

# SCHOONHEID

The old world is crashing - a general system is breaking down. Our modern cities are no longer livable, for they have turned into new apocalyptic states governed by pollution. Pollution is threatening our daily lives and our planet: our air, noise, light, water, and energy sources. We call for recognition of Schoonheid in urban environments as a fundamental need.

'Schoonheid' is a typical Dutch word which has two meanings: 'cleanliness' as in clean air, clean water, clean energy, and 'beauty' as in sublime aesthetics and creativity. For Studio Roosegaarde Schoonheid shines light on both dimensions and calls for its recognition as a fundamental condition in urban environments.

Our desire for Schoonheid drives our practice to create better conditions in cities. Cities should be livable again by rethinking processes and upgrading urban structures for a better quality of life. Schoonheid is an activator for change, for citizens, makers, NGOs and governments to value and empower Schoonheid as a creative force. Together we make new dreams, new designs, and new innovations for Schoonheid for today and tomorrow.

"We are all makers, not consumers. We should be a part of the solution instead of the problem."  
Daan Roosegaarde

Our current Schoonheid programme focuses on clean air, one of the most important element to life. The need for clean air is not only urgent in India and China but is a global challenge for cities in the world including Paris, LA, Mexico City and London. Roosegaarde calls for a new human right for clean air. Clean air should be a standard, not a luxury.

Collaboration with governments is necessary to realise long term clean air improvements by implementing green energy solutions. However, the problem of hazardous air pollution is urgent and calls for an immediate action. Roosegaarde's Schoonheid contributes to action by accelerating the process by taking a bottom-up approach, sparking conversations and endorsing new ideas to be tested.

Schoonheid has identified a niche of smog free solutions makers and will actively engage and promote solutions for its upcoming programme in China and beyond. Stay tuned and follow our Smog Free Project tour on this page.

To quote Marshall McLuhan's: "There are no passengers on spaceship earth. We are all crew." We call on all makers to board on our mission and seize this opportunity to embrace Schoonheid as an activator for our new today. Let's upgrade reality.

## 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 MORE INFORMATION

Contact Public Relations / [pr@studioroosegaard.net](mailto:pr@studioroosegaard.net)

SOCIAL NETWORKS

Facebook: [www.facebook.com/DaanRoosegaard](https://www.facebook.com/DaanRoosegaard)

Instagram: [www.instagram.com/roosegaard](https://www.instagram.com/roosegaard)

Twitter: [www.twitter.com/SRoosegaard](https://www.twitter.com/SRoosegaard)

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