

PRESS KIT

FOC at 100% Design London 2006

Winner of the Blueprint "Best New Exhibitor" and the Bursary Award

High resolution images available.

Please send requests to:
<FOC-Press@bt-media.net>

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*The press is kindly requested to indicate the file name of the image/s they wish to receive in high resolution.

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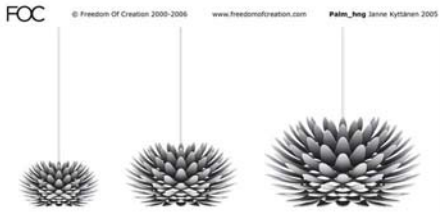
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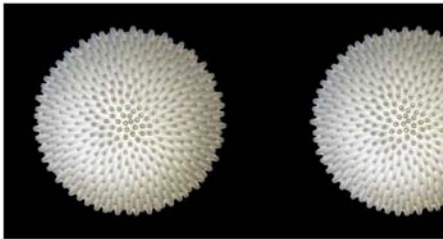
Palm_hng_Technical.jpg



Palm_tbl.jpg



Palm_hng.jpg



377.jpg



Spin 10 front.jpg



Spin 20 front.jpg



Rollercoaster2.jpg



Rollercoaster3.jpg



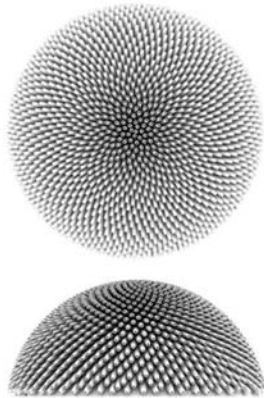
Rollercoaster front.jpg

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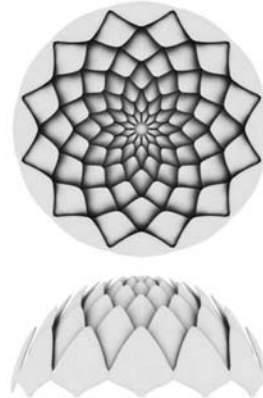
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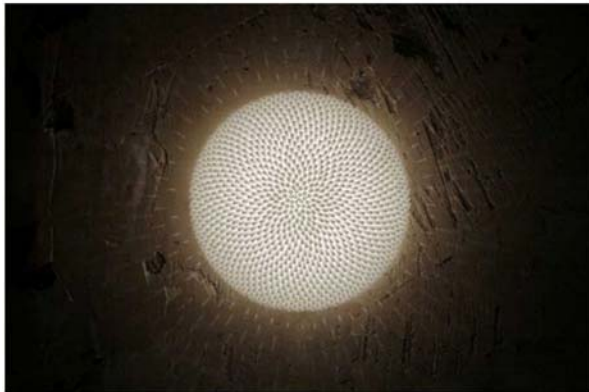
(High resolution images available. Please indicate file name and send requests to:
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01-FOC-1597Front&Side.jpg



05-FOC-Dahlia.jpg



02-FOC-1597.jpg



06-FOC-Dahlia front.jpg



1597_Interior.jpg



Dahlia_Interior.jpg

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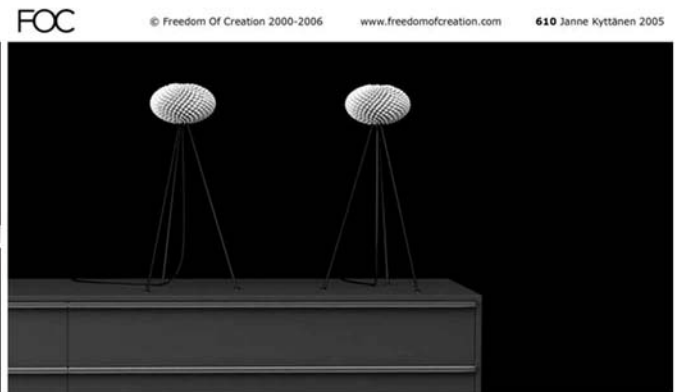
Palm tbl.interior.jpg



