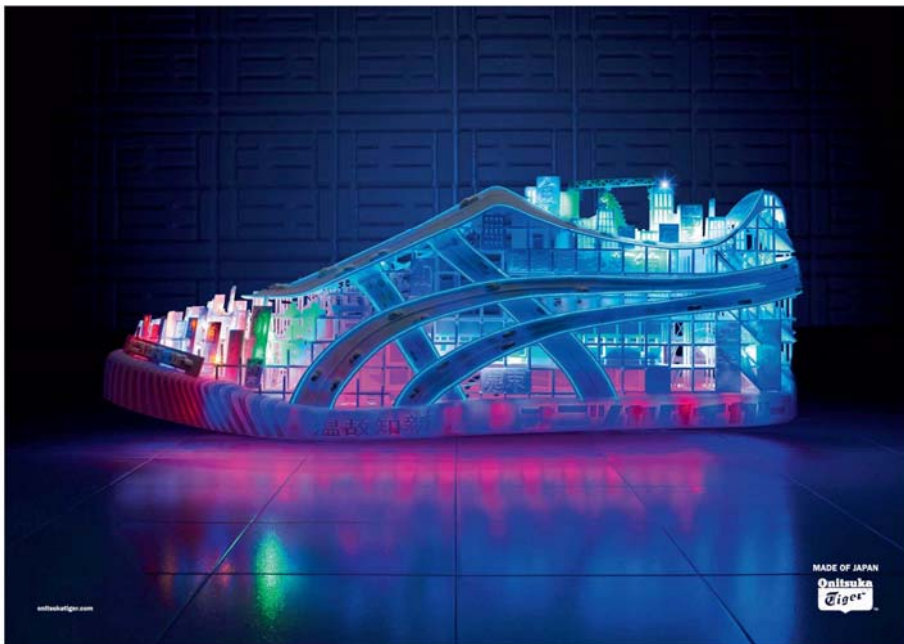


## "Electric Light Shoe": a kaleidoscope of symbols and lights with designs from Freedom Of Creation

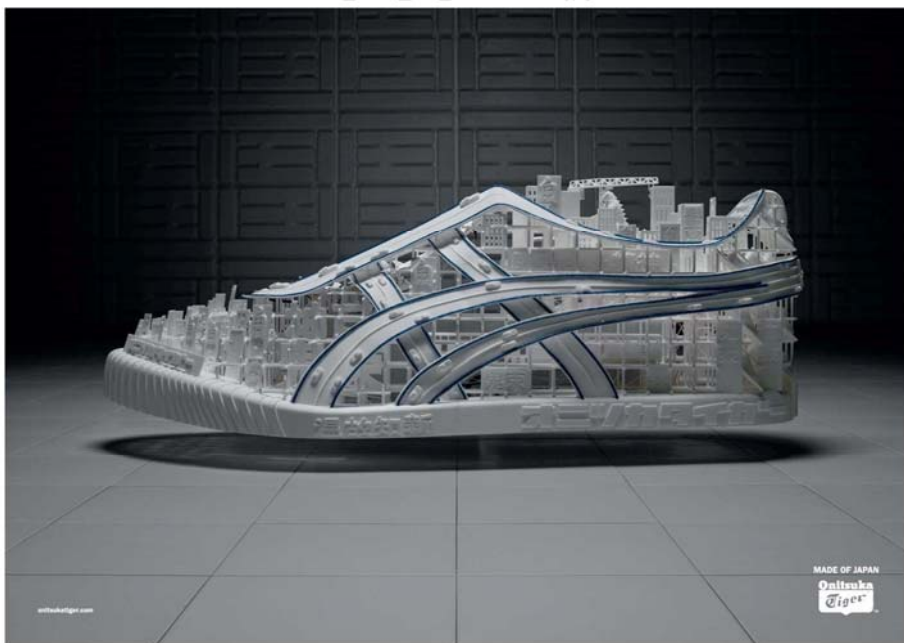
Videos (Quick Time and Windows Media Player format) and high resolution images available upon request from: [<foc-press@bt-media.net>](mailto:foc-press@bt-media.net) and at the link: [www.freedomofcreation.com/OT/index\\_onitsuka%20tiger.htm](http://www.freedomofcreation.com/OT/index_onitsuka%20tiger.htm)

