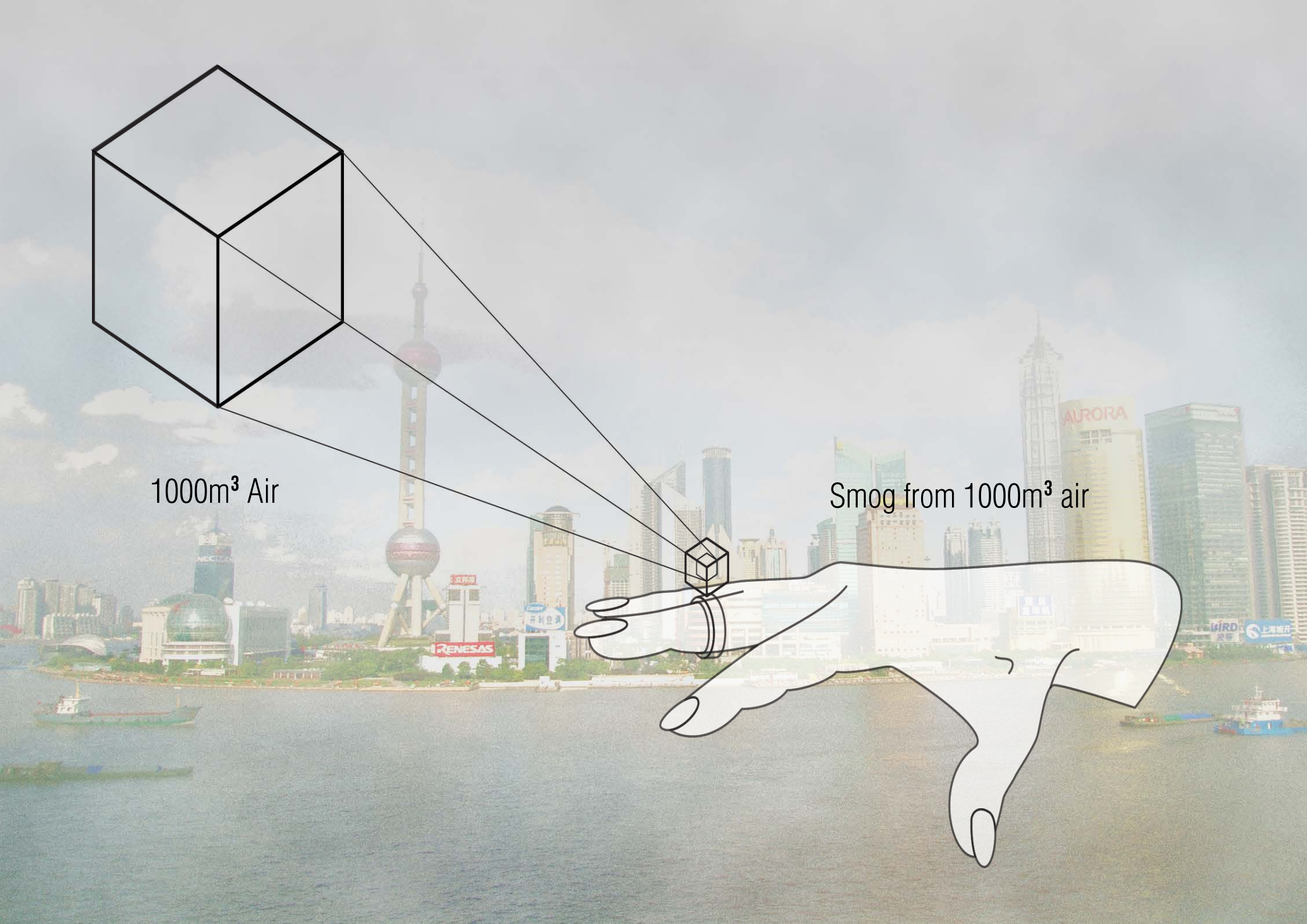


The Smog Free Park is the cleanest park in Beijing made of safe and energy-friendly clean technology.

By using patented ion technology the Smog Free Project will make the largest air-purifier in the world to create a Smog Free Park. Here people can breath, and experience clean air which is 75% more clean than the rest of the city.

