

DUTCH INVENTOR DAAN ROOSEGAARDE BRINGS EVOLUTION OF FIREWORKS TO LONDON

SPARK LONDON
QUEEN'S HOUSE LAWNS, ROYAL MUSEUMS GREENWICH
GREENWICH+DOCKLANDS INTERNATIONAL FESTIVAL
AUGUST 26TH & 27TH, 9PM – 11PM

On August 26th and 27th on the opening weekend of [Greenwich+Docklands International Festival](#) 2022 (GDIF), Dutch artist and innovator [Daan Roosegaarde](#) will unleash *SPARK*. Drawing on 21st century environmentally sustainable technology, *SPARK* promises to inspire audiences in 2022, whilst creating connections with local heritage.

An organic firework performance that uses thousands of biodegradable lights that organically float through the air, *SPARK* rises to a height of 50 metres and will be visible for miles around. Rising and falling on natural air currents, *SPARK* is visual poetry in motion, purposefully designed to invoke feelings of interconnectedness between humans and nature. It also provides a sustainable alternative for communal celebrations that want to harness the visual power of light whether in the context of events such as the Olympic Ceremonies, New Year's Eve or Bonfire Night.

SPARK is inspired by the magical lights of fireflies, flocks of birds and galaxies of stars, *SPARK*'s creator Roosegaarde invites Londoners to lie back on cushions and blankets to witness the majestic rise of *SPARK* through the night skies above.

"We want to cherish traditions but we need to keep modernising them to be relevant," Daan added. "To show contemporary organic fireworks in this historical context is a true honour and shows the beauty of a new, sustainable celebration."

The man behind the project, Roosegaarde is no stranger to creating international headlines through his work, profiled by the likes of Wired, Dezeen, the Guardian. His [Smog Free Project](#) uses seven-metre-high towers to Hoover air from inner cities and create diamonds from collected carbon, is currently being used in urban parks across China. [Urban Sun](#), which will feature at the upcoming Solar Biennale, uses safe far-UVC 222nm light to clean public spaces of the coronavirus. In [Seeing Stars](#) he will collaborate with the Dutch city of Leiden on 25 September 2022 to turn off its city lights, unveiling the majesty of the skies above and reiterating the need for human connection with our natural universe.

Festival-goers will be able to enjoy *SPARK* at GDIF, London's annual free festival of art, theatre, dance and circus that transforms public spaces across Greenwich and East London for 18 extraordinary days of FREE events between 26 August through to 11 September. Speaking about why he chose *SPARK* to open GDIF, GDIF's Artistic Director Bradley Hemmings MBE explained:

“GDIF has always set out to reflect the evolving story of Greenwich and East London and large scale spectacle has always been part of this. I’m therefore hugely honoured that Daan Roosegaarde’s *SPARK* will receive its UK premiere at GDIF, reminding us of the importance of our connection with the natural world, and the power of awe and wonder to bring us together”.

For more information on SPARK and over 40 other GDIF 2022 events, which are free to attend, visit www.festival.org/gdif-2022. To learn more about Daan Roosegaarde and his incredible work, head to www.studioroosegaarde.net.

####ENDS ####

NOTES FOR EDITORS:

For all Daan Roosegaarde media enquiries please contact:

UK – Kat Bailey: kat@iconicstudios.amsterdam

NL – Sayori van Leeuwen: sayori@iconicstudios.amsterdam

ABOUT DAAN ROOSEGAARDE

As a design lab, designer Daan Roosegaarde and his team, connect people and technology to enhance landscapes and spark the imagination. Internationally known designs include: 'WATERLIGHT' (a virtual flood that shows the power of water), 'SMOG FREE PROJECT' (the world's first largest air purifier that cleanses smog and can turn it into jewellery) and the 'SPACE WASTE LAB' (visualising and upcycling space waste). 'URBAN SUN' is the second part of the series of Dreamscapes by Studio Roosegaarde and MediaMonks that showcase the beauty of a better world by combining art and science. www.studioroosegaarde.net

ABOUT GREENWICH+DOCKLANDS INTERNATIONAL FESTIVAL (GDIF):

Produced by FESTIVAL.ORG, Greenwich+Docklands International Festival (GDIF) is London's free, annual outdoor theatre and performing arts festival. Taking place from 26 August – 11 September 2022 across Greenwich and East London, GDIF is committed to co-creating, commissioning and presenting outdoor productions, which tell compelling stories in spectacular style, whilst bringing Londoners together. During the pandemic GDIF delivered two exceptional editions of its annual festival of free, live outdoor arts. In the words of Time Out London “GDIF didn’t just survive the last two years, it thrived in them”.

GDIF forms part of the Royal Greenwich Festivals, and is the primary annual event produced by FESTIVAL.ORG.