

First meters Smart Highway 'Best Future Concept' at Dutch Design Award

Roosegaarde and Heijmans are building the 'Route 66 of the Future'

Designer and innovator Daan Roosegaarde and Heijmans Infrastructure are presenting the first prototypes of the 'Smart Highway' during the Dutch Design Week. Using the latest techniques, they are building the first 'Smart Highways' in Europe, roads that are more sustainable, safe and intuitive. Selected 'Best Future Concept' by the Dutch Design Awards, these highways will be realized mid 2013 in the Netherlands.

Smart Highway

Instead of focusing on the car to innovate the driving experience, Daan Roosegaarde and Heijmans are innovating the highway. Innovative designs such as the *Glow-in-the-Dark Road*, *Dynamic Paint*, *Interactive Light*, *Induction Priority Lane* and *Wind Light* will be realized within the following five years. The goal is to make roads that are more sustainable and interactive by using interactive lights, smart energy and road signs that adapt to specific traffic situations.

First prototypes *Glow-in-the-dark Road* and *Dynamic Paint*

The pathways of the **Glow-in-the-dark roads** are treated with a special foto-luminising powder making extra lighting unnecessary. Charged in day light, the Glow-in-the-dark road illuminates the contours of the road at night up to 10 hours. **Dynamic Paint**, paint that becomes visible in response to temperature fluctuations, enables the surface of roads to communicate relevant and adequate traffic information directly to drivers. For example ice-crystals become visible on the surface of the road when it's cold and slippery. Although *Dynamic Paint* and *Glow-in-the-dark Road* will be realized next year, the first pieces of the 'Smart Highway' are open for the public during the Dutch Design Week in Eindhoven, the Netherlands.

Updating the Dutch Landscape

The unique collaboration between Roosegaarde and Heijmans is a true example for the creative industry and those multinationals with a desire for innovation. The design and interactivity from Studio Roosegaarde and the specific knowledge and craftsmanship of Heijmans combine the best of both worlds. Despite their big differences, they focus on the process instead of the product and that is innovating the Dutch landscape.

Practical information

The Dutch Design Week takes place from 20 until 28 october 2012 in Klokgebouw 50 on Strijp-S in Eindhoven.

Location Smart Highway Prototypes

Strijp-S, Klokgebouw 50, Hall 2 (next to the Fatboy Lounge)
5617 AB Eindhoven

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