

## PRESS RELEASE

### **SMOG FREE TOWER by Studio Roosegaarde opens in Korea at APAP6 Triennale**

The world's first largest outdoor air purifier, which turns smog into jewelry, opened today at Pyeong-chon Central Park in Anyang, South Korea. The opening ceremony was attended by the Mayor of Anyang Dae-ho Choi, the Ambassador of the Netherlands Joanne Doornwaard, Artist Daan Roosegaarde, Art Director of APAP6 Kim Yoon-Sub, and much local public.



*Smog Free Tower at Pyeong-chon Central Park, Anyang, South Korea. Image by Studio Roosegaarde.*

The *Smog Free Project* was invited by the Anyang Public Art Project (APAP) to act as an iconic landmark of their environmental mission. Air pollution is one of the most pressing global problems: large cities face great threats regarding health issues and many are trying to find solutions to deal with micro dust. Subsequently, APAP6 invited the *Smog Free Tower*: "It imposes a strong will to improve the quality of life for the public, conveying the message of a symbiotic relationship between the city and the environment through the means of art; a campaign for the landscapes of the future."

The *Smog Free Project* is a campaign for clean air, initiated by Dutch artist and innovator Daan Roosegaarde, to reduce air pollution and bring about an inspirational experience for a clean future. The project includes a series of urban innovations, such as the *Smog Free Tower*, which provides a local solution to clean air in public spaces.

