

100% Design London 2008

FOC celebrates the Age of Illumination and 100% Megaman® in new frontiers for sustainability

Requests for high resolution images or further info: press@freedomofcreation.com

London (UK) - 18 September 2008. Freedom Of Creation (FOC - www.freedomofcreation.com) celebrates its historical ties with London with the introduction of two new lighting solutions at 100% Design 2008. The Amsterdam based company has consistently seen the London Design Week as the launch pad for some of its most successful and innovative projects since its overnight success during 100% Design 2003. For the 2008 edition of the UK's primary design event, FOC commemorates this 5 year anniversary with a tribute to the founding inventors of the filament light and to the future of sustainability.

The star project - "Riot" light - is the result of a significant partnership with Megaman®, the specialized manufacturer of high quality, energy savings lamps and lighting technologies. The aesthetic design of the lamp is a manifestation of the reflective, yet ironic nature of designer Janne Kyttanen, drawing the viewer into a microcosm world of events and inciting the consideration of planetary issues. The lamp shade is made using layer manufacturing technologies and Riot lamp is sold with Megaman® CFL energy saving bulbs included, at no extra