

## **Roosegaard's Smog Free Project Opens in Poland – Krakow gets a breath of fresh air**

**The Smog Free Project Poland, consisting of the Smog Free Tower and Smog Free Jewellery created by Dutch artist and innovator, Daan Roosegaarde made its grand opening at the Jordan Park in Krakow, Poland. The Smog Free Project is an experience of a clean air 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 Poland is realised thanks to the support of ING Bank Śląski S.A. which wants to highlight the need for clean air-oriented actions.**

Daan Roosegaarde – the Dutch artist and innovator, officially opened the Smog Free Tower along with Elżbieta Koterba – Vice-President of the City of Krakow for Spatial Development, Ron J.P.M. van Dartel – Ambassador of the Kingdom of the Netherlands and Brunon Bartkiewicz – CEO of ING Bank Śląski S.A., the main partner of the project.

The Smog Free Tower is the world's first outdoor smog vacuum cleaner, intended as a local solution to create a clean air park. At the same time it is a social activator to work together and make a whole city smog free. The 7-metre high tower uses a patented positive ionisation technology to produce smog free air. It filters 30,000 m<sup>3</sup> of air per hour, using less electricity in the process than a water boiler. The tower's efficiency has been validated by the Eindhoven University of Technology.

The city of Kraków was chosen for the Smog Free Project as a leader in tackling the smog combat by taking clean air-oriented actions in Poland. Smog Free Project kicked off its global tour in China in 2016 where it successfully travelled across the country. The 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.

Roosegaarde also designed Smog Free Rings made of compressed smog particles, collected from the Smog Free Tower. By sharing the Smog Free Ring you donate a 1000 m<sup>3</sup> of clean air to the city. Daan Roosegaarde: "For me true beauty is clean air". A Smog Free Project pop up opened at the Museum of Contemporary Art in Krakow (MOC AK) which shows the Smog Free Ring made from compressed smog particles collected from the Smog Free Tower. Next to that a public dialogue is organized with Daan Roosegaarde and local creatives for the public to interact and share ideas towards smog free cities.

The project was launched with the support of the City of Krakow, the Embassy of the Kingdom of the Netherlands and the Museum of Contemporary Art in Krakow.

Address Smog Free Tower: Jordan Park, Aleja 3 Maja 11, 30-062 Krakow  
Opening hours: 6:00 – 22:00, from 16 February.  
The entry is free of charge.

Address Smog Free Pop Up: MOC AK, Ullica Lipowa 4, 30 – 702 Krakow  
Opening hours: Tues – Sun, 11:00 – 19:00, from 16 February.

**Media contact details:**

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**Daan Roosegaarde** is a Dutch artist and innovator; maker of social designs which explore the relation between people, technology, and space. He graduated from The Berlage Institute with a Master in architecture. In 2007, he founded Studio Roosegaarde, where he works with his team of designers and engineers towards a better future. They create “Landscapes of the Future” together, building smart and lasting prototypes of cities of the future. Roosegaarde has been named the Young Global Leader at the World Economic Forum and awarded the “Dutch Artist of the Year” title.

[www.studioroosegaarde.net](http://www.studioroosegaarde.net)

**Information about ING Bank Śląski S.A., the key partner to the Smog Free Project Poland**

ING Bank Śląski S.A. has been involved in the project in consequence of adoption of the green statement in 2017; the document provides for supporting the projects which seek to prevent pollution.

ING Bank Śląski S.A. decided to organise the exhibition due to its engagement in environmental protection actions. In December 2017, the bank announced its green statement where it undertook to support pollution combatting projects. The bank delivers on its statement by e.g. granting preferential loans for passive and ecological homes and scaling up its fleet of electric cars. The Smog Free Tower fits in with the strategy and green actions of ING Bank Śląski S.A.

<https://www.ingbank.pl/o-banku/odpowiedzialnosc-spoleczna/srodowisko-naturalne/polityka-srodowiskowa>