

PRESS RELEASE

JOIN US FOR #SMOGFREE SPRING ACTIVITIES IN CHINA

Roosegaarde's Smog Free Project in focus at China's leading creative events.



Daan Roosegaarde's Smog Free Project supported by the Chinese Ministry of Environmental Protection will be a focus of China's leading creative events.

The #SMOGFREE spring program will kick off down South at the SHENZHEN DESIGN WEEK (April 21st - April 28th), themed Design the Future where Smog Free Ring and movie will be on show. Raising awareness on the importance of clean air, it will set the tone as an exemplary model of design innovation and a reminder of the beauty of clean air.

The activities will be pursued in Tianjin where the Smog Free Tower is on display at the Minyuan stadium at the heart of the North coastal city. The exhibition will be accompanied by activities at TIANJIN DESIGN WEEK (May 12th - May 18th), including a pop up exhibition and a smog free solutions dialogue led by Roosegaarde with local makers.

Daan Roosegaarde will deliver a keynote presentation and dialogue at the SHANGHAI PROJECT, SHANGHAI HIMALAYAS MUSEUM on the 14th of May. The presentation will address the vision for Landscapes of the Future, connecting space, technology and people to improve daily life in urban environments. The second part of the talk will open the platform to artists, makers and academics to share and exchange new joint smog solutions towards the cities of tomorrow.

Finally, Daan Roosegaarde will be participating in the WCS Mayors Forum in Suzhou on 18th of May. Daan, together with 50 young leaders will discuss in depth on "Curating the City: Heritage and Culture", and these discussions will then be shared at the Mayors Forum, to offer Young Leaders' perspectives on innovative solutions in tackling urban challenges. The forum is organised by Singapore's Centre for Liveable Cities and Urban Redevelopment Authority and is a flagship event of the World Cities Summit (WCS).

ABOUT SMOG FREE PROJECT

The Smog Free Project consists of the largest outdoor vacuum cleaner in the world, the Smog Free Tower and Smog Free Jewellery made from its captured smog. The Project opened last fall in Beijing and drew thousands of visitors to admire the “new temple of clean air.”

Read more at <https://www.studio Roosegaarde.net/project/smog-free-project/info/>

ABOUT DAAN ROOSEGAARDE

Dutch artist and innovator Daan Roosegaarde (1979) is a creative thinker and maker of social designs which explore the relation between people, technology and space and best known for creating landscapes of the future. He founded Studio Roosegaarde in 2007, where he works with his team of designers and engineers towards a better future. Roosegaarde is Young Global Leader at the World Economic Forum and featured by Forbes and Good 100 as a creative change maker.

VISITORS INFORMATION

SMOG FREE TOWER

- Location: Tianjin Minyuan Stadium, 83 Chongqing Road, Tianjin, China.
- Fully operational from: May 12th
- Admissions: Free entrance

SHENZHEN DESIGN WEEK

- Location: 1006, Block C, Great China International Finance Centre, Caitian Road, Futian District, Shenzhen, China.
- Dates: April 21st - 28th

TIANJIN DESIGN WEEK

- Location: Tianjin Bei Ning Park (Ning Yuan Park), 1 Zhongshan Bei Lu, Tianjin, China.
- Dates: May 12th - 18th

SHANGHAI PROJECT DIALOGUE

- Location: Shanghai Himalayas Museum, 3rd and 4th Floors, 869 Yinghua Road, Pudong District, Shanghai, China.
- Date: May 14th

THE WCS MAYORS FORUM

- Location: Kempinski Hotel Suzhou, Suzhou City, Jiangsu Province, China.
- Date: May 18th
- Admissions: Invitation only

FOR PRESS ACCREDITATION MORE INFORMATION

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