

Beijing, 22nd of November 2016 - 1.2

SUCCESS FOR ROOSEGAARDE'S FIRST SMOG FREE TOWER IN CHINA

China's Ministry of Environmental Protection reports 55% cleaner air in the vicinity of the Smog Free Tower.

Dutch designer & innovator, Daan Roosegaarde, presents successful test results of the world's largest smog vacuum cleaner in Beijing, China. The Smog Free Project, consisting of the Smog Free Tower and Smog Free Jewellery, concluded the first chapter of its China tour in Beijing. Following its successful Beijing exhibition, Smog Free Project will continue its China tour to more Chinese cities.



Daan Roosegaarde and the Chinese Ministry of Environmental Protection present to international press

For a period of 41 days, the Smog Free Tower has cleaned a volume of 30 million m³ of Beijing's air which equals to a volume of 10 Beijing National Stadiums (also known as the Bird's Nest). It has captured billions of harmful PM_{2.5} airborne particles

during its exhibition time. The smog particles collected from the Smog Free Tower in Beijing are used to make a special limited edition of 300 Smog Free Rings as a tangible souvenir of clean air. By sharing a Smog Free Ring, you donate 1000 m³ of clean air to the city.

Each unique ring is individually crafted by Roosegaarde's design team. The new Beijing version of the ring accommodates more smog than its predecessor from Rotterdam and contributes to the development of the project and its global tour.

The Smog Free Tower in Beijing attracted many visitors who in awe described it as a 'clean air temple' referring to the historic Chinese pagodas. The Smog Free Tower is now preparing for its launch in the next Chinese city which will be announced soon.

The Smog Free Project serves as a local solution for clean air in parks and as inspiration for a clean future. Here, citizens, governments and NGO's and clean-tech players are encouraged to become part of the solution instead of the problem. The project is supported by the Chinese Ministry of Environmental Protection.

ABOUT THE SMOG FREE PROJECT

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.

RESULTS AND PERFORMANCE

In presence of the Chinese Ministry of Environmental Protection, Studio Roosegaarde has cleaned the collector plates of the Smog Free Tower and has captured billions of PM_{2.5}, harmful tiny particles which are 40 times smaller than a hair. According to the Chinese government reports, the air is 55% cleaner air in the vicinity of the Smog Free Tower. The total smog collected amounts to 400 grams (the official notarisation is 312 grams with a residue quantity of 25% in the equipment). These results validate our claim of a substantial reduction of airborne particulate matter and we published our results on our website:

<https://www.studioroosegaarde.net/project/smog-free-project/stories/#944>.

The Smog Free Tower positive ionisation technology has been validated by third

party institutes and regulatory agencies: IGF¹, TÜV², LUFA³, TU/e⁴, WUR⁵, and Buro Blauw⁶. Further information about the performance of the technology can be requested through Studio Roosegaarde.

Measurements are subject to specific conditions: a measurement result must be accompanied with an accurate description of the various situational characteristics, technical and environmental parameters and professional equipment and process. Results published by various sites are not certified and do not take these variables into consideration. Studio Roosegaarde nor a certified party has performed these other tests and therefore cannot validate these results.

Please see the [video](#) of the airborne pollutants transformed into coarse dust, as they are captured on the system's collector plate inside the device. The airborne pollutants are thus immobilised, thereby eliminating the possibility for them to be emitted and inhaled.

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 Organisation 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.

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.

¹ Institut für Gefahrstoff-Forschung

² Technischer Überwachungsverein

³ Institut für Boden und Umwelt

⁴ Eindhoven University of Technology: Multiple positive ionization units can be used to actively purify city air and therefore to contribute to solve the fine dust problem in cities worldwide.

⁵ Wageningen University & Research: Validation study on fine dust emission reduction of the positive ionization technique showed a removal efficiency of 71% for PM10.

⁶ Buro Blauw: Independent measurements made by Buro Blauw show a emission reduction average of 81% on dust and 77% on odour.

