

PRESS RELEASE

SMOG FREE TOWER by Studio Roosegaarde opens in Korea at APAP6 Triennale

The world's first largest outdoor air purifier, which turns smog into jewelry, opened today at Pyeong-chon Central Park in Anyang, South Korea. The opening ceremony was attended by the Mayor of Anyang Dae-ho Choi, the Ambassador of the Netherlands Joanne Doornewaard, Artist Daan Roosegaarde, Art Director of APAP6 Kim Yoon-Sub, and much local public.



Smog Free Tower at Pyeong-chon Central Park, Anyang, South Korea. Image by Studio Roosegaarde.

The *Smog Free Project* was invited by the Anyang Public Art Project (APAP) to act as an iconic landmark of their environmental mission. Air pollution is one of the most pressing global problems: large cities face great threats regarding health issues and many are trying to find solutions to deal with micro dust. Subsequently, APAP6 invited the *Smog Free Tower*: "It imposes a strong will to improve the quality of life for the public, conveying the message of a symbiotic relationship between the city and the environment through the means of art; a campaign for the landscapes of the future."

The *Smog Free Project* is a campaign for clean air, initiated by Dutch artist and innovator Daan Roosegaarde, to reduce air pollution and bring about an inspirational experience for a clean future. The project includes a series of urban innovations, such as the *Smog Free Tower*, which provides a local solution to clean air in public spaces.

The 7-meter tall *Smog Free Tower* uses patented positive ionization technology to produce smog-free air in public spaces, allowing people to breathe and experience clean air for free. It is equipped with environment-friendly technology that cleans 30.000 m³ air per hour and uses only a small amount of green electricity. The competency of the *Smog Free Tower* has been validated through test-results obtained by the Eindhoven University of Technology. Creating a tangible memento, Roosegaarde designed the *Smog Free Ring* of compressed smog particles. By sharing a *Smog Free Ring* you donate 1000 m³ of clean air to the city.

Daan Roosegaarde: *"True beauty is not a Louis Vuitton bag or a Ferrari, but clean air and clean energy."*

Recent *Smog Free Project* campaigns have been launched in China, the Netherlands, Poland, and will now provide clean air to the public of Pyeong-chon Central Park, Anyang, South Korea.



Smog Free Tower at Pyeong-chon Central Park, Anyang, South Korea.

About Studio Roosegaarde

Studio Roosegaarde is a pioneer for the livability of our future landscapes. As a social design lab, a team of designers, engineers and Dutch artist and innovator Daan Roosegaarde connect people and technology through artworks, that improve daily life in urban environments and spark the imagination. Clean air, clean water, clean energy, and now clean space: these are our new values. Internationally acclaimed works include *Waterlicht* (a virtual flood showing the power of water), *Smart Highway* (roads that charge throughout the day and glow at night) and *Space Waste Lab* (visualizing and upcycling space waste).

About Anyang Public Art Project

APAP is an art event held in Anyang Art Park and Pyeong-chon Central Park, this year themed as 'Symbiotic City'. The event is held from October 17 to December 15, 2019, and organized by the city government of Anyang to interact with their citizens and let them reassess what 'Regeneration of the City' might signify. As the first international public art event in Korea, APAP6 presents 'environmental, cultural and social values' of public art, accompanied by an extensive program that shows a total of a hundred artworks within 12 projects, composed by 47 artists from 7 nations, of which some artworks will be installed permanently. With these projects, APAP6 aims to engage its citizens in public art and offer an opportunity to relish diverse artworks and programs.

The complete program can be found on their website.

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High-res images are available here: <https://pressroom.studio Roosegaarde.net/>

Interviews with Daan Roosegaarde are available upon request.