

PRESS RELEASE

**ROOSEGAARDE TO DEVELOP SMOG FREE BICYCLE WITH OFO, THE LARGEST BIKE SHARING PROGRAMME IN CHINA AND TEZIGN**

LIVE FROM AMNC2017 - WORLD ECONOMIC FORUM - DALIAN/ CHINA



Daan Roosegaarde announces to develop Smog Free Bicycle with ofo and Tezign

Roosegaarde announces an exclusive partnership with ofo, the Chinese bike sharing programme with over 20 million registered users and TEZIGN a leading Chinese design platform to develop the Smog Free Bicycle in China. This was announced in a press conference at the World Economic Forum / AMNC17 in Dalian. The project will be developed in China and the Netherlands in the coming months and further details will be released about design and implementation in the fall.

The concept draws its inspiration from the recent Smog Free workshop at M Woods in Beijing which featured artist Matt Hope and Prof. Yang from Tsinghua University and led to new creative output. The innovative bicycle, first presented at TED, inhales polluted air, cleans it, and releases clean air around the cyclist. The bicycles will work in similar ways as the Smog Free Tower and provide a healthy and energy friendly solution for urbanites, combatting both traffic congestion and pollution issues in the city. It is currently in the first stage and is intended to become a medium for smog free cities, generating clean air by pedaling, creating impact on the larger urban scale.

“Beijing used to be an iconic bicycle city. Together with Chinese and Dutch expertise we will bring back the bicycle as a cultural icon of China and as the next step towards smog free cities.” - Daan Roosegaarde



Smog Free Bicycles Concept



Daan Roosegaarde discusses collaboration with CEO of ofo

## 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.

## FOR PRESS ACCREDITATION AND MORE INFORMATION

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