

Press Release, December 12th 2014

## Daan Roosegaarde opens artwork 'Rainbow Station' at Amsterdam Central Station

**On the 11<sup>th</sup> of December, artist Daan Roosegaarde will open a large-scale light artwork at the Amsterdam Central Station, in the presence of the Minister of Education, Culture and Science of the Netherlands and Amsterdam's deputy mayor. The artwork is launched in honour of the -by NS and ProRail- renovated 125 year old historic station. The artwork connects the historic station by architect Cuypers with the innovation of today. The light and colour offers travellers a magical moment in the evening. Every year approximately 50 million people travel through Amsterdam Central Station, towards national and international destinations.**

Rainbow Station can be seen every day for a whole year for a brief moment within an hour after sunset at the east side of the station. Daan Roosegaarde "Rainbow Station creates a unique place for travellers, an experience you can not download". "This innovative and colorful artwork adds atmosphere to the monumental station, it is a great gift to our travellers," said Patrick Buck of ProRail and Timo Huges of NS.

In collaboration with astronomers of the University of Leiden, Roosegaarde developed a lens filter that unravels light efficiently into a spectrum of colours. Scientist Frans Snik of the Leiden Observatory: "Thanks to new liquid crystal technology that we are developing for research on exoplanets (planets orbiting stars other than the sun), Rainbow Station takes the exact shape of the 45-meter wide historic station roof".

Watch a movie of the artwork in action here: <https://www.youtube.com/watch?v=LEZCqBldon0> and <https://www.studio Roosegaarde.net/project/rainbow-station/photo/#rainbow-station>

The celebration of the 125th anniversary and the metamorphose of the railway station was the inspiration for Roosegaarde to make the artwork. The work also marks the international 'Year of the Light' by UNESCO in 2015. Rainbow Station is made in collaboration and with support of the Amsterdam Fund for the Art, NS, ProRail, Stichting Doen and his own Studio Roosegaarde.

Recently opened Roosegaarde the Van Gogh-Roosegaarde cycle path between Nuenen and Eindhoven, inspired by The Starry Night by Vincent Van Gogh. This path creates, just like Rainbow Station, an interaction between light and poetry.

### **About Daan Roosegaarde**

Artist and innovator Daan Roosegaarde (1979) is known for his social design and energetic appearance. His ideology is "just do it and follow your intuition". His designs play with the boundaries between man, technology and space. Interaction, technological innovation and beauty are central to what he describes as "techno-poetry." Roosegaarde attracted international media attention last year with its Smog Free Project and the Smart Highway. Daan Roosegaarde is distinguished as 'Talent of the Year' by dutch magazine Kunstweek and won the Danish INDEX award, the Accenture Innovation Award, Charlotte Köhler Award, Dutch Design Award, Design for Asia Award and China's Most Successful Design Award. His work has been on display at the Rijksmuseum in Amsterdam, the Tate Modern and the Victoria & Albert Museum in London and the National Museum of Tokyo.

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*Not for publication:*

For more information, interview with the artist and high-res images:

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