

## PRESS RELEASE

## ROOSEGAARDE PRESENTS SMOG FREE PROJECT TO WORLD LEADERS AT THE WORLD ECONOMIC FORUM – ANNUAL MEETING OF THE NEW CHAMPIONS IN DALIAN, CHINA

Multiple Smog Free Towers to be developed across parks in China by local partner



Smog Free Tower at World Economic Forum, Dalian, China (Photo credit: Studio Roosegaarde / World Economic Forum)

Daan Roosegaarde's Smog Free Project has landed at the Annual Meeting of the New Champions in Dalian as part of its Chinese tour. Established in 2007 as the foremost global gathering on science, technology and innovation, the Annual Meeting of the New Champions convenes the next generation of fast-growing enterprises shaping the future of business and society, and leaders from major multinationals, government, media, academia, civil society and the arts.

The Dutch artist and innovator, Daan Roosegaarde, announced the next stages of development for the project in China. The Smog Free Tower, which provides parks with cleaner air than the rest of the city, will be produced by its Chinese partner Film Method Works, a pioneer in supporting new environmental technology in China. Whilst the Smog Free Tower will be developed by its partner in China, Roosegaarde will continue his Smog Free Journey with new additions to the project including the Smog Free Bicycle Concept first released at TED and currently trending across the globe.

During the summit Daan Roosegaarde emphasized his vision for Schoonheid, a Dutch word for beauty with two layers of meaning beauty and cleanliness. "True beauty is clean air and it should not be taken for granted." - Daan Roosegaarde

Daan Roosegaarde is part of the Young Global Leader network of the World Economic Forum since 2015, recognized for radically changing his industry, politics and society. Entrepreneurial and optimistic, he represents the next generation of global leadership.

Nico Daswani, Head of Arts and Culture at World Economic Forum

"Daan Roosegaarde performs a type of magic by turning smog into beauty. Artists like Daan open up for us all entirely new ways of re-imagining our connection with our environment. We are delighted to welcome the Smog Free Tower to our Annual Meeting of the New Champions."

Mr. An, CEO of Film Method Works

"We are benefiting the living environment and future generations; from the ideological point of view, the Film Method Works and Daan Roosegaarde consensus is a bold exploration, to promote the harmonious interaction between man and nature. We also welcome all the strength to join our public welfare program."

Daan Roosegaarde, Creator of Smog Free Project

"Smog Free Project is a series of urban innovation to reduce pollution on the city scale, a package deal for Mayors for an immediate impact and lasting effect towards smog free cities. We continue to share the dream about clean air."

## ABOUT SMOG FREE PROJECT

The Smog Free Project consists of the largest outdoor vacuum cleaner in the world, the Smog Free Tower and Smog Free Jewellery made from its captured smog. The Project opened last fall in Beijing and drew thousands of visitors to admire the "new temple of clean air." The effect of the Smog Free Tower has been validated by the results compiled by the Eindhoven University of Technology<sup>1</sup>. In 2017, Roosegaarde presents a new addition to Smog Free Project: the Smog Free Bicycle. The concept draws its inspiration from the recent Smog Free workshop which featured artist Matt Hope and Prof. Yang from Tsinghua University and led to new creative output. The innovative bicycle inhales polluted air, cleans it, and releases clean air around the cyclist.

---

<sup>1</sup> "The Smog Free Tower works with the proven ENS technology of positive ionization to remove large fractions of particulate matter from the air in its immediate surroundings. Both the technology and the Smog Free Tower itself have been successfully evaluated with both field measurements and numerical simulations with Computational Fluid Dynamics. The results confirm that the tower captures and removes up to 70% of the ingested PM10 and up to 50% of the ingested PM2.5. For a tower in an open field in calm weather, this provides PM10 reductions up to 45% and PM2.5 reductions up to 25% in a circle with diameter of more than 20 m around the tower. When the tower is applied in semi-enclosed or enclosed courtyards, the beneficial effects can be much larger." (Prof. dr. Bert Blocken Eindhoven University of Technology, the Netherlands and KU Leuven, Belgium)



A map of clean air driven by Smog Free Bicycles

## PARTNERS

Made possible with the kind support of the China Central Government, the Embassy of the Kingdom of the Netherlands in China, Film Method Works. More information on partners and team can be found on <https://www.studio Roosegaarde.net/project/smog-free-project/info/>

## 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

Contact Public Relations / [pr@studio Roosegaarde.net](mailto:pr@studio Roosegaarde.net)  
[www.studio Roosegaarde.net](http://www.studio Roosegaarde.net)

WeChat and Weibo Official Account QR Code:



Film Method Works QR Code:



Facebook: [www.facebook.com/DaanRoosegaarde](http://www.facebook.com/DaanRoosegaarde)

Instagram: [www.instagram.com/roosegaarde](http://www.instagram.com/roosegaarde)

Twitter: [www.twitter.com/SRoosegaarde](http://www.twitter.com/SRoosegaarde)

LinkedIn: [www.linkedin.com/company/studio-roosegaarde](http://www.linkedin.com/company/studio-roosegaarde)