

Pilot Smart Highway with Glowing Lines live

The pilot of the prestigious Smart Highway by artist Daan Roosegaarde and construction company Heijmans is completed. The project is part of the 'N329-Road of the Future' in Oss, the Netherlands. New projects are initiated.

In this part of the road glow in the dark lines are installed, called Glowing Lines. These lines collect energy during the day and give light in the evening. Here the landscape becomes an experience of light and information. As a result this increases visibility and safety. Roosegaarde and Heijmans launched the Smart Highway concept at the Dutch Design Week. Since then the technical development of the idea has started and several versions have been tested in durability and user experience. This comes now to result in Oss as a matured design. When driving in the dark Roosegaarde describes it as 'going through a fairy tale'.

Watch the first visitors in action here: <https://www.studio Roosegaarde.net/project/smart-highway/>

The Glowing Lines can be experienced every night at the N329 in Oss, the Netherlands. Based on this pilot, new projects will be launched internationally. Also the Dutch minister of Infrastructure has asked Daan Roosegaarde to make a new Smart Highway design for the 'Afsluitdijk', the Dutch iconic dike of 32km.

The 12th of November Roosegaarde and Heijmans will launch the next Smart Highway project, the first unique Van Gogh-Roosegaarde light emitting bicycle path. This cultural spinoff is inspired by Van Gogh's masterpiece 'Starry Night', and gives cyclists the opportunity to experience a modern version of this painting in an innovative landscape of light. The path is part of the historic Van Gogh route in Nuenen, the Netherlands.

Profile Studio Roosegaarde

Artist and innovator Daan Roosegaarde (1979) is internationally known for creating social designs that explore the relation between people, technology and space. His Studio Roosegaarde is the social design lab with his team of designers and engineers based in the Netherlands and Shanghai. Roosegaarde is in the top 5 of Sustainable Trouw 100 as most influential Dutch green leader. With projects ranging from fashion to architecture his interactive designs such as Dune, Intimacy and Smart Highway are tactile high-tech environments in which viewer and space become one. This connection, established between ideology and technology, results in what Roosegaarde calls 'techno-poetry'.

Profile Heijmans

Heijmans is a listed company that combines activities related to real estate development, residential building, non-residential building, technical services and infrastructure. Heijmans is active in the Netherlands, Belgium and Germany. Our focus on an integrated approach and high-quality execution creates added value for our customers. Heijmans realizes integrated, innovative projects for large customers, such as companies and government organizations, and homes for investors and consumers. With over 7,400 employees and € 2.1 billion in revenues in 2013, we are building the spatial skylines of tomorrow.

The Glowing Lines are made possible with the support of BKKC. Client is 'Weg van de Toekomst' Province of Noord-Brabant and city of Oss. Location: N329 Oss in the Netherlands: <https://www.google.nl/maps/@51.7373648,5.5688561,17z>

For more information, not for publication:

Jamaica den Heijer, jamaica@studio Roosegaarde.net +31 (0)6 11623934
Lonneke Wijnhoven, maildaringdutch@gmail.com +31 (0)6 46645755