

PRESS KIT

FOC at 100% Design London 2007

High resolution images available.

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

Contents

- P. 2 - PR: " FOC premieres the 2007 Fall collection at 100% Design London
- P. 3 - NEW PRODUCTS - Images and captions
- P. 4 - NEW ACCESSORIES - Images and captions
- P. 5 - LIGHTING & ACCESSORIES- Image list of the FOC Collection
- P. 6 - DESIGNERS BIOGRAPHIES & PORTRAITS

FOC Press Office:
BT-Media
<FOC-Press@bt-media.net>

FOC premieres the 2007 Fall collection at 100% Design London

London, (UK) - 20 September 2007. FOC, affirmed Dutch design studio and a forefront leader in transforming industrial technology niches into creative, commercial design solutions, premieres its 2007 Fall collection at London's 100% Design. FOC designers, taking inspiration from various elements found in the nature and everyday objects, manage to efficiently capitalize advanced materials and technologies in order to create unique and exciting applications.

For its 2007 collection, FOC has introduced larger versions (50 cm diameter) of the acclaimed 1597 and Dahlia lighting solutions. Among the new products of the Fall collection are Trabecula tray, Trabecula bench, Monarch stools, Cardbag and Slim-bag (design Janne Kytтанen), Orb tray (design Mads Thomsen) and Matryoshka bags (design Isabel Corton). Monarch is a stackable set of 6 stools of different sizes. The pattern for the stools is a combination between the technical perfection of a spider's web and of butterfly wings.

At this year's London design festival, all FOC commercial creations are made by EOS in laser sintered materials. 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. Some of the products for the FOC Fall 2007 collection were specially developed for a new EOS interior - these are the Trabecula bench and the Monarch stools.

Since the creation of FOC in 2000, the design and research company has received numerous awards and nominations both for its creativity, technological know-how and innovative use of layer manufacturing. One FOC's latest achievements for 2007 is the inclusion of some of the earlier designs in the MoMa collection in New York.

About Freedom Of Creation

Freedom Of Creation (FOC), is where cutting edge technology meets design. FOC is the first design company to specialize in design for layer manufacturing, and develops projects for both the FOC brand label, and for manufacturers, research organizations and universities. FOC also provides design consultancy services to OEM manufacturers in a variety of sectors.

Since 2000, the extensive research conducted by FOC in Design for layer 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 began commercializing its own collections in 2006.

FOC was founded in 2000 in Helsinki, Finland, and is currently based in Amsterdam, the Netherlands.

About FKM <www.fkm-sintertechnik.de>

FKM Sintertechnik GmbH has the largest fleet of Laser Sintering machines in Europe and is the manufacturing partner of FOC. FKM was founded in 1994 in order to exploit the innovative SLS (Selective Laser Sintering) process that came onto the market in 1993. Through specializing in SLS technology, FKM has built up a very high level of competence in this field. In the SLS process, functional prototypes or ready-for-casting sand moulds are directly produced from computer data. Using this data, a laser beam binds the powdered sintering material into complex and even interlocking models

About layer manufacturing

Layer manufacturing is a process that allows for a 3D CAD file to be transformed 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. FOC is the first company specialized in and the leading innovators of design for layer manufacturing.

For commercial inquiries, distributor lists and purchase outlets throughout the world, please direct readers to the web site <www.freedomofcreation.com>, or via email at <info@freedomofcreation.com>.

Press inquiries: <foc-press@bt-media.net>.

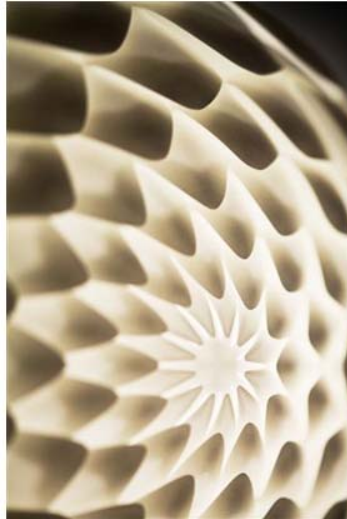
FOC premieres the 2007 Fall collection at 100% Design London

NEW PRODUCTS - Images and captions

(Images **below** available in 300 dpi, high resolution upon request. Forward requests to: <foc-press@bt-media.net>.)



