

## PRESS RELEASE

### 'BEYOND' BY ROOSEGAARDE ADDS A NEW DIMENSION TO SCHIPHOL AIRPORT WITH 3D CLOUDS AND DUTCH LIGHT

Dutch artist and innovator Daan Roosegaarde opens new permanent artwork 'Beyond'.



Beyond by Daan Roosegaarde (Credit: Studio Roosegaarde)

Your head in the clouds and your feet on the ground – that is what Schiphol Airport stands for to the millions of travelers passing through. A modification to Departure Hall 3 created a large empty wall, and Daan Roosegaarde was asked to enhance the space.

Daan Roosegaarde was inspired by 17th-century Masters such as Salomon Ruysdael. He shares their fascination for the Dutch landscape and the role that people played in it.

Although only 10 centimeters thick, the cloud wall gives the impression of providing meters of space. Together with a team of experts, Roosegaarde worked on a unique printing technology using lenses that produce perspective and movement effects when the work is observed from different angles, creating a groundbreaking visual “augmented reality” space. Its 3D effect is enhanced by warm-white LEDs embedded in the wall, creating a space that is both physical and poetical. The more than 100 meters long artwork is the largest of its kind worldwide.

Daan Roosegaarde: “In the midst of Schiphol Airport’s bustle, ‘Beyond’ creates a place of wonder and identity - our Dutch light and sky. Looking at the clouds, people start dreaming again and find their own stories in them.”

“Beyond” is not a straightforward aerial image but consists of various cloud dimensions. In the middle of the wall, for example, you can see the golden clouds that are characteristic of the famous Dutch Golden Age painting. When walking up, you move through the more international clouds which you see when looking out of an airplane window.

The permanent work of art is located at Departure Hall 3 of Amsterdam Airport Schiphol and is accessible to all travelers.

**Visitors information**

Daan Roosegaarde's artwork can be visited in Departure Hall 3 of Amsterdam Airport Schiphol.

**About Daan Roosegaarde**

Artist and innovator Daan Roosegaarde (1979) is internationally renowned for his social designs and energetic appearance. Together with his team of designers and engineers at Studio Roosegaarde, he works on designs aiming at improving the relationship between man, technology and space. Interaction, innovation and beauty take center stage in what he describes as "techno poetry".

**////// For more information contact**

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