



## **Organic fireworks SPARK as a new sustainable celebration**

**January 25, 2022 - How can we celebrate sustainably? Artist Daan Roosegaarde became inspired by the magical light of fireflies, and a desire to update the culturally ingrained ritual of fireworks. The result is SPARK Bilbao, a poetic performance of thousands of biodegradable light sparks which organically float through the air, designed by Studio Roosegaarde. The Wellbeing Summit for Social Change in Bilbao-Biscay, Spain, is the first in the world to showcase this innovative solution for sustainable community celebrations. SPARK is now launched just before the Chinese New Year.**

SPARK Bilbao transforms traditional and polluting methods of celebration such as fireworks, balloons, drones and confetti into a new sustainable celebration. You can view the premiere of SPARK Bilbao today at <https://studioroosegaarde.net/project/spark>. Through a combination of design and technology, thousands of light sparks made of biodegradable materials are moved silently by the ever-changing wind; inspired by fireflies, flocks of birds and the galaxy of stars. In Bilbao's central park, this dynamic 50 x 30 x 50 metres cloud of SPARK inspires visitors to wonder and reflect on their connection to each other, themselves and nature. SPARK will be exhibited June 1-3, 2022 in Bilbao-Biscay.

Artist Daan Roosegaarde is inherently motivated to transform our fear of the future into curiosity by designing realistic alternatives. During the growing collaboration between Studio Roosegaarde, Draiflessen Collection and The Wellbeing Summit, the artist developed this groundbreaking and enchanting landscape artwork.

SPARK Bilbao invites everyone to become part of the journey to an environmentally-friendly future. With SPARK the interconnectedness between humans and nature is celebrated, and traditions can be maintained in a new way. Moreover, it is a sustainable alternative for community events that want to promote reflection and celebration, such as the Olympics, the Fourth of July, New Year's Eve or other communal celebrations.

*“Celebrations are an important moment for communities to gather together and cherish their cultures. SPARK Bilbao evokes a child-like wonder which reconnects communities.” - Corinna Otto, Museum director Draiflessen Collection and curator of The Wellbeing Summit*

*“For many people, the current situation feels restrictive, and traditional fireworks are getting prohibited everywhere. SPARK Bilbao is a place of wonder which triggers reflection and shows a new sustainable alternative of celebrating together.” - Daan Roosegaarde, artist*

### **About Studio Roosegaarde**

As a social design lab, Dutch designer and innovator Daan Roosegaarde and his team connect people and technology in designs that improve daily life in urban environments and spark the imagination. The studio has won numerous international design awards. Internationally acclaimed works include WATERLICHT (a virtual flood showing the power of water), SMOG FREE PROJECT (the world's first largest outdoor air purifier which turns smog into jewellery), SMART HIGHWAY (roads that charge throughout the day and glow at night), SPACE WASTE LAB (visualising and up-cycling space waste), URBAN SUN (cleans public spaces of the coronavirus) and Seeing Stars (brings the stars back to the streets of your city). SPARK is the fourth project in the series DreamScapes with Media.Monks in which a dream is turned into reality to create a better world. <https://www.studioroosegaarde.net>

### **About Draiflessen Collection**

The Draiflessen Collection was founded in 2009 on the private initiative of the Brenninkmeijer family of entrepreneurs. The art museum approaches themes that move between areas of tension such as tradition and the future, faith and doubt, borders and freedom, reality and fiction, illuminated from artistic and scientific perspectives. Current examples are the trilogy FAITH, LOVE, HOPE (2019/2020), the exhibition EMIL NOLDE - A CRITICAL APPROACH BY MISCHA KUBALL (2020/21) and TOUCH (2021).

### **About The Wellbeing Summit**

The Wellbeing Summit for Social Change from June 1-3, 2022 in Bilbao-Biscay is the first event bringing together 1,500 social change, governmental and business leaders from around the world to advance individual and collective wellbeing for those working on the front lines of social change. Topics will range from the neuroscience of wellbeing to environmental belonging, intergenerational trauma, and encouraging healthier organisational cultures. Art is at the heart of the event, with a spectacular visual and performing arts programme presented in partnership with renowned international arts organisations and partners, including the Ursula Hauser Collection, the Silkroad Ensemble, and Science Gallery Bengaluru.

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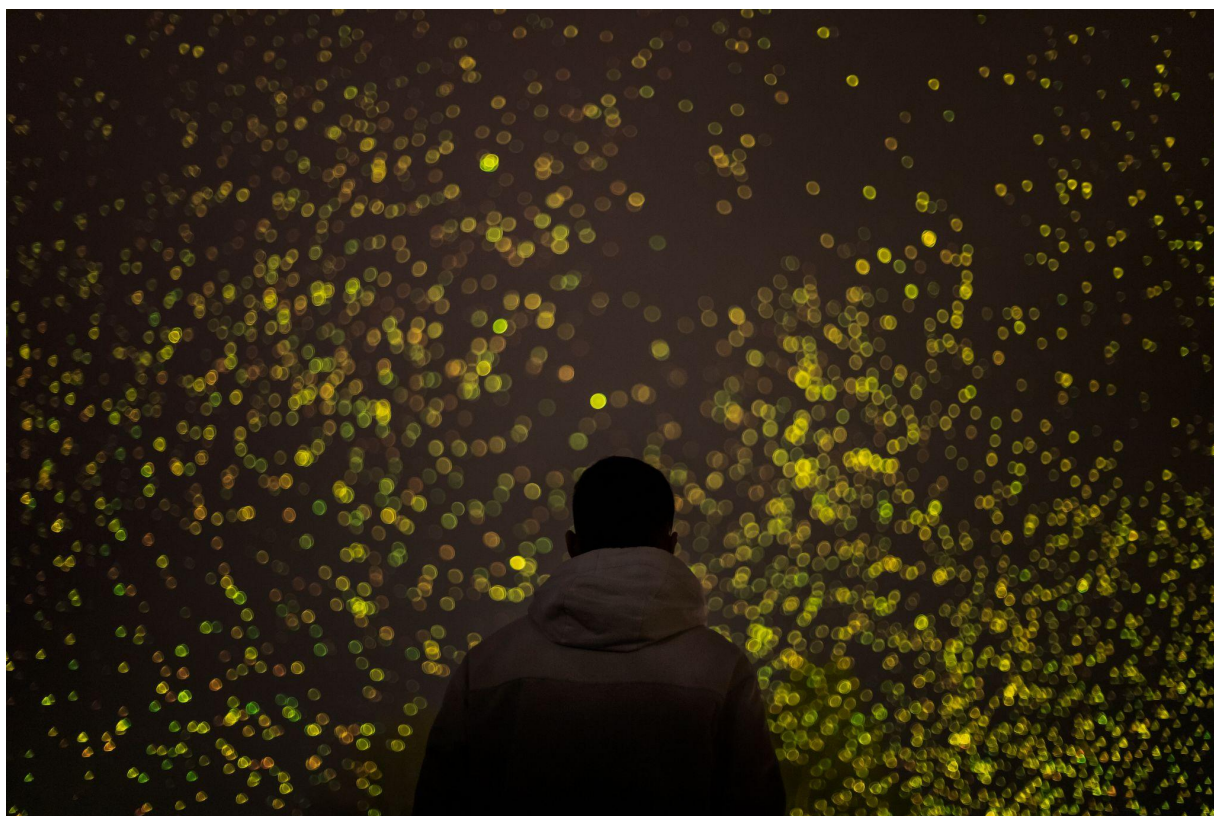
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*SPARK Bilbao*





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