

Welcome to our Q4 2007 newsletter, an exceptional opportunity for us to share with you the dramatic and exciting events that have made 2007 a milestone year for Freedom Of Creation.

Freedom Of Creation experienced enormous growth in many different aspects last year. Sales grew over 300%; Freedom Of Creation's commercial branded product line – the FOC Collection - increased its presence to 18 countries world-wide and 8 new products were added; a variety of large customized light projects were completed for hotels, bars and restaurants. Our communications activities around Freedom Of Creation at exhibitions in Milan, Copenhagen, Frankfurt, London, Miami and many smaller exhibitions around the globe, created overwhelming interest from the press and phenomenal strengthening in brand awareness. Some remarkable projects were executed with our 3D textiles, such as the Hyundai QarmaQ concept car and the design of a 1 meter light shoe, which was the basis for Onitsuka Tiger's worldwide campaign "Electric Tiger Land", which nearly jammed our website due to heavy traffic. ...just a few excellent examples of what Freedom Of Creation renders possible with our design expertise combined with Layer Manufacturing technologies.

Freedom Of Creation was nominated for the prestigious INDEX award and Janne was assigned the "Young Designer of the Year" award in Finland. The spin-off company, Complex3D, became a reality and is focused on architectural solutions and facilitating the realization of complex scale models. In short.... 2007 is a year to celebrate and a great leap pad into 2008!



Michiel Dekkers
Managing director

New designs

Monarch stools

Designed by Janne Kytönen, Monarch Stools are a study for organic, but decorative lattice structures for furniture. All the 5 stools are different in size, but stack over each other and are Laser Sintered in 1 production run. The production of the 1 set of 5 stack of stools is limited to 10 units.

Material: Glass filled polyamide



Macedonia

Janne Kytönen redesigned the Macedonia tray, which was initially made as a concept out of sand. The commercial version is made out of Laser Sintered Polyamide.

Trabecula bench

Trabecula bench was inspired by the inner side and low density part of a bird bone. The structure is very light weight, but the 3-dimensional structure makes it still extremely strong. Trabecula is Latin for "small beam". The near 2 meter length of the bench makes it the biggest Laser Sintered piece designed by Janne Kytönen thus far. The production of the Trabecula bench is limited to 10 units.

Material: Glass filled polyamide



AVANT gallery

Art | Basel | Miami Beach
4-7 | Dec | 08

Avant Gallery, a new luxury lifestyle retail concept, was set to kick open its doors during the week of the annual Art Basel Miami Beach event in December.

Its premiere exhibition, Luxe Life, has presented an extraordinary collection of works by some of the world's most recognized avant-garde visionaries from the fused disciplines of art and design, including Janne Kyttänen designs.



Janne Kyttänen designed a customized version of the successful Palm light for the bedrooms of Novotel's new flagship hotel in Monaco.

The hotel was opened in November 2007.



Janne Kyttänen is selected as the Young Designer of the Year 2007 by the Design Forum Finland.

A exhibition with Janne's designs was held at Design Forum until end of November 2007.

JANNE KYTTÄNEN

Design Forum Finland's
Young Designer of the Year



EXHIBITION
10.10.-4.11.2007

Erottajankatu 7, Helsinki, FINLAND
www.designforum.fi



Electric Tiger Land

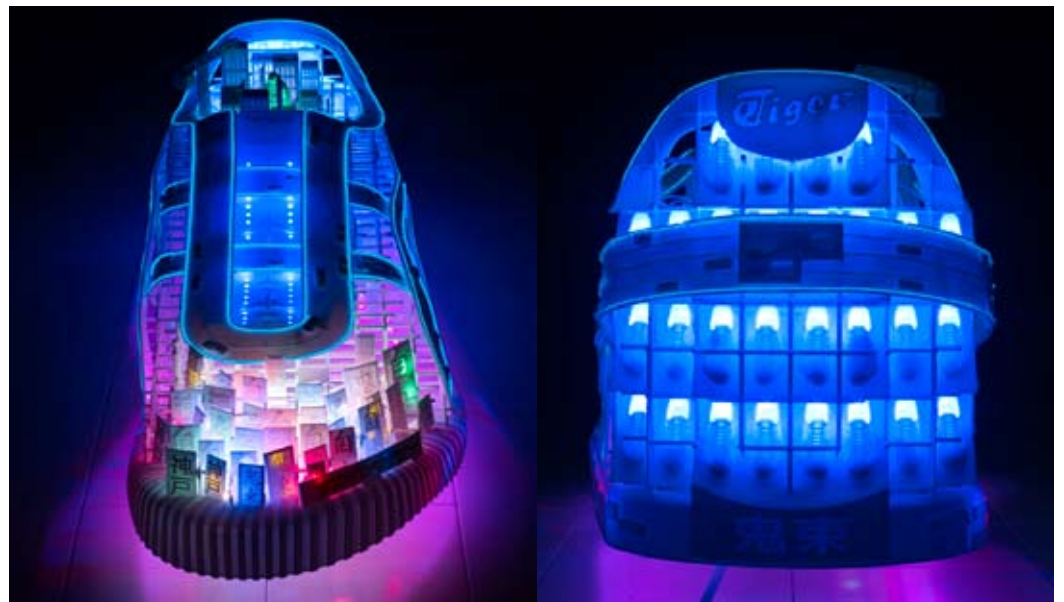
Janne Kytönen and Mads Thomsen, FOC designers, have designed this suggestive creation for the Onitsuka Tiger sports brand "Electric Tiger Land" campaign, conceived by StrawberryFrog. It holds a chaotic and lively Japanese city brimming with a multitude of visual and iconographic symbols.

