

## 100% design

During 100% Design, FOC again launched several new products and introduced new designers working with FOC.



### Trabecula bench

Janne Kytanen designed his biggest Laser Sintered product thus far. A nearly 2 meter long bench is based on the same structure as previously launched Trabecula tray – inspired by the inner structure of bird bones.

### Card-bag/Slim bag

Janne Kytanen designed new accessories for the FOC collection, which are especially designed for carrying small items, such as I-pods and mobile phones.

### Dahlia D16

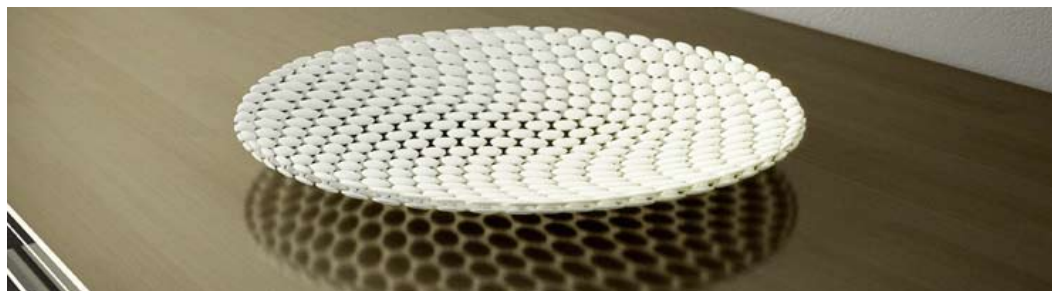
Janne Kytanen redesigned the best selling FOC product, Dahlia wall light, first introduced 2005, to a new smallest size thus far. Only 16 cm in diameter, but even when small it gives the same beautiful effect for the interior as the big Dahlia D32 and D50 versions.



### ORB

Mads Thomsen designed the ORB tray, a structure composed of circular, deformed shapes whose trajectory combine together to create a round orbital tray.

The tray is inspired by intergalactic connectivity.



### Matryoshka

Isabel Cortón designed the Matryoshka bag, for which inspiration is derived from the nesting wooden Russian dolls that bear the same name.

The Laser Sintered pattern used for the design is based on flexible expanding rings that greatly improve the capacity of the bag.



## DOES Laren

DOES Laren, a design shop in The Netherlands, expanded its FOC product collection and at the same time created a special exhibition of designs created by Janne Kytтанen.



## DESIGN SCOOPS NEW CULTURAL PROJECTS

Design Scoops is a new platform initiated by Natascha Drabbe of Cultural Connections. On Saturday 15 and Sunday 16 September 2007 she presented new work by ten creatives from divergent creative fields, ranging from architecture to jewelry and from fashion to food design. The objects have either not been publicly presented before or will be on view in Amsterdam for the first time during Inside Design.

Design work from Janne Kytтанen was presented during this event.



## WORLD FASHION CENTRE AMSTERDAM

Isabel Cortón and Janne Kytтанen designed a new Laser Sintered giveaway item for The World Fashion Centre, Amsterdam.



## COMPLEX3D

COMPLEX3D is founded in July 2007 as a spin off company from FOC.

Due to the growing need for complexity in architectural buildings and the decrease in prices of Laser Sintering, COMPLEX3D was started as a separate company to serve the need from Architects to translate their designs into robust 3D files from Laser Sintering production.

The benefits of this new way of making models are un-precedented when compared to existing manual labour-intensive methods. Speed, detail, scalability, complex shapes, slicing etc are some of these new benefits.

Picture: model for Bouwfonds Architects.

More info: [www.complex3d.com](http://www.complex3d.com)



## New people

Maria Cichy  
(Gdansk, Poland, 1983)

Maria is currently studying at the Product Design Faculty for her master's degree from the Academy of Fine Arts in Gdansk.

During her studies she has worked as a freelance jewelry and fashion accessories designer. Maria has had successful collaborations with many art and design galleries which resulted in several personal exhibitions.