High resolution videos in compressed RAR format available only via above web link

Video Credits: "Making of Electric Light Shoe" - StrawberryFrog; "Made of Japan" - StrawberryFrog & B-Reel)



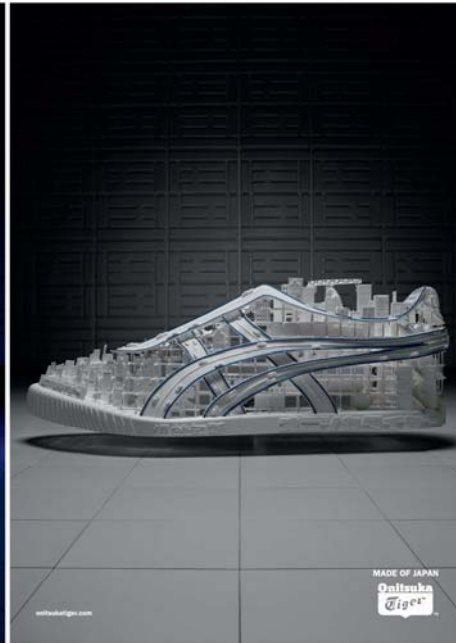
03\_FOC\_OT\_ELS-1meter.jpg



01\_FOC\_OT\_ELS-1meter.jpg



04\_FOC\_OT\_ELS-1meter.jpg



02\_FOC\_OT\_ELS-1meter.jpg



07\_FOC\_OT\_ELS-1meter.jpg



05\_FOC\_OT\_ELS-1meter.jpg



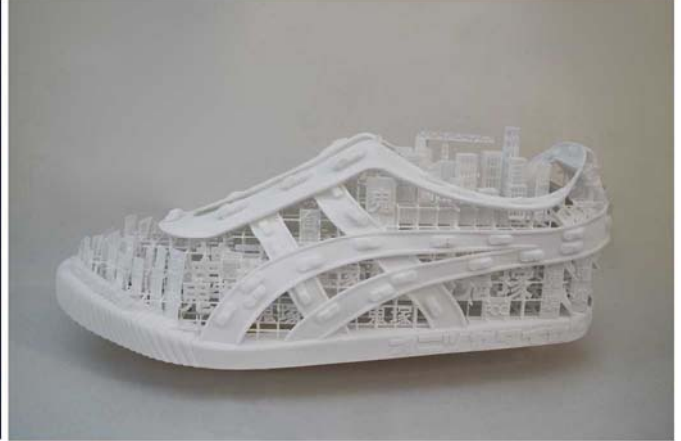
08\_FOC\_OT\_ELS-1meter.jpg



06\_FOC\_OT\_ELS-1meter.jpg



09\_FOC\_OT\_ELS-40cm.jpg



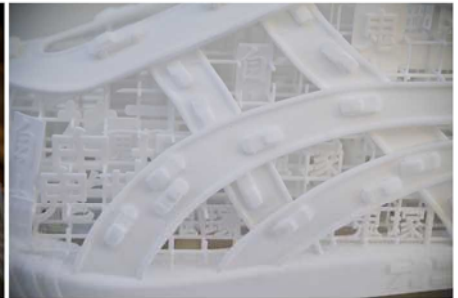
10\_FOC\_OT\_ELS-70cm.jpg



11\_FOC\_OT\_ELS-heel.jpg



12\_FOC\_OT\_ELS-front.jpg



13\_FOC\_OT\_ELS-stripes.jpg

## PHOTO CAPTIONS - "Electric Light Shoe"

Janne Kyttanen and Mads Thomsen, FOC designers, have produced this suggestive creation for the international ad agency StrawberryFrog Amsterdam for its Client Onitsuka Tiger - 'ASICS' premium heritage brand.

