



Foto: Willem de Kam

### **Daan Roosegaarde Dutch artist en innovator**

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. Roosegaarde has been driven by nature's gifts such as light emitting fireflies and jellyfishes since an early age. His fascination for nature and technology is reflected in his iconic designs such as Smart Highway (roads which charge from sunlight and glow at night), Waterlicht (a virtual flood) and Smog Free Project (the largest outdoor air purifier in the world which makes jewellery from smog).

Roosegaarde graduated from The Berlage Institute with a master in architecture. He founded Studio Roosegaarde in 2007, where he works with his team of designers and engineers towards a better future. Together they develop 'Landscapes of the Future' building smart sustainable prototypes for the cities of tomorrow. Roosegaarde is a Young Global Leader at the World Economic Forum and named Artist of the Year 2016 in The Netherlands.

Roosegaarde has won the London Design Innovation Medal, the INDEX Design Award, the World Technology Award, two Dutch Design Awards, the Charlotte Köhler Award, and China's Most Successful Design Award. He exhibited at the Design Museum in London, Stedelijk Museum Amsterdam, Rijksmuseum Amsterdam, Tate Modern, Tokyo National Museum, Le Musée des Arts Décoratifs Paris, Victoria & Albert Museum

and various public spaces in Europe and Asia. Selected by Forbes and Good 100 as a creative change maker, Daan Roosegaarde shares his visionary ideas frequently at conferences across the world such as TED and Design Indaba.

On People's Business Daan Roosegaarde presents '**Landscapes of the Future**', highlighting his innovative practice which merges people, technology and space to create a better world.

Virtual floods, smart highways and smog sucking towers; Roosegaarde pulls technology out of the screens to examine and activate solutions to improve daily life in urban environments. In his interactive talk, Roosegaarde explores the social role of design, the importance of "Schoonheid" (a Dutch word meaning both beauty and cleanliness) along with his vision for the future.

As the new 'hippie with a business plan' to quote the New York Times, Roosegaarde has been selected as a creative change maker by Forbes and Good 100 and is a young global leader of the World Economic Forum.