This will be the first clean air park in the world where you can experience the Smog Free future.

THE SMOG FREE PARK
75%
more clean air


1000m³ Air
Smog from 1000m³ air

02 SMOG RING

“SHARING A NEW WORLD”

1 Smog Ring = 1000m³ clean air

Smog Ring is made of the collected smog particles of the Smog Free Park.

With each Smog Ring you donate 1000m³ of clean air to the city.

‘SHARING THE NEW WORLD’
BECOME PART OF THE SMOG FREE MOVEMENT

03

EXHIBITION SMOG SOLUTIONS

“BECOME PART OF THE SOLUTION NOT PART OF THE PROBLEM”

We got hundreds of e-mails of inventors and artists with their own ‘smog solution’. The exhibition will showcase these designs and inventions, demonstrating how people deal with smog as concerned citizens. It’s a perfect stage for creative thinking and promotion of clean technologies.

Matt Hope “Breathing Bike”

Chen Guangbiao “Canned fresh air”

PROJECT TIMELINE

MOU HAS BEEN SIGNED

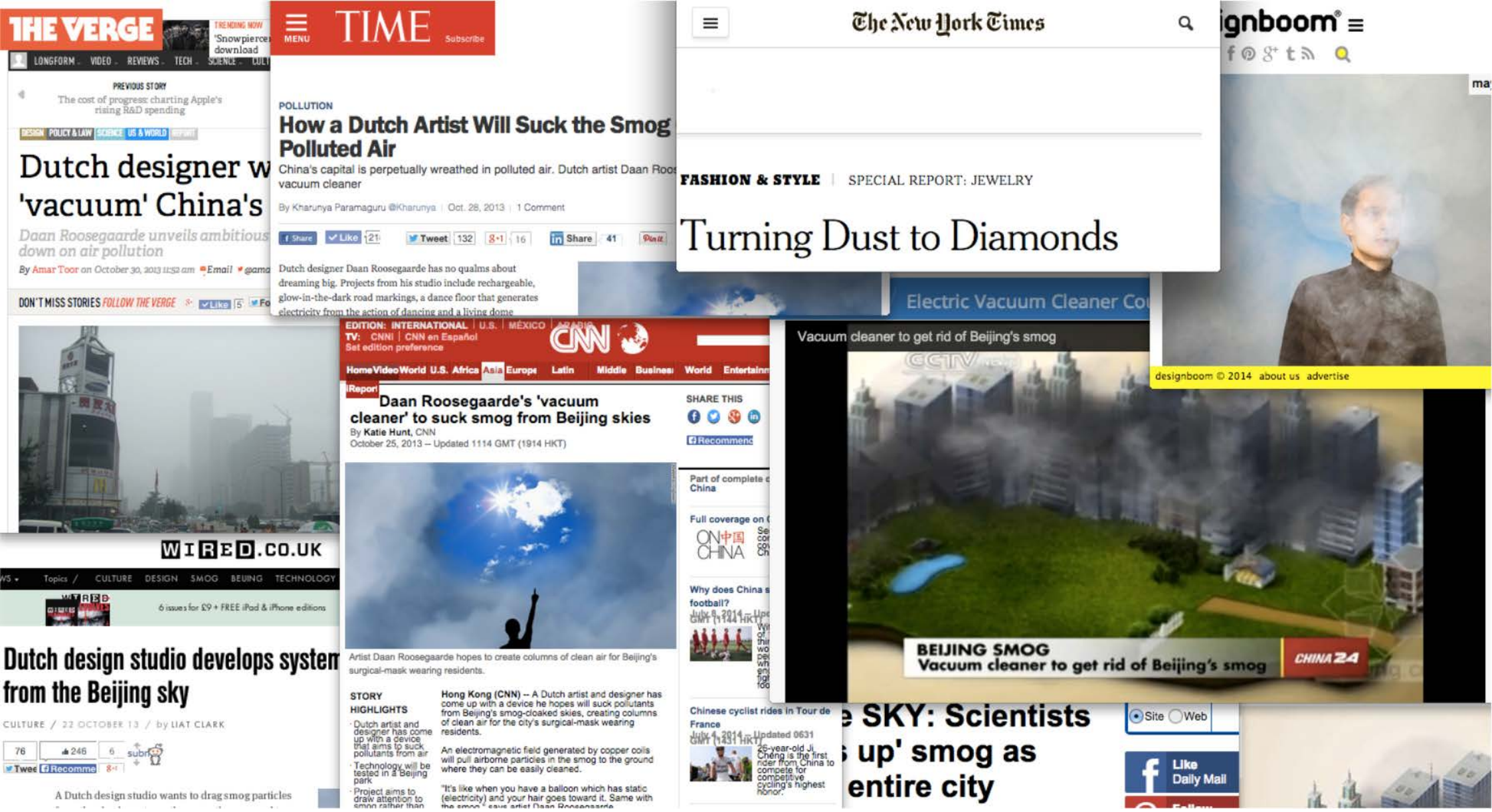
Cultural agreement for 3 years with Dutch and China minister of culture