The meter-long shoe called the 'Electric Light Shoe' is central to the global Electric Tiger Land campaign for 2008. Images show the Electric Light Shoe with and without illumination in its full length, as well as in 70 cm and 40 cm sized versions created for Onitsuka Tiger stores world-wide.

### Electric Light Shoe - close-up details

Heel close-up: Detail of the heel of the shoe conceived by FOC designers.

Front close-up: Detail of the front area showing the multitude of Japanese symbols and icons that deconstruct and reinvent the outline of FOC's Onitsuka Tiger shoe.

Stripes close-up: Detail of the characteristic Onitsuka Tiger stripes, transformed by FOC designers into a network of streets and highways that dynamically come to life and animate the design.

## Accessories designed by FOC for "Electric Tiger Land"



14\_FOC\_OT\_ELS\_usbshoe.jpg



15\_FOC\_OT\_ELS\_usbshoe.jpg



16\_FOC\_OT\_ELS\_usbshoe-on.jpg



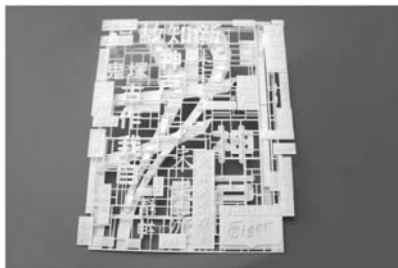
24\_FOC\_OT\_Key-ring Shoe.jpg



23\_FOC\_OT\_Key-ring Shoe.jpg



25\_FOC\_OT\_Key-ring Shoe.jpg



20\_FOC\_OT\_Shoe Display-view.jpg



21\_FOC\_OT\_Shoe Display-detail.jpg



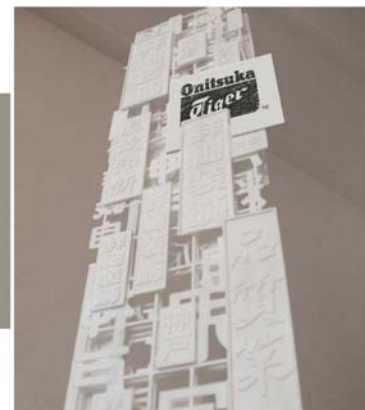
22\_FOC\_OT\_Shoe Display.jpg



17\_FOC\_OT\_Card Tower Display.jpg



18\_FOC\_OT\_Card Tower Display .jpg



19\_FOC\_OT\_Card Tower Display .jpg

## Accessories designed by FOC for "Electric Tiger Land" PHOTO CAPTIONS

**USB-shoe** - Information technology takes on an innovative and unexpected stylishness with the USB memory key - a tiny replica of "Electric Light Shoe". Once activated, the key diffuses a soft illumination.

**Key-ring shoe** - A metal miniaturized reproduction of FOC's "Electric Light Shoe" becomes an appealing and original key ring.

**Shoe Display** - The Japanese symbology intersects and creates a display platform intense with innovative, practical functionality.

The imaginative shoe display created by FOC designers allows footwear to be presented creatively and personalizes the Onitsuka Tiger in-store design concept.

**Card Tower Display** - capturing and re-elaborating the "Made of Japan" concept that distinguishes "Electric Light Shoe", the Card Tower Display, created by FOC designers, represents a functional element for the Onitsuka Tiger stores world-wide.

Made with Layer Manufacturing technologies, Card Tower Display becomes a showcase for Onitsuka Tiger pamphlets and catalogues.

The rich iconography and amazing purity of the FOC creation mark how modern technologies can be the privileged vehicles for important issues concerning company communication. Onitsuka Tiger's deep Japanese roots are enhanced by this intense accumulation of signs and symbols.

## Videos

Two exciting videos, "The making of Electric Light Shoe" and "Made of Japan", are available for download in high and low resolution formats for Quick Time and Windows Media Player format.

