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FOC PRESS KIT

World's first bespoke football shoe unveiled

High resolution images available.

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April 6, 2006 – Amsterdam, The Netherlands - Freedom Of Creation (FOC <www.freedomofcreation.com>) unveils its participation in the development of world's first bespoke football shoe by P2L (<prior2lever.com>)

FOC was commissioned by P2L to develop a customization platform for the outsole of the bespoke football shoe. From today, this platform is used by FOC for the custom design of the outsole for each individual player.

"When P2L contacted us in the summer 2003 to help them develop a football shoe, which could be literally grown into the feet of the individual players, we couldn't wait to get our hands dirty and know more about the concept. I personally had never designed high performance footwear before and after the first meeting I also realized that these guys were serious. They were not interested in creating a new product, where the flashy photography was going to be the center of the campaign, but instead truly a better fitting and functioning pair of shoes - without any compromises.

It has been truly a pleasure working with a company which shares our passion of pushing innovation as far as you possibly can. Our assignment was not just to develop together a shoe, which could be customized for each players' feet with a bucket full of new features never seen before, but also had to find a way how to manufacture them and figure out what kind of software would need to be created in order to make this all even possible. That final product which lies on the table is a true marvel of engineering, design and software creation never done before." Comments by Janne Kyttänen from Freedom Of Creation.

About P2L

Prior 2 Lever Ltd. (P2L) *bespoke performance footwear, for professional and elite athletes* was founded by Trevor Prior, an experienced podiatrist and Greg Lever-O'Keefe, a performance footwear designer. The third partner, Volker Junior, brings in management, marketing and modern production technology knowledge. P2L is specialising in bespoke performance footwear design, development and production that identifies and meets the needs of professional and elite athletes.

About Freedom Of Creation

Freedom Of Creation (FOC), is where cutting edge technology meets design. FOC is a pioneering design and research company specializing in Digital Manufacturing projects for the FOC label, as well as for manufacturers, research organizations and universities.

Since 2000, the extensive research conducted by FOC in Rapid 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 any of a variety of innovative manufacturing methods, such as Rapid Manufacturing. As a result, a virtual electronic file is rendered into a solid object with a push of a button, realizing significant economic benefits for the manufacturer, such as elimination of warehouse, stock, assembly processes, extreme reduction in transportation costs and just-in-time production.