link is http://china.nlembassy.org/news/2014/04/bussemaker-interview.html

SPECIAL EVENTS

Dutch Minister of Education, Culture and Science sees the first Smog Ring prototype

CCTV 4
中文国际
COVERED IN CCTV NEWS
link: http://tinyurl.com/nbx2q39
点击暂停



WORLD WIDE MEDIA COVERAGE

THE SMOG PROJECT IN 2014

LAUNCH AT BJDW 2014

DESIGN CAPITAL FORUM

In October 2014, the Smog Free Project will be launched at Beijing Design Week. Daan Roosegaarde will open the dialogue around the Smog Free Project at Design Capital Forum where more than 2000 policy makers, industry leaders, creative influencers and media organisations will participate. The Beijing Design Week is the biggest design event in China.

SMOG FREE PILOT IN THE PARK OF ROTTERDAM

A first pilot will be realised in Rotterdam, the Netherlands. Here people can experience more clean air, and we will launch the first Smog Rings. The special edition will be shared with special selected clean air ambassadors of the city to start the smog free movement and attract social media.

NOS Journaal highlights the Smog Free Project

THE SMOG PROJECT IN 2015

MILAN EXPO SALONE DEL MOBILE

The Smog Free Project will be presented at 2015 Milan Expo and Salone del Mobile to open the conversation with international audience.

A lecture by Daan Roosegaarde will reach the high-end international design audience with his vision.

An extended exhibition will be presented with the first pilot of the Smog Free Park in Beijing which collects smog for 500 Smog Rings per day. We are creating the clean air for the city of Beijing.

The Smog Rings are shared with celebrities and other ambassadors of the new clean world.

THE SMOG PROJECT IN 2015

‘SMOG SOLUTIONS’

EXHIBITION AT BJDW 2015

The ‘Smog Solutions’ exhibition will feature many new concepts, designs and inventions by concerned citizens such as air purifying bicycles or a dress which can detect high levels of smog. Filled with fantasy and pragmatism the exhibition shows a desire for a new world in a very playful and tactile way.

Parallel to this, clean tech companies can participate in the exhibition by showcasing their latest products.

The first 100.000 Smog Rings will be shared with sponsors and sold online. Profits will be used to contribute to the Smog Free Project.

SPECIAL GROUP ACTIVITIES TO PROMOTE
SMOG REDUCTION

Special smog reducing activities will be launched such as an educational programs for children and promoting cycling via fun bicycle paths.

THE SMOG PROJECT IN 2016

THE SMOG FREE PARK

We are launching the cleanest Smog Free Park in Beijing, and inviting citizens to experience the future and breath clean air for free. The patented machine originates from air purifying technology in hospitals.

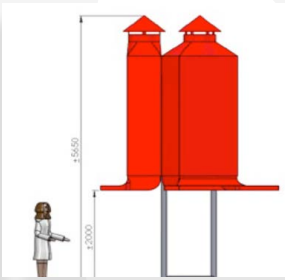
The Smog Free Park will produce smog for 3700 Smog Rings per day. A total of 1 million of Smog Rings will be made to support this message.

This will be the massive incentive to work together to make the whole city smog free.

