



Press Release

## Urban Sun goes on a world tour

*Presenting an innovative design to sanitize public spaces of coronavirus*

**ROTTERDAM, August 12, 2021 - *Urban Sun* by designer Daan Roosegaarde and his team is the world's first artificial sun which sanitizes public spaces of the coronavirus using a safe far-UVC 222 nanometers light. After the successful launch in Rotterdam, *Urban Sun* goes on a world tour to Aarhus Festival in Denmark, Museum of Design Atlanta in the USA, the Netherlands Pavilion at the World Expo 2020 Dubai in the UAE supported by the new Studio Roosegaarde pop-up in Dubai, and other locations soon to be announced. *Urban Sun* is an innovative design installation which creates better and safer spaces to breathe freer.**

In a time where we have to learn to live with COVID-19, *Urban Sun* will travel internationally to speed up applications of this special far-UVC light as an innovative solution to reduce the spread of coronavirus. *Urban Sun* will be presented at the **Aarhus Festival**, Northern Europe's largest cultural event in Denmark from August 27 – September 5. The **Museum of Design Atlanta** in the USA will display *Urban Sun* at the exhibition 'Survival Architecture and the Art of Resilience' at the end of August. The *Urban Sun* movie will be shown at the Netherlands Pavilion of the prestigious **World Expo 2020 Dubai**, representing excellence in innovation and design. Studio Roosegaarde also opened a new pop-up studio in Dubai to strengthen its relationships in new art and science projects. **Lowlands Festival**, one of the biggest music festivals in the Netherlands, planned to present *Urban Sun* as well.

*"We are proud to present the footage of the innovative designs GROW and Urban Sun by Roosegaarde at the Netherlands Pavilion during the World Expo 2020 Dubai. Art boosts innovation."* - Lody Embrechts, Ambassador of the Kingdom of the Netherlands to the UAE

*"We are all trying to find the right keys to open back up to the normal situation we knew. Urban Sun could be part of a solution that we need."* - Eric van Eerdenburg, Director of Lowlands Festival

Although traditional 254nm UV light is harmful, the specific light wavelength of 222nm is considered safe for both people and animals. It can reduce the coronavirus up to 99.9% and this has been validated by multiple scientists\*. *Urban Sun* acts as an additional layer of protection next to current government regulations. In this world tour, Studio Roosegaarde presents *Urban Sun* to engage new collaborations.

### Designing solutions

Studio Roosegaarde has been researching the power of light for many years and started the self-commissioned *Urban Sun* in 2019. The development became more urgent due to the

pandemic. *Urban Sun* combines design and science, and can now be exhibited in any type of public space.

*“Suddenly, our world is filled with plastic barriers and ‘keep-a-distance’ stickers, our friends reduced to pixels on a computer screen. Let’s be the architects of our future and create better places to meet and interact.”* - Daan Roosegaarde, designer

## Science

*Urban Sun* was created by Studio Roosegaarde’s team, along with external experts and scientists from the Netherlands, the US, Japan, Spain, and Italy. The *Urban Sun*’s far-UVC light source is measured and calibrated by the Dutch National Metrology Institute VSL. *Urban Sun* meets the International Commission on Non-Ionizing Radiation Protection (ICNIRP) safety standards.

The science behind *Urban Sun* is based on multiple peer-reviewed journal articles authored by scientists from Columbia University and Hiroshima University. The research shows that specific ultraviolet light (far-UVC) with a wavelength of 222nm can reduce the presence of viruses, including various strains of coronavirus and influenza, up to 99.9%.

## Authorities about Urban Sun

Leading authorities are enthusiastic about the project and are describing it as hopeful, promising and full of courage:

- *“Virtual simulations indicate a positive impact of the Urban Sun in reduction of airborne coronaviruses in public spaces.”* - Carlo D’Alesio from MEG Science and Professor at Politecnico di Milano
- *“It is inspiring. People are tired of COVID19. What we need is courage to find new solutions, to get in touch with each other, and create some intimacy. That is what Urban Sun is doing.”* - Jet Bussemaker, President of the Council of the Public Health & Society Board, the Netherlands’ independent parliamentary advising body
- *“The use of 222nm far-UVC in public space, as in Urban Sun, should prove to be both safe and effective.”* - Matthew Hardwick PhD, President at ResInnova Laboratories, Washington D.C., works with his team of virus experts and microbiologists
- *“Urban Sun is inspiring. It will make enjoying public spaces safer and I look forward to visiting locations where this far-UVC sun is shining.”* - Professor Karl Linden, award-winning innovator in UV technologies and founding board member of the International Ultraviolet Association (IUVA), Colorado

For more information visit <https://www.studioroosegaarde.net/project/urban-sun>.

## About Studio Roosegaarde

As a social design lab, Dutch designer Daan Roosegaarde and his team of designers and engineers connect people and technology in designs that improve daily life in urban environments and spark imagination, and has won numerous international design awards. Internationally acclaimed works include WATERLICHT (a virtual flood showing the power of water), SMOG FREE PROJECT (the world’s first and largest outdoor air purifier which turns smog into jewellery), SMART HIGHWAY (roads that charge throughout the day and glow at night) and the SPACE WASTE LAB (visualising and upcycling space waste). *Urban Sun* is the second in the series of DreamScapes by Studio Roosegaarde and MediaMonks, which show the beauty of combining design and science to create a better world.

\*Buonanno, M., Welch, D., Shuryak, I., & Brenner, D. J. (2020). Far-UVC light (222nm) efficiently and safely inactivates airborne human coronaviruses. *Scientific Reports* 10, 10285 (2020). <https://studioroosegaarde.net/data/files/2021/02/427/2020naturefaruvclight.pdf>

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