

 *Upstairs*  
Tortona 31

FOC arrived for its second appearance at Italy's most important design exhibition, the Salone Internazionale del Mobile, Milan.

Within the "Upstairs" Fuori Salone location in Zona Tortona, the heart of Milan's design district, FOC exhibited new products designed by Janne Kyttanen: "Vasarely" and "Falcon" together with big versions of the successful lamps from their collection, "1597" and "Dahlia", and the "Macedonia" tray as new experimental product.



1597 (winner of the Interior Innovation Award Cologne 06) presented in 50 cm diameter version.



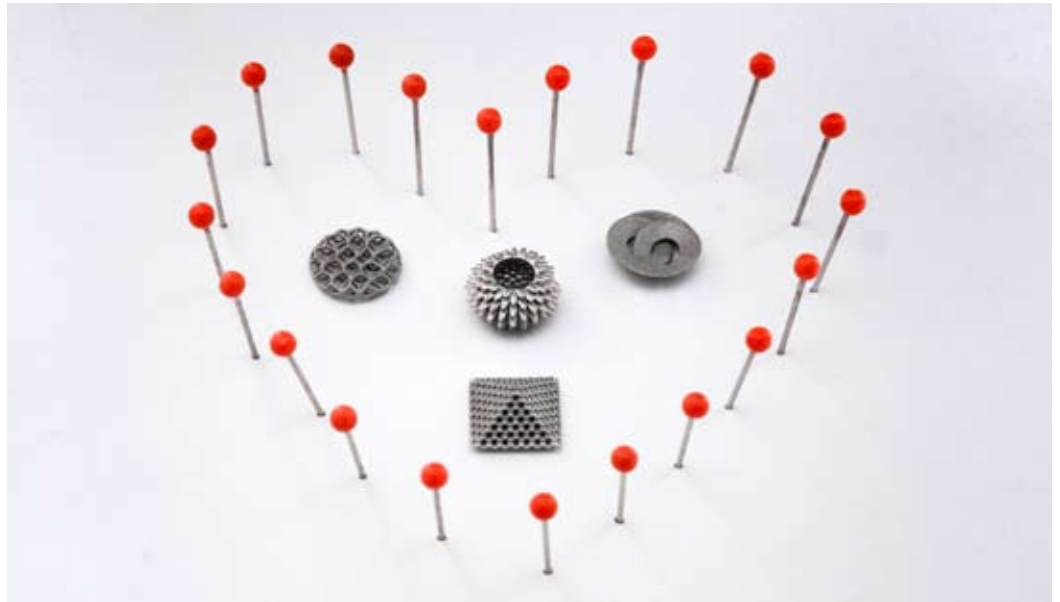
Falcon, one of the new FOC lights.



## FOC Research: THE SMALLEST SHOW

FOC uses technology to explore new boundaries of design and always distinguishes itself by offering exciting creations. "The Smallest Show in Milan" was a unique exhibition where FOC, in collaboration with EOS and Fcubic, exhibited miniature versions of its own designs, showing models even forty times smaller than the original size. All products exhibited at the show were realized using cobalt chrome and stainless steel materials.

Janne Kytönen, commenting about his first reaction to the products says: "These are the most amazing things I have ever seen. I have been lucky to have experienced great breakthroughs many times over the years but the precision and the beauties of these micro products have very exciting potential for a world of design opportunities encompassing vastly different sectors, from the world of electronics to the mass customization of miniatures for children's doll houses."



## DESIGNMAI BERLIN 12.-20.05.2007

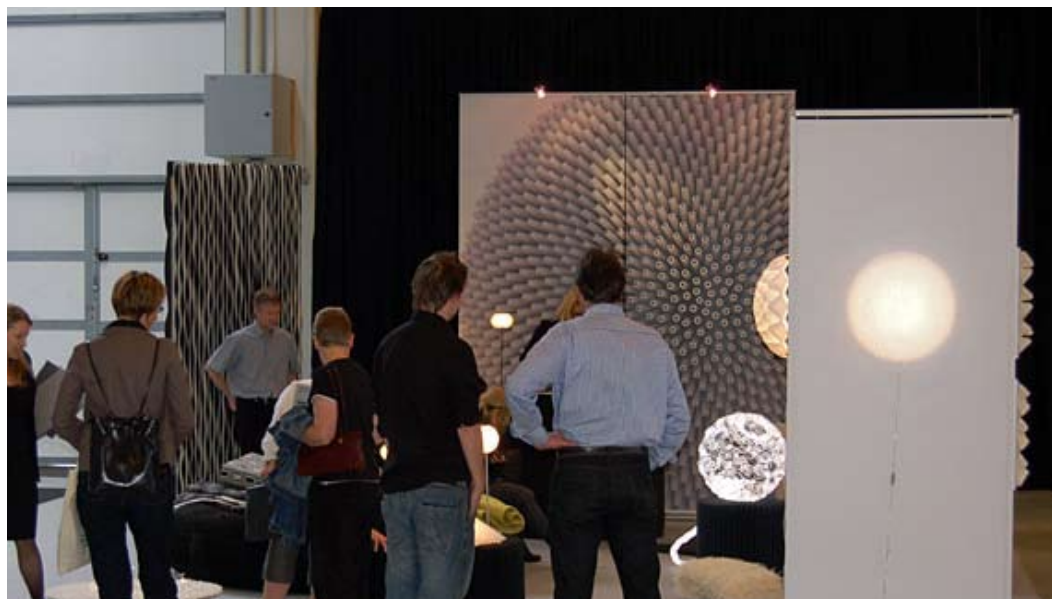
Ability and digital can be combined in two ways. What do digital technologies enable us to do? What are they able to do themselves? In other words: What do we do with digital technologies?