As result of this, FOC created 3 sizes of the Laser Sintered lighting shoe (1m, 70cm and 40cm).

The shoes will be exhibited in Onitsuka Tiger Shoe stores all over the world during 2008.



In the pictures, details of the front and back views when the shoe is coming alive thanks to the led lights of the city.



Electric Light Shoe 70 cm. without led lights.

Shoes manufactured by: Centre Tecnologic Eduard Soler (CTES)



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.

Manufactured by: Centre Tecnologic Eduard Soler (CTES)

USB sticks by: **DRIVER**
MEDIA



Keyholder-Shoe

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

Manufactured by: Fcubic

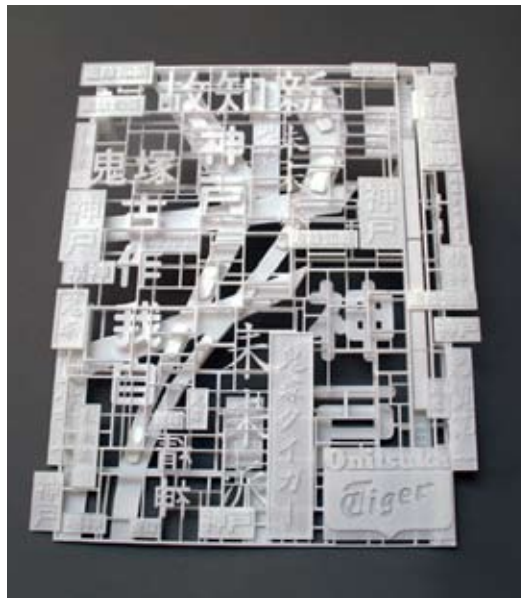


Shoe Display

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 personalized the Onitsuka Tiger in-store design concept.

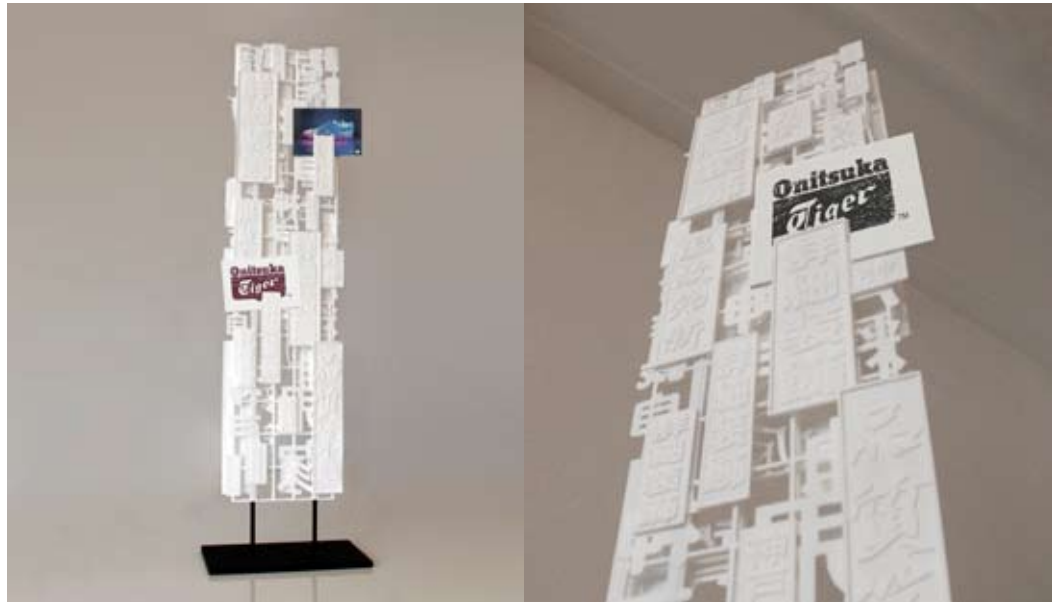
Manufactured by: Centre Tecnologic Eduard Soler (CTES)



Card Tower Display

Capturing and re-elaborating the "Made of Japan" concept that distinguishes "Electric Tiger Land", the Card Tower Display, created by FOC designers, represent a functional element for the Onitsuka Tiger stores world-wide. The "Card Tower Display" made with Layer Manufacturing technologies becomes a showcase for the pamphlets and catalogues of Onitsuka Tiger.

Manufactured by: Centre Tecnologic Eduard Soler (CTES)



Electric Light Shoe videos

Video Credits:

"Making of Electric Light Shoe" – Strawberryfrog

Commercial "Made of Japan" – Strawberryfrog & B-Reel



[click here to see the Making of Light Shoe](#)



[click here to see the Commercial Made of Japan](#)