

PRESS RELEASE

ICOON AFSLUITDIJK BY DAAN ROOSEGAARDE LAUNCHED AS A MODEL FOR DUTCH INNOVATION

Icoon Afsluitdijk, the design innovation program by Dutch designer and innovator Daan Roosegaarde and his team of experts has been officially launched in presence of Michèle Blom, Director General Rijkswaterstaat. The legendary 32-kilometre dike built by hand and realised in 1932 protects the Netherlands from water and is a unique place in the world. After 85 years of intensive use, it is now time for a large-scale renovation. Commissioned by the Dutch government, Roosegaarde's Icoon Afsluitdijk contributes towards strengthening the iconic value of the Afsluitdijk. From today onwards, all of the designs for Icoon Afsluitdijk are open to all and free to visit after sunset. Windvogel and Glowing nature can be seen until the 21st January 2018, Gates of Light is a permanent installation.



Windvogel and Gates of Light, Studio Roosegaarde

Michèle Blom: "The Afsluitdijk is a national symbol of our past and future relationship with water. The designs of Daan Roosegaarde emphasize the culturally historic value of the Afsluitdijk as an international business card for Dutch hydraulic engineering, innovation and Dutch Design. I highly recommend a visit to this very special place."

Daan Roosegaarde: "The Afsluitdijk represents a part of Dutch daring and innovation. We live with water, we fight with water, and we endeavour a new harmony. The Afsluitdijk is the Madonna of our waterworks. By adding a subtle layer of light and interaction, we enhance the

beauty of the dike and form new links between man and landscape, darkness and light, poetry and practice. To see the dike as a 32-kilometre Zen-line in the water is a unique experience that more people should see.”

The works of Icoon Afsluitdijk

“A people that live, build on their future.” These words have stood on the Afsluitdijk Monument designed by Willem Dudok since 1932. A text that then stood for the great accomplishments of a small country is now a source of inspiration for Roosegaarde. Through three designs, Icoon Afsluitdijk exhibits the power of nature as a source of energy and light and exemplifies a futuristic green landscape.

Gates of light: The new futuristic entrance of the dike Gates of Light brings 60 monumental floodgates of 1932 back to their former glory. The structures, which were originally designed by Dirk Roosenburg, the grandfather of Dutch architect Rem Koolhaas, have been fully restored. The light of car headlights is reflected through small prisms on the surface of the floodgates so that the distinctive contours of the structures are lit up. If there are no cars on the road, there is no light on the structures. This way of using light requires no energy and does not create light pollution. The inspiration to use retroreflection came out of researches on the reflections of light on butterfly wings. The luminous lining on the monumental complex gives a dynamic entrance, as if the motorist is driving through a science fiction film. It is a concrete example of a futuristic and energy neutral landscape in line with the governmental policy to have all national roads in the Netherlands energy neutral by 2030.

Windvogel: Smart kites with specially designed light lines, they have the potential to generate up to 100 kW, which could provide enough energy for 200 households. The project is a tribute to astronaut Wubbo Ockels, who passed away in 2014, and who wished to bring this invention to the Afsluitdijk. Now, Roosegaarde brings his dream to life, together with a spin-off of the TU Delft, with a combination of pragmatism and poetry. In cooperation with a team of designers and technicians, smart kites can stay aloft for prolonged periods and search for the optimal wind. A line connects the kite to the ground station. By using the optimum wind, the kite line moves back and forth, producing power just like the dynamo on a bicycle. Roosegaarde designed the kite lines with specially developed glass fibres that are strong and light, creating a poetic dance of light emitting lines. Windvogel

is tested on the dike as a concrete example of green energy, Windvogel generates a unique image of vertical lines upon the horizontal line of the Afsluitdijk.

Glowing Nature: expresses the beauty of the nature on the Afsluitdijk through a unique encounter between man, biology and technology. This interactive, mysterious exhibit features live bioluminescent algae, one of the oldest microorganisms in the world. Only under the perfect conditions and with the right amount of maintenance and care, do the single cell algae give off a prolonged natural light when they are touched. The algae are also a building block for our circular economy. In this way, we learn new energy and light solutions for the future from nature, like public lighting. The exhibit is to be seen exclusively in the historic bunkers on the Afsluitdijk.

Exhibition

Entry to Icoon Afsluitdijk is free for everyone and on view after sunset. The visibility of Windvogel is dependent upon the weather, so please check actual information before visiting at www.icoonafsluitdijk.nl.

During the exhibition, the film '32 KM' by Felix Kops will show the making of Icoon Afsluitdijk.

There is also a special podcast available at www.icoonafsluitdijk.nl that highlights the project's rich context.

Coordinates

53° 0' NB, 5° 10' OL

About Daan Roosegaarde

Designer and innovator Daan Roosegaarde is known internationally for his innovative vision and interactive projects where man, technology and space are combined to create a better world. Virtual floods, smart highways and smog free tower; Roosegaarde and his team pull technology out of the digital to explore and trigger solutions that improve everyday life in urban environments.

A 'hippie with a business plan', according to the New York Times, Roosegaarde is acclaimed as a creative pioneer by Forbes and Good 100. The World Economic Forum has named him Young Global Leader. His work has been exhibited in the Rijksmuseum in Amsterdam, The Design Museum, and the Tate Modern in London as well as in public spaces around the world.

Icoon Afsluitdijk is a collaboration between Studio Roosegaarde and Rijkswaterstaat.

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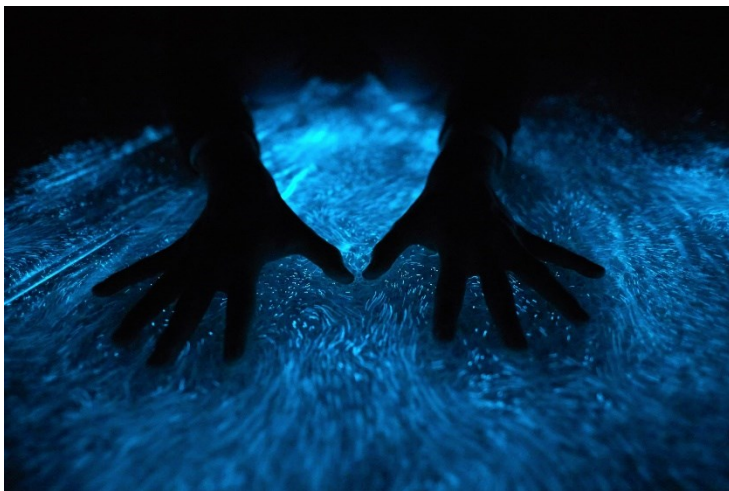
Images



Gates of Light, Studio Roosegaarde



Windvogel, Studio Roosegaarde



Glowing Nature, Studio Roosegaarde