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

ABOUT SMOG FREE RING BEIJING

Smog Free Rings Beijing are available in three sizes (inner diameter 16, 17 and 18mm) and can be purchased through Studio Roosegaarde by sending an email to mail@studioroosegaarde.net.

ABOUT CHINA TOUR AND ACTIVITIES

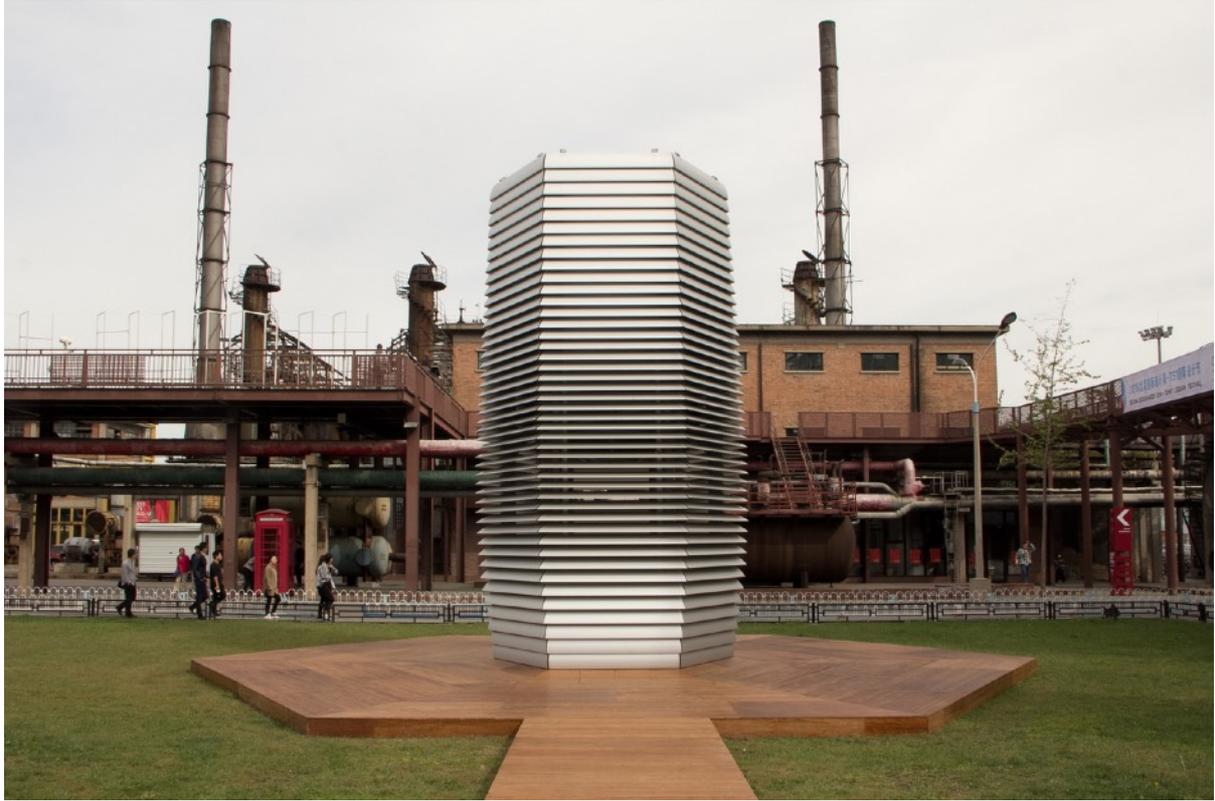
Details of tour dates, location and schedule of accompanying activities will be released on our WeChat and Weibo shortly.

CONTACT

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Smog Free Ring Beijing - credits Studio Roosegaarde



Smog Free Tower - credits Studio Roosegaarde





Official smog collection of Smog Free Tower - credits Studio Roosegarde

