

## **Roosegaarde creates clean air and Smog Free Rings at the opening of the Smog Free Project in Rotterdam NL.**

'Largest smog vacuum cleaner in the world.'

**On September 4<sup>th</sup> 2015 Daan Roosegaarde in the presence of mayor Aboutaleb launched his Smog Free Project in Rotterdam, the Netherlands. The Smog Free Project creates clean urban skies and creates Smog Free Rings. Roosegaarde: "I believe we should do more, not less. We are happy to launch the Smog Free Tower to show a clean future".**

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. In some cities, this pollution is visible. In others, air pollutants and smog may be invisible, but the impact on our daily lives and health is very real. In the Netherlands we live 9 months shorter because of smog. Dutch designer Daan Roosegaarde believes we should do more, not less, and make modern cities liveable again.

Roosegaarde and his team of experts have used patented ion technology to build the world's largest smog vacuum cleaner. The Smog Free Tower produces smog-free bubbles of public space, allowing people to breathe and experience clean air for free. The first 7 meter high Smog Free Tower cleans 30.000m<sup>3</sup> of air per hour of ultra-fine smog, uses no more electricity than a water boiler, and runs on green energy.

As a tangible souvenir, Roosegaarde also creates jewellery of the collected smog particles. The smog dust filled with carbon is compressed into high-end jewellery like the Smog Free Ring and Smog Free Cufflinks. By sharing Smog Free Jewellery, you donate 1000m<sup>3</sup> of clean air to the city. Join the Smog Free Movement now and support our [Kickstarter campaign](#).

The Smog Free Project is not only intended to be a final local solution for clean parks, but also a sensory experience of a clean future. Along with governments, NGOs and the clean-tech industry, people can become part of the solution instead of the problem. After the launch in Rotterdam, the Smog Free Project will travel around the world to cities such as Beijing and Mumbai.

### **Specifications:**

The Smog Free Project is developed by Daan Roosegaarde in collaboration his team of designers and engineers at Studio Roosegaarde and expert parties as ENS Europe and Bob Ursem. The tower has been built with the great contributions of the #SmogFreeMovement crowd on Kickstarter. The launch in Rotterdam has the kind support of the City of Rotterdam, Port of Rotterdam, DOEN and Eneco. Location of the Smog Free Tower is Vierhavensstraat 52 in Rotterdam, the Netherlands.

### **About Daan Roosegaarde:**

Artist and innovator Daan Roosegaarde (1979) is internationally known for creating social designs that create futuristic relations between people and technology such as 'Dune' and 'Smart Highway'. His social design lab Studio Roosegaarde with his team of designers and engineers are based in the Netherlands and Shanghai.

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. He is also Young Global Leader at the World Economic Forum.

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*More information (high-res images + interview requests):*

Studio Roosegaarde: Charlotte de Mos (+31651698818) [charlotte@studioroosegaarde.net](mailto:charlotte@studioroosegaarde.net)