

PERSBERICHT

'Windlicht', the latest artwork by Roosegaarde, shows the beauty of green energy. Green energy. Everyone wants it, but not in their backyard. An odd thing for a country known for its picturesque windmills dating from the 18th century. How can we once again give green energy the allure it deserves?

'Windlicht' (Windlight), the latest work of Roosegaarde, is a dance of bright lines. Special software and tracking technology detect the windmill blades rotating at 280 kilometres per hour. Green lines of light are connecting the blades. This creates a dynamic play of light and movement. Roosegaarde: "Windlicht creates the missing link between the Dutch and the beauty of our new landscape."

Daan Roosegaarde was inspired by Kinderdijk. For him these windmills from 1740 are a perfect example of Dutch innovation. Reconnecting with the landscape and creating a positive image around green energy also drives him. Roosegaarde developed the artwork together with a team of designers and engineers.

'Windlicht' is supported by KPN. This year KPN became climate neutral and has been exclusively using green energy generated in the Netherlands since 2011. KPN CEO Eelco Blok: "The update that the artwork gives to the landscape, represents important values such as sustainability and connectedness. Because these two values are of great significance for KPN, we are committed to this artwork. With 'Windlicht' we support the idea of Roosegaarde that green energy is something to be proud of."

Practical information:

'Windlicht' can be experienced for free on the 11/12/13 and 18/19th of March from 20:00 to 23:00 at the Eneco wind farm at St. Annaland in Zeeland.

We advise visitors to wear sturdy footwear and warm clothes. The location is near the intersection Molendijk / Annevosdijkseweg in St. Annaland, Zeeland. You can probably experience the artwork also in the surroundings nearby.

After arrival at St. Annaland visitors can tune into radio canal 'Windlicht FM' on 105.3 FM to hear the story behind the artwork.

More information about the project and any future locations of Windlicht can be found at www.studioroosegaarde.net/projects/windlicht

For the press, not for publication:

Studio Roosegaarde:

Sylvie Londerman (+31-10-3070909) sylvie@studioroosegaarde.net