Palm stand interior.jpg



Palm_hng_Interior.jpg



610_Interior.jpg

images cont. on Page 5

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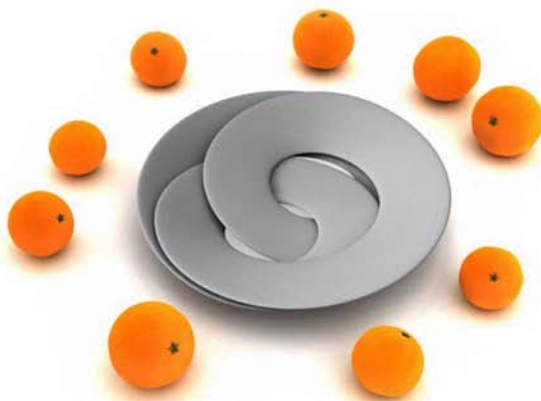
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10-FOC-Palm.jpg



610.jpg



Rollercoaster interior.jpg



Rollercoaster.jpg

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FOC © Freedom Of Creation 2000-2006 www.freedomofcreation.com V_bag Janne Kyttänen and Jiri Evenhuis 2005



V_Bag_Black.jpg

FOC © Freedom Of Creation 2000-2006 www.freedomofcreation.com V_bag Janne Kyttänen and Jiri Evenhuis 2005



V_Bag_Gold.jpg

FOC © Freedom Of Creation 2000-2006 www.freedomofcreation.com V_bag Janne Kyttänen and Jiri Evenhuis 2005



V_Bag_Multiple.jpg

FOC © Freedom Of Creation 2000-2006 www.freedomofcreation.com V_bag Janne Kyttänen and Jiri Evenhuis 2005



V_bag_Silver.jpg



13-FOC-Punchbag.jpg

product info & image captions cont. on page 9

Photo Captions & Product info

* **'Rollercoaster' tray : New** - Rollercoaster tray's Keronite finish - originally developed for space travel performance - makes it an excellent choice for both extreme conditions in space, where thermal shock can reach up to 2000°C and for daily household abuse and UV exposure. For flying saucers or orange trays - you choose!

Rollercoaster can hold up to 9 oranges, but some prefer it as an art piece.

Design: Janne Kyttanen

Diameter 34 cm / Height 8 cm

Light gray aluminum with Keronite coating

* **'Spin 20' & 'Spin 10': New table lights-** the Spin light series is inspired by the tracing of planetary movement. It has only recently been possible to track the exact coordinates of these harmonious movements which, once united, reassemble to create beautiful spinning patterns, geometrically perfect in form. Spin lamps can be placed close to the wall to see the astonishing rays of light they create, or also used as freestanding lights on side tables.

Design: Jasse Kyttanen

Height: 54 cm

Shade diameter 12 cm

Max 40 Watt, 240 v or 120 v

White/Gray polyamide (Dirt protected)

* **'377' : New table light-** based on the Fibonacci sequence of numbers appearing in nature all around us, and inspired by the Coneflower and the growing pattern of its seeds. All the holes in this shade are arranged around the bulb, so no matter where you look at it, you can't escape the beautiful rays of light it creates. 377 is a mixture between a table and a wall-light. Its thin design and open back makes it ideal for narrow tabletops, where you need to place lighting very close to the wall. It is also very suitable to be used at the end of tables, where you need light to reflect from the wall behind it. It is a strong decorative shape, that works well both as a single light and in multiple sequence arrangements.

Design: Janne Kyttanen

Height: 50.5 cm

Shade diameter 16 cm

Max 40 Watt, 240 v or 120 v

White polyamide (Dirt protected)

* **'Palm': New floor lamp** – with sand blasted stainless steel leg and base. Palm is inspired by the fluid and sweeping foliage found in nature. Arranged in such a way as to allow light diffusion from above and below each leaf, the light is an ideal solution for both downwards and upwards lighting. A subtle elegance whether used alone as a free standing light, or when placed in multiple arrangements for larger spaces.

Design: Janne Kyttanen

Height: 145 cm

Shade diameter 23 cm

Max 40 Watt, 240 v or 120 v

White/Black polyamide (Dirt protected)

1597 : *winner Interior Innovation Award, Cologne 06* - a suggestive sconce mimicking the complex form of the cone flower, emits playful rays which captivate as they dance through the shadows.