"The Making of Electric Light Shoe" is a 1.5 minute hip video clip that shows the various phases of the project, from 3-D design, to production, to installation of the luminous elements and the finished product. For those who just have to ask: *How'd they do that?!*

Video Credits: "Making of Electric Light Shoe" - StrawberryFrog

**Download LINK:** [www.freedomofcreation.com/OT/makingof.html](http://www.freedomofcreation.com/OT/makingof.html)

"Made of Japan" is an animated 30 second video clip that brings to life "Electric Light Shoe". The viewer embarks on a journey commencing from the interiors of one of the city's apartments, exiting into the busy streets (complete with moving traffic and neon lighting). The adventure moves rapidly with a bird's eye view that gradually enlarges to encompass entire neighborhoods, the airport (animated with arrivals and departures), metros that busily transport the city inhabitants and finally takes in the panoramic skyline of the city's unique form that *is Made of Japan*.

Video Credits: "Made of Japan" - StrawberryFrog & B-Reel)

**Download LINK:** [www.freedomofcreation.com/OT/commercial.html](http://www.freedomofcreation.com/OT/commercial.html)

## "Electric Light Shoe": a kaleidoscope of symbols and lights with designs from Freedom Of Creation

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Video Credits: "Making of Electric Light Shoe" - StrawberryFrog; "Made of Japan" - StrawberryFrog & B-Reel)

A cultural revolution... a technological and visual "*tour de force*" that transforms utopia into reality: an entire city contained in a meter-long shoe. All this is "Electric Light Shoe", a dream-like universe created by Freedom Of Creation (FOC) designers Janne Kyttanen and Mads Thomsen, characterized by mesmerizing and fascinatingly complex shapes. The project is center-piece for "Electric Tiger Land", the Onitsuka Tiger brand campaign for 2008. It plays an important role in the company's integrated global brand strategy 'Made of Japan' - a philosophy that portrays its Japanese heritage, and attitude to modern-day Japan, in inspiring and imaginative ways.

After seeing the concept from StrawberryFrog, Janne Kyttanen and Mads Thomsen conceived a microcosm that features an astounding visual impact: an endless flow of multi-sensorial stimuli that reproduces and simultaneously deconstructs and reinvents the unmistakable outline of the Onitsuka Tiger shoe. The apparent visual unity of the project encloses an incredible iconic succession of Japanese urban culture. One part of the shoe magically transforms into a landing strip for jets, while the Onitsuka Tiger distinguishing side bands become highways that lead to an imaginary world of exceptional magnificence and intricacy.

Upon entrance into this universe, one is transported directly into a chaotic and stimulating reality. A giant metropolis in the empire of the Rising Sun - intersecting streets, luminous store banners, city buildings and the obligatory form of a terrifying creature that, as in any self-respecting Japanese manga, pushes its way through the urban agglomeration.

"Electric Tiger Land", a campaign creatively conceived by International advertising agency, StrawberryFrog, and a direct result of their "Made of Japan" strategy devised for Onitsuka Tiger is brimming with humorous and surprising initiatives, including an on-line animation made by B-Reel - a Swedish company specializing in 3D animations - and StrawberryFrog.

FOC's genius and extensive know-how made it possible to transform the initial concept from StrawberryFrog into a reality that is the "Electric Light Shoe": an insight into the



21st century, a desire to give form to our visions of a distant future, and give life to an astonishing and hypnotizing project - a miniature city of light bursting with the visual iconic symbols that have forever been in the Japanese collective imagination.

The extraordinary aspects of the creation reside in the minute accuracy of each detail and the skillful combination of structure and illumination. FOC made use of its pluriennial know-how of Layer Manufacturing technologies and developed a partnership with Fcubic (Sweden) and CTES (Spain) for the rapid production of FOC's revolutionary design concept.

"Electric Tiger Land" will make use of a variety of communication tools, among which extraordinary miniatures of "Electric Light Shoe" used for luminous USB memory keys and for metal key rings. These replicas represent an incredible synthesis of previously unimaginable manufacturing possibilities, able to accurately reproduce the most intricate of details, even when miniaturized to infinitely small sizes. Other promotional initiatives rendered possible by FOC design and Layer Manufacturing technologies also include totem-like tower displays, shoe displays and scaled shoe models (40 cm and 70 cm) that all recall the aesthetics of the "Electric Tiger Land" to be found in Onitsuka Tiger stores world-wide.

