



SMART HIGHWAYS

STUDIO ROOSEGAARDE AND HEIJMANS INFRASTRUCTURE ROADS OF TOMORROW

NETHERLANDS

2013

SMART
INFRASTRUCTURE

PERMANENT

Smart Highway is an innovative concept for smart roads of tomorrow. A programme of innovation that links a different way of looking at things with creative ideas that apply the opportunities offered by new technologies in smart ways.

Smart Highway is the result of intensive collaboration between builder and developer Heijmans and designer Daan Roosegaarde.

The themes sustainability, safety and perception, are key to the concept and are manifested in the form of the newest technologies in the area of energy and light.

Lots have been written about intelligent highways since the eighties. However, until now the focus of innovation was on the car. Heijmans and Studio Roosegaarde tackle this on a large scale by innovating the road deck with designs such as 'Glow-in-the-dark Lining', 'Dynamic Paint', 'Interactive Light' and 'Electric Priority Lane'. Together they want to make the road sustainable and interactive through

means of smart lighting, harvesting energy, and traffic signs that adapt to the road situation.

The design and the interactivity of Studio Roosegaarde and Heijmans' specialised knowledge and experience bring out the best of two worlds. Although the differences between the two companies are significant, they share their most important goal: innovating the Dutch landscape.

Smart Highway is gaining worldwide interest and appreciation. For example, the concept has been designated as the 'Best Future Concept' by the 2012 Dutch Design Awards and is one of the finalists for the INDEX Award 2013, the most prestigious, international prize in the area of design. The collaboration between Roosegaarde and Heijmans is a true example of innovative industry. The design and interactivity by Studio Roosegaarde and the craftsmanship of Heijmans are fused into one common goal: innovation of the Dutch