Design: Janne Kytanen

Diameter 32 cm / Height 16 cm

240 volts / 120 volts / max 40 watt

White polyamide, with dirt protective coating

Palm: Table lamp with sand blasted stainless steel leg and base. Palm is inspired by the fluid and sweeping foliage found in nature. Arranged in such a way as to allow light diffusion from above and below each leaf, the light is an ideal solution for both downwards and upwards lighting.

Design: Janne Kytanen

Height: 50 cm

Shade diameter 16 cm

Max 40 Watt, 240 v or 120 v

White polyamide (Dirt protected)

610: 3-legged table lamp. Based on the Fibonacci sequence of numbers appearing in nature, 610 is inspired by the Coneflower and the growing pattern of its seeds. 610's 3 legged base allows it to be stable on all surfaces.

Design: Janne Kytanen

Height: 50 cm

Shade diameter 16 cm

Max 40 Watt

V-bag: these shoulder bags expand the range of FOC fashion accessories collection. Available materials include Nylon, with any metal coating on request.

Design: Janne Kytanen & Jiri Evenhuis

Length: 60 cm

Dahlia : softly illuminates, creating subtle and tantalizing effects for any environment.

Design: Janne Kytanen

Diameter 33 cm / Height 15 cm

Max 40 Watt, 240 v or 120 v

White polyamide (Dirt protected)

Punchbag : amazing handbag included in the fashion accessories collection produced by FOC. It is available in 2 sizes and is the result of significant research into Laser Sintered material applications.

Design: Janne Kytanen & Jiri Evenhuis

17 x 25 x 1.5 cm

Polished Polyamide

(Black / White / on request)

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Design and Fashion unite FOC steals the heart of the London’s leading design event

Freedom Of Creation (FOC, Amsterdam, The Netherlands) took the lead as one of the most promising and exciting events for London’s 2006 100% Design. Winner of this year’s Bursary Award and the Blueprint “Best New Exhibitor” award, FOC launched a range of new lighting solutions, household and fashion accessories.

Inspirational and thought provoking creations for interiors

Signature style and the exclusive use of state-of-the-art Digital Manufacturing technologies for the creation of all their products have quickly positioned the FOC label as a predominant figure in the design world since their first appearance in early 2000. The “star” of FOC’s London display was the Rollercoaster tray, designed by Janne Kytanen, a product originating from EOS Polystyrene Laser Sintered materials, then cast in aluminum and coated with the space-age chrome-free Keronite finish.

The intricate circular structure of Rollercoaster tray is the manifestation of geometrical perfection. Deceptively simple in appearance, the tray stimulates thought and inspires appreciation. Technology and performance are also revealed with the daring application of a Keronite coating to the tray. Better known for its use in aerospace (such as for protective coatings on satellite hardware which need to withstand thermal shock up to 2000° C!), the Keronite finish on Rollercoaster gives it an unusual and sensual appeal, while also rendering it highly resistant to long-term use and abuse in the home – whether it be used as a tray or an exciting art piece on display.

FOC has been repeatedly recognized for its award-winning light products since its conception, and at 100% Design the company launched new solutions that created dances of light which enthralled visitors. On display were lamps from the 377, Palm and Spin series, as well as some of the products launched in early 2006, including the “1597” lamp, winner of the 2006 Cologne Interior Innovation Award.

100% Fashion

Jiri Evenhuis of FOC invented the concept of making textiles via Digital Manufacturing technologies, and since the first prototypes in 2002, FOC has introduced a series of mind blowing designs and finishes. In London, fashion accessories such as Punch Bag, V-Bag and the new prototype of Phone Bag were presented in new silk-like finishes. Reminiscent of the glittering mail from the armor of medieval knights, these polyamide textiles offer the unique FOC advantage of being a commercial viability for the fashion world. The textiles are strong and resilient, and can be coated with literally any type of metal, including bronze, gold or the much-loved silver used to present V-Bag.