"Electric Tiger Land" represents the meeting point between state-of-the-art production technologies and the world of brand communication: the company statement acquires increased identity and new astonishing values, visibility becomes fascinatingly dazzling with complex details that converge to create a visual impact that will leave a permanent trace embedded in the imagination of onlookers.

#### **About Freedom Of Creation**

Freedom Of Creation (FOC) is where cutting edge technology meets design. FOC is the first design company to specialize in design for Layer Manufacturing, developing products for its own FOC brand and for other design labels in a variety of sectors. Since 2000, the extensive research conducted by FOC in Design for Layer Manufacturing has resulted in ground-breaking, inventive and successfully innovative commercial product designs, the development of new industrial materials and software products, and has been the foundation for significant R&D projects with a range of industrial partners. FOC was founded in 2000 and is based in Amsterdam, the Netherlands.

#### **About Onitsuka Tiger**

The history of Onitsuka Tiger began with the establishment of Onitsuka Co. Ltd. in 1949. Based on the philosophy of bringing up sound youth through sports, the company has maintained the tradition of specializing in the manufacturing of sports shoes using original ideas and applying epoch-making techniques. As the Japanese people recovered from the war and began to appreciate the benefits of sports, Onitsuka Tiger shoes were on their feet. The first basketball shoes in Japan had a tiger face design on the arch of the foot and this became Onitsuka's trademark. In the 1960's, Onitsuka Tiger sports shoes were worn not only by the Japanese, but also by top foreign athletes



### **About StrawberryFrog**

StrawberryFrog is in the forefront of the flourishing communications scene, blazing a trail with unfettered energy, breakthrough strategies, creativity and fresh ideas. Their buzzword is momentum. StrawberryFrog have received many top awards and honours, including a position among "The 25 Best Managed Companies" selected by the Wall Street Journal. Work done for their clients is regularly featured and discussed in some of the world's most respected media channels.

### **About Fcubic**

Fcubic is a Swedish company that created a new technology for a faster and less expensive production of investment casting shells directly from CAD data for the manufacture of micro-components. The technology utilises high resolution 3D printing heads for building shells using zirconia ceramics. The capabilities of the 'Fcubic' process are compared to those of classical two-stage lost wax processes to produce metal micro-components. The tests are carried out on a machine incorporating units for centrifugal and pressure/vacuum casting specially developed to facilitate the replication of components with small features.

### **About CTES (Centre Technologic Eduard Soler)**

CTES is a Spanish business that increases the innovative and competitive capacity of Catalan companies by means of providing innovation, development, research and vocational training services in advanced manufacturing technologies like: rapid prototyping (RP) in PA and coloured plaster, Rapid Manufacturing production (RM), RM optimised Design help, coatings, tumbling and colouring and 3D printing of moulds for rapid casting.

### **About B-REEL**

B-Reel is a design & director's studio that produces commercials and creates web and broadcast designs. The studio workforce is a creative collective consisting in about 30 professionals. B-Reel focuses on creating experiences that are not possible in every day life and specializes in combining animation, live action and digital media into new realities.

### **About Layer Manufacturing**

Layer manufacturing is a process that allows for a CAD file to be transformed into a solid object. With a push of a button, the manufacturer realizes significant economic benefits, such as elimination of warehouse, stock, and assembly processes, extreme reduction in transportation costs and just-in-time production. FOC is the first company specialized in and the leading innovators of design for Layer Manufacturing.

For commercial inquiries, distributor lists and purchase outlets throughout the world, please direct readers to the web site <[www.freedomofcreation.com](http://www.freedomofcreation.com)>, or via email at <[info@freedomofcreation.com](mailto:info@freedomofcreation.com)>.

Press inquiries: [foc-press@bt-media.net](mailto:foc-press@bt-media.net)

All high resolutions images and low resolution videos may be requested via email to [foc-press@bt-media.net](mailto:foc-press@bt-media.net), or downloaded at the web link: [www.freedomofcreation.com/OT/index\\_onitsuka%20tiger.htm](http://www.freedomofcreation.com/OT/index_onitsuka%20tiger.htm)

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