

THE SMOG PROJECT - BY DUTCH DESIGNER DAAN ROOSEGAARDE

Holes of clean air in Beijing

We humans have created machines to enhance ourselves, we invented the wheel and cars to liberate ourselves and travel. But now these machines are striking back, making air extremely polluted in high-density cities such as Beijing. Daan Roosegaarde believes we should do more, not less, and make modern cities liveable again.

Artist and innovator Daan Roosegaarde (1979) is internationally known for creating social designs that explore the relation between people, technology and space. His Studio Roosegaarde is the social design lab with his team of designers and engineers based in the Netherlands and Shanghai.

Daan Roosegaarde has gained international recognition with his social designs, connecting the worlds of imagination and innovation. This connection, established between ideology and technology, results in what Roosegaarde calls 'techno-poetry'. As director of a young international design firm he is already working in China on intricate designs such as Smart Highways which produce their own light and information.

Roosegaarde has won the Accenture Innovation Award, INDEX Award, World Technology Award, Charlotte Köhler Award, two Dutch Design Awards, and China's Most Successful Design Award. He has been the focus of exhibitions at Tate Modern, National Museum in Tokyo, Victoria and Albert Museum, and various public spaces in Rotterdam and Hong Kong.

Now Roosegaarde and his team of experts are developing a safe, energy friendly installation to capture smog and create clean air. The SMOG project uses patented ion technology to create large holes of clean air. It's partner company ENS Europe and Bob Ursem are experts in nano air purifiers. Now we will make the largest air-purifier in the world to create the cleanest, smog free, park in Beijing. Here people can breath, and experience clean air for free.

As a tangible souvenir of this Smart City, Roosegaarde also wants to create jewellery of the collected smog particles. When smog dust is compressed it creates diamonds. These can be used to create locally produced high-end rings. Each ring supports the cleaning of 1km³ of polluted air.

The large amount of international media to the SMOG project has generated many responses of people also working on smog reduction. Roosegaarde would like to collect these initiatives and curate an exhibition of Chinese artists, engineers, universities such as CAFA, and engaged citizens. The result is an exhibition which shows what is possible when we co-create our environment.

The Beijing government recently launched a 165 million euro project to have it's city smog free before 2017. Roosegaarde and the city of Beijing are in dialogue to realise the first Smog free park of 40x40 meter as a true example of a smart and social city.

Press contact: Lidi Brouwer, lidi@studioroosegaarde.net, +31 (0)6 24 56 99 09.