About FOC materials and technologies seen at 100% Design

FOC is the first company specialized in and the leading innovators of design for Digital Manufacturing. All the products presented in London were either made directly in EOS laser sintered materials, or were subsequently cast from laser sintered 'masters'.

EOS is the global leader for laser sintering solutions, a manufacturing technique used to create 3D products by layering powder materials (plastic, metal or sand) which are fused together via a laser.

About Freedom Of Creation

Freedom Of Creation (FOC), is where cutting edge technology meets design and is a pioneering design and research company. FOC is the first design company to specialize in design for 'Digital Manufacturing', and develops projects for both the FOC brand label, and for manufacturers, research organizations and universities.

Since 2000, the extensive research conducted by FOC in Digital Manufacturing has resulted in innovative and successful new 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 in Helsinki, Finland, and is currently based in Amsterdam, the Netherlands.

About Digital Manufacturing

Digital Manufacturing is the process of combining a 3D CAD file with, for instance, a laser sintering machine and as a result, a virtual electronic file is rendered 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.

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Janne Kyttanen Biography



JanneKyttanen.jpg

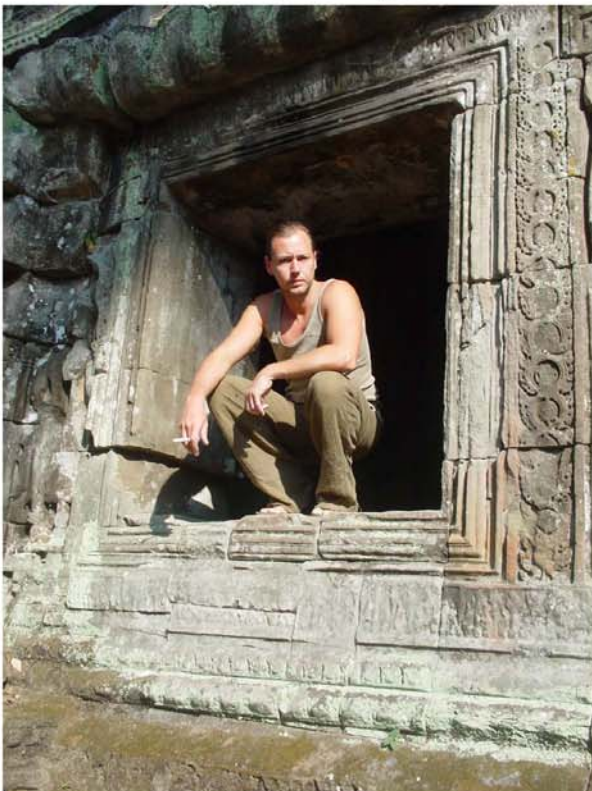
Janne Kyttanen was born 1974 in Hameenlinna, Finland. He started his industrial design studies at the Escola De Disseny, Elisave in Barcelona -96. He then moved to The Netherlands and graduated from The Gerrit Rietveld Academy in Amsterdam 2000.

Right after his graduation he was offered a position as a designer and 3D visualizer at one of the leading industrial design bureaus in The Netherlands, Sinot Design Associates. During his 2 year stay at SDA, he worked with clients in the banking, public transport, aviation, consumer electronics and cosmetics industries.

During his studies Janne proved the potential that RP techniques can be used as manufacturing tools. He introduced a line of Augmented Reality and Rapid Manufactured based products as his thesis for graduation. This project laid the foundation for FOC and Janne registered the company in Helsinki, Finland (2000).

Janne's work has been presented with numerous design awards including, Red Dot Design Award 2005 and Interior Innovation Award Cologne 2006.

Jiri Evenhuis Biography



JiriEvenhuis.JPG

Jiri Evenhuis was born in 1973 in Amsterdam and graduated from the Amsterdam Gerrit Rietveld Academy in 2000 as an industrial designer. Since then he is working as an independent product designer and interior architect. In all his work he is showing a strong passionate and personal approach.

In 1999 he invented Rapid Manufactured textiles, which he then further developed together with Janne Kyttanen. In the summer of 2002 they co-founded Freedom of Creation in Amsterdam; a research and development company focusing on where technology meets design.

After being creative director of FOC for three years he continues his career as independent designer and interior architect.