

Daan Roosegaarde brings ‘Zen Garden from Asia’ to Amsterdam

While entering the courtyard of Hotelschool in Amsterdam you find yourself wondering around Daan Roosegaarde’s latest project ‘Boo’. These 6 meter high pillars of light and sound are Roosegaarde’s latest illusive landscape of light.

‘Boo’ is inspired by the connection between Europe and Asia. The ‘zen garden from Asia’ connects Hotelschool students with the eastern continent. The artwork consists of huge pillars of interactive LED light. While walking through the poles, the sound of enhanced crickets surrounds the visitor and one can see the green lights challenging them to interact.

The more visitors connect with ‘Boo’, the more dynamic the pillars interact with the visitor and eachother. This connection is a reflection of Roosegaarde’s techno-poetry. “We live in a network society, connection is essential” Daan Roosegaarde says. The slim pillars are in contrast with the hard concrete Hotelschool building, and make the square a small piece of Asia where students can relax and interact with high tech bamboo.

About Hotelschool Amsterdam

Hotelschool The Hague was founded in 1929 by HORECAF, the Dutch organization for Hotels, Restaurants and Bars. Since then, the school has grown into one of the best hotel management schools in the world. In August 2012 the campus moved to its permanent location at the Jan Evertsenstraat in Amsterdam. The courtyard of Hotelschool the Hague campus in Amsterdam with the artwork ‘Boo’ is open for public at night.

About Daan Roosegaarde

Studio Roosegaarde is the social design lab of artist Daan Roosegaarde with his team of designers and engineers. Roosegaarde has been the focus of exhibitions at the Tate Modern, the National Museum in Tokyo, the Victoria and Albert Museum in London and winner of the Dutch Design Award and China's Most Successful Design Award. More information can be found at www.studioroosegaarde.net.

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For high-res images, more info about artwork and interview requests with Daan Roosegaarde, please contact communications & business development:
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