In 2006, Maria started her collaboration with the company "Fashion PR", being responsible for accessory designs used for fashion photography sessions. In 2007, she did an internship as a fashion designer at Cropp Town in Poland, where she was part of a team preparing the girls' collection 2008.

In August 2007, Maria started as a designer at Freedom Of Creation.

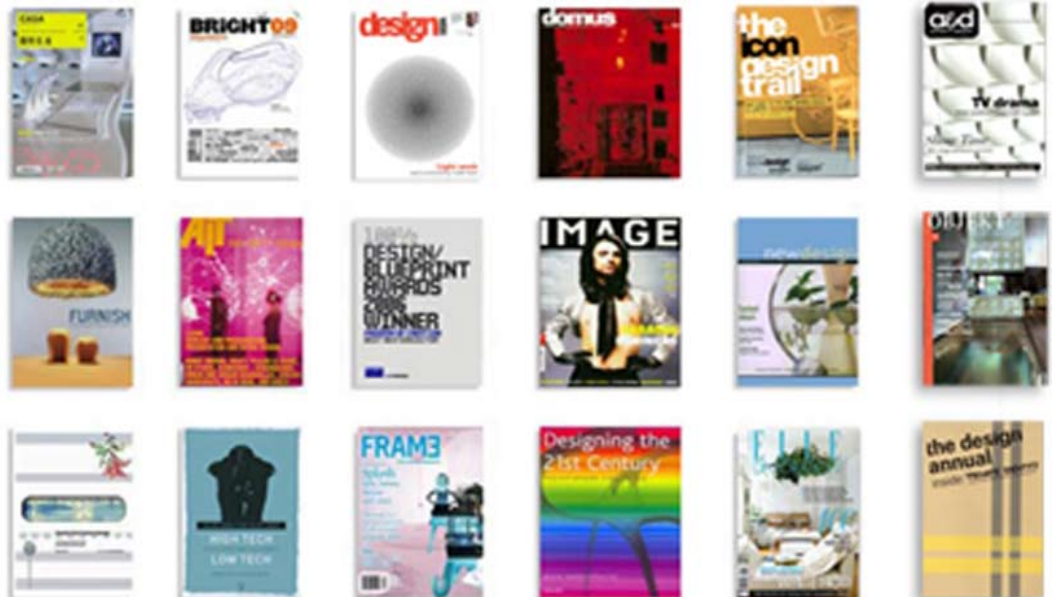


## Increasing PR

FOC is increasing the level of publications and media relationships.

For information about PR activities, please consult directly our Press agents at BT-Media.

[press@freedomofcreation.com](mailto:press@freedomofcreation.com)



## New agents

During the summer period FOC has established several new agreements with distributors for selling the FOC Collection. A complete overview of agents and retailers can always be found under "Worldwide" at the main menu on our website.



### Baltic's (Estonia, Latvia, Lithuania)

Baltic Venture Management LTD  
Brivibas iela 73-13, Riga, LV-1010  
Latvia  
design.bvm@inbox.lv



### Greece and Cyprus

2nd FLOOR  
18 Andreou Georgiou Street  
54627 Thessaloniki  
Greece  
Tel: +30 2310 266931  
Fax: +30 2310 266647  
sales@2ndfloor.gr  
www.2ndfloor.gr



### Ireland

Lumitech Ltd  
HSL Building, 10 Ballymoss Road  
Sandyford Industrial Estate, Dublin 18  
Ireland  
Tel: +353 (0) 1 2949999  
Fax: +353 (0) 1 2945555  
sales@lumitech.ie  
www.lumitech.ie



### Middle East (Israel, Jordan, Iraq, Iran, Egypt and Turkey)

Power Positioning Ltd  
6893 Sullivan Road  
Grawn, MI 49637  
Tel: 1-866-2289132 (USA Toll free)  
Fax: 1-866-5274683 (USA Toll free)  
info@2p-euro.com  
www.power-positioning.com



### Russia

Philarr  
Bld.6, 2-nd Brestskaya st.  
125047, Moscow  
Russia  
Tel.: +7-495-9690745  
Fax.: +7-495-5024556  
philarr@mail.ru  
www.philarr.ru