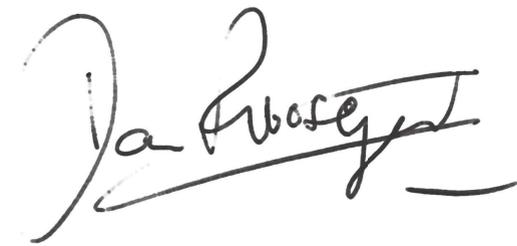


I BELIEVE WE SHOULD DO MORE, NOT LESS,
AND MAKE MODERN CITIES LIVABLE AGAIN.

A handwritten signature in black ink, appearing to read "Jaume Ribera". The signature is fluid and cursive, with a long horizontal stroke at the end.



SMOG FREE PROJECT

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



THE 1ST ELEMENT: THE TOWER

We built the largest air purifier in the world that creates a bubble of clean air. The technology is used indoors in hospitals, so it's safe and tested — we just built the largest one for outdoor use. With it, people can breathe and experience clean air for free.

The Smog Free Tower is a 7.0 × 3.5 m modular system in a public park with energy-friendly and patented ionization technology, lightweight construction and LEDs.



THE 2ND ELEMENT: JEWELLERY

As a tangible souvenir of this Smart City, we create jewellery from the residue of the collected smog. Smog consists of carbon which is compressed into high-end jewellery such as the Smog Free Ring or the Smog Free Cufflinks. Each piece of jewellery contributes to the purifying of 1000 cubic meters of polluted air.

Smog Free Park is not intended as a final solution but as a sensory experience of a clean future. In collaboration with the government, NGOs and clean-tech industry, you can become part of the solution instead of the problem.



LOCATIONS

The first pilot will be launched in Rotterdam, The Netherlands on September 4th 2015. Possible future locations include Beijing, Mexico City, Paris and Los Angeles.



**SMOG FREE
PROJECT**

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