Answering these questions FOC exhibited some products at Designmai 2007, this year under the topic "Digitalability".



## Copenhagen International Furniture Fair

FOC exhibits during the Copenhagen International Furniture Fair together with Scandinavian agent OKKO.

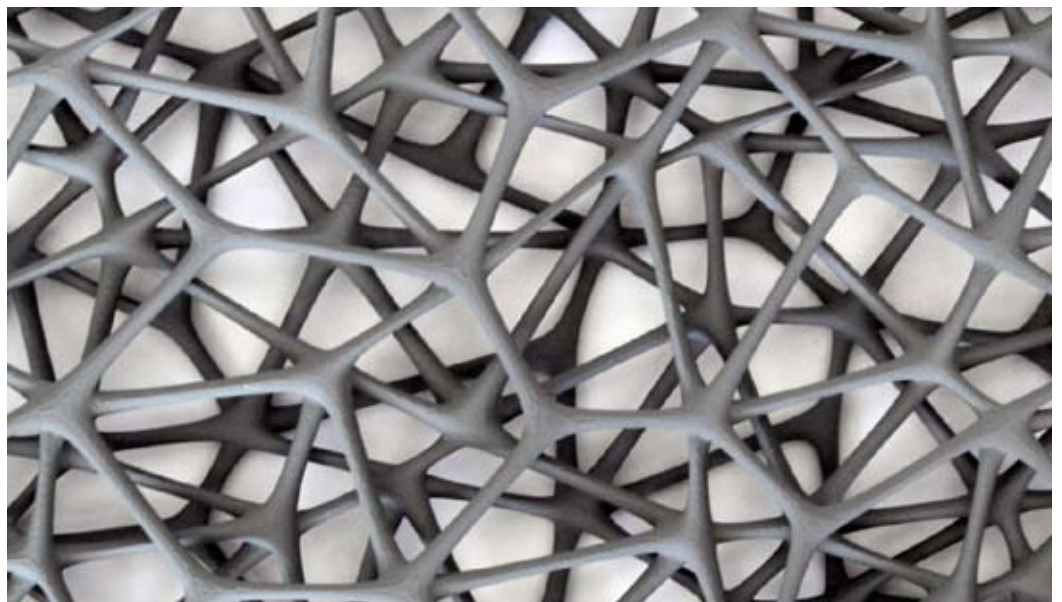
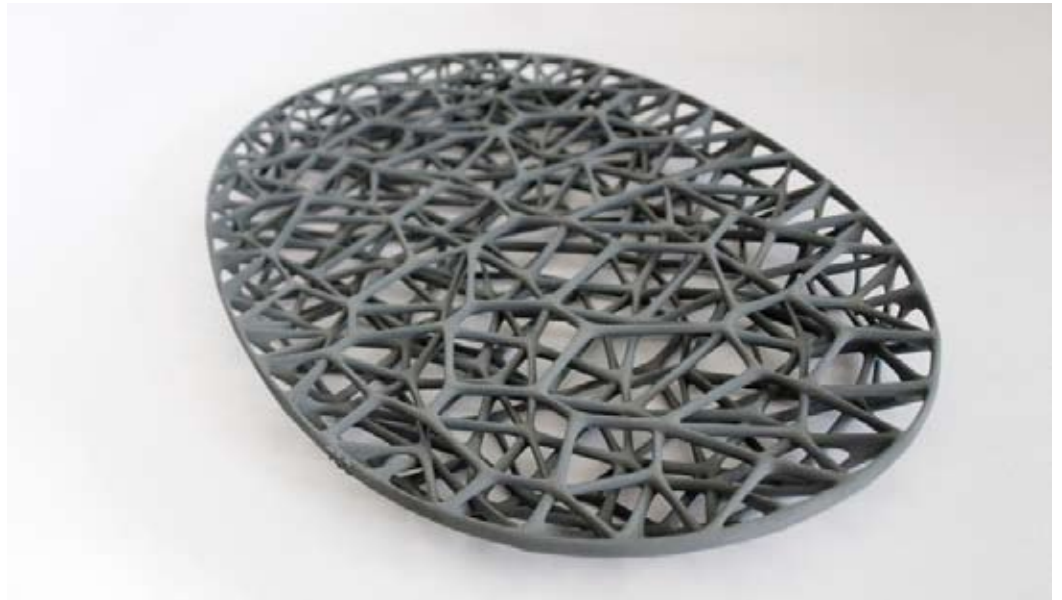


## the design annual inside: PRIVATE IDENTITY

FOC exhibits during the second edition of Design Annual



In the images, the new Trabecula tray presented in Design Annual Exhibition.



## Material ConneXion®

Material Connexion, New York, needed a design for an award for their annual symposium, where they award individuals or organizations for their creative use of materials in design. Janne Kytanen designed an exclusive Laser Sintered award for them.