TIMELINE SMOG FREE PROJECT

Launch at BJDW 2014
+ first Smog Ring

Pilot Smog Free Park



Exhibition and lecture
Salone del Mobile

Exhibition 'Smog Solutions' BJDW
2015 + 100.000 Smog Rings

Launch Smog Free Park
1 million Smog Rings

2014 — 2015 — 2016

ARE YOU READY TO ENGAGE?

PROMOTING CLEAN TECH

SHARING IDEAS

WORKING TOGETHER FOR A SMOG FREE CITY

YOU ARE

- A company that believes in innovation
- Interested to create the sustainable future of our city
- A green or do good company
- A health or well-being company
- A school or university
- A concerned citizen like us

WHAT WE ASK FOR

- A financial contribution to the Smog Free Project at Beijing Design Week.
- A financial contribution to the three year Smog Free Project.
- Your own idea to create a Smog Free City.
- Any choice and any combination possible.

MEDIA & PR

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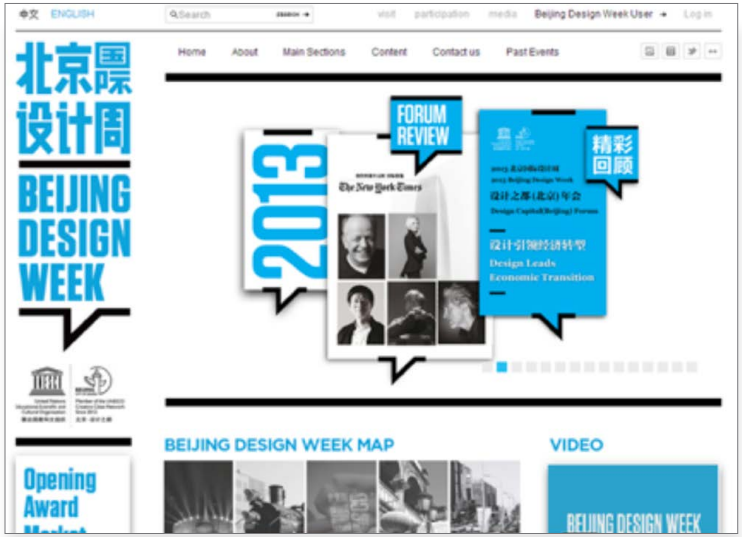
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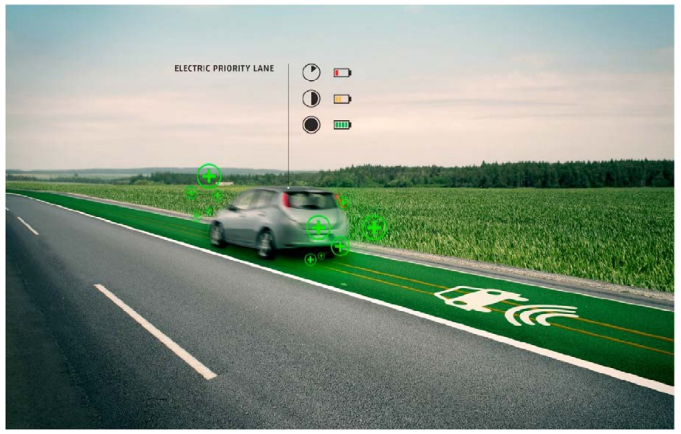
ABOUT
DAAN ROOSEGAARDE

Artist and innovator Daan Roosegaarde explores the dawn of a new nature that is evolving from technological innovations. With projects ranging from fashion to architecture, he creates smart and social designs that instinctively interact with people and landscape.

Roosegaarde has won the TIM Award Most Innovative Leader, Charlotte Kцhler Award, two Dutch Design Awards, the Media Architecture Award and China's Most Successful Design Award. He has been the focus of exhibitions at the Tate Modern, the National Museum in Tokyo, the Victoria and Albert Museum in London, and various public spaces in Europe and Asia. He lectured internationally such as World Economic Forum Davos.

ABOUT
DAAN ROOSEGAARDE

With studio's in Rotterdam and Shanghai, Roosegaarde and his team of engineers and designers create interactive designs such as Dune, Intimacy and Smart Highway. This connection, between ideology and technology, results in what Roosegaarde calls 'techno-poetry'.



LOOKING FORWARD TO WORK WITH YOU

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