FOC_Dahlia_610-low_ConstantinMeyer.jpg

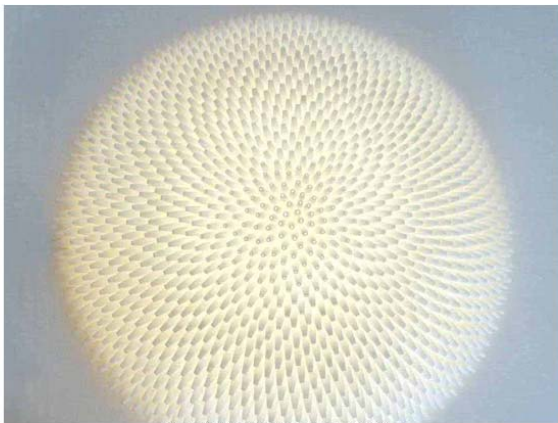


FOC_Dahlia_Detail-low_ConstantinMeyer.jpg

DAHLIA - design Janne Kyttanen. Dahlia softly illuminates, creating subtle and tantalizing effects for any environment. New for 2007, Dahlia (original version 32 cm) is now available in 50 cm diameter. Also in image (left) is the 610 table lamp. Photo Credit: Constantin Meyer

Material: white polyamide (dirt protected)
Diameter 50 cm
Height 15 cm

240 volts / 120 volts / max 40 watt



FOC_1597_D50-high-cropped-low.jpg

1597 - design Janne Kyttanen. Winner of the Interior Innovation Award, Cologne 2006, 1597 wall sconce reproduces the delicacy and symmetry of a cone flower. The naturally intriguing form of the sconce is enhanced by soft illumination. For 2007, 1597 (original version 32 cm) is now available with a 50 cm diameter.

Material: white polyamide (dirt protected)
Diameter 50 cm
Height 16 cm

240 volts / 120 volts / max 40 watt



FOC_Trabecula_Bench-low.jpg

Trabecula Bench - design Janne Kyttanen. Inspired by the composition and low density of bird bones, Trabecula is very light in weight but the 3D structure makes it still extremely strong. Trabecula is latin for "small beam". Gray Laser Sintered Polyamide, any custom colour and any metal coating can be applied
Weight: 7 kilo
Length: 2 meters

FOC premieres the 2007 Fall collection at 100% Design London

NEW ACCESSORIES - Images and captions

(Images below available in 300 dpi, high resolution upon request. Forward requests to: <foc-press@bt-media.net>.)



FOC_Trabecula_2007London_02-low.jpg

Trabecula Tray- design Janne Kyttanen

This tray has exactly the same structure as the Trabecula bench.

Gray Laser Sintered Polyamide, any custom colour and any metal coating can be applied.

Sizes: 70 x 36.5 cm.



FOC_Orb_in_black_02_low.jpg

Orb - design Mads Thomsen

The round ORB fruit tray consists of many small orbital shapes which have been distorted and connected to create a whole. Inspiration for the tray came from intergalactic connectivity.

White base Laser Sintered Polyamide, any custom colour can be applied.

Bulk size: 30 x 30 cm.



FOC_Matryoshka_low.jpg

Matryoshka - design Isabel Corton

As its name tells us, the idea for Matryoshka derives from the characteristic Russian wooden dolls. The laser sintered pattern is based on flexible expanding rings that allow for a more elastic holding capacity.

White base Laser Sintered Polyamide, any custom color can be applied.

Bulk size: 28 x 12 cm.



FOC_Cardbag_01_low.jpg

Card Bag - design Janne Kyttanen

An every day bag for small items such as credit cards, Ipods, cell phones, etc.

White base Laser Sintered Polyamide, any custom color and any metal coating can be applied.

Sizes: 12 x 8 cm.



FOC_Slimbag_01_low.jpg

Slim-bag - design Janne Kyttanen

The ideal bag for 30-80 GB Ipods and large organizers/mobile phones. Slim-bag can be used either on the shoulder or, with an additional longer strap, it can also be carried across the chest.

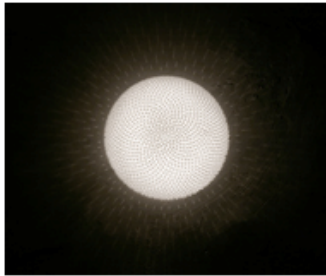
White base Laser Sintered Polyamide, any custom color and any metal coating can be applied.

Sizes: 65 x 40 x 14 cm. Additional strap: 45 cm

FOC premieres the 2007 Fall collection at 100% Design London

LIGHTING & ACCESSORIES- Image list of the FOC Collection

(For information and high resolution on the products shown below, or for a complete product listing please forward request to: <foc-press@bt-media.net>.)



FOC_1597_01.jpg



FOC_Dahlia_01.jpg



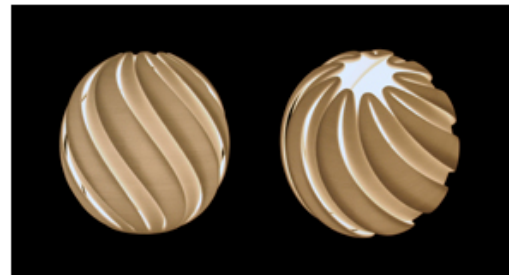
FOC_Vasarely_interior.jpg



FOC_Falcon_01.jpg



FOC_Palm_tbl.jpg



FOC_Spin20.jpg



09-FOC-810.jpg



FOC_Rollercoaster_02.jpg



FOC_V_bag_Silver.jpg



FOC_Punchbag.jpg

DESIGNERS BIOGRAPHIES

Janne Kyttanen



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

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 explored the potential of RP techniques 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).

Among the most recent accolades attributed to FOC are: new solutions for the Hyundai Qarmaq concept car; two of its first designs acquired for the MoMA collection; amazing packaging products for the luxury yachting company Feadship; Janne Kyttanen was selected as designer of the month by the Finland Design Forum. Also, FOC was prized with the Red Dot Design Award 2005, the Interior Innovation Award 2006 and was nominated for the Index Award 2007 where FOC maintained a position among the first few Top Nominees 2007.

Jasse Kyttanen



Jasse Kyttanen was born 1972 in Hameenlinna, Finland. He began his Graphic Design studies at the Escola De Disseny Elisava, Barcelona.

Jasse decided to leave school to co-found what has now become one of the most important 3D animation and production companies in Finland, Fake Graphics.

His work for film and print has brought him and his company many awards, such as the Silver Epica and Golden Grain. Jasse is also working for FOC as a freelance designer.

Isabel Cortón



Isabel was born in La Coruña, Spain, in 1982. She studied Technical Engineering in Industrial Design at the Nebrija University in Madrid. During her studies, she also worked at the Robert Bosch studio in Madrid. After university, she continued to study for a 2 year MA in Product Design at the Istituto Europeo di Design, Madrid.

Immediately after graduation in November 2005, she moved to The Netherlands to begin her professional career as a designer. Isabel started as an interior designer intern with Robbert de Goede, and as a product designer in DutchyDesign, both companies based in Amsterdam.

In October 2006 she joined Freedom Of Creation as an industrial designer.

Mads Thomsen



Born in Copenhagen, Denmark, in 1981. Mads Thomsen started studying architecture at The Krabbesholm School of Art, Architecture and Design. During his year at Krabbesholm, he developed an interest for 3D graphics and design. In 2002 Mads went to The Aarhus School of Architecture, where he later received a Bachelor degree in 2005.

During his studies, Mads worked as a freelance 3D graphics artist for several architectural companies, mainly for the Aarhus-based firm CEBRA, where he worked for 9 months.

Mads is currently studying for a masters-degree in Industrial Design at The Aarhus School of Architecture and he continues his collaboration with FOC - following an internship in 2007 - both with his own designs and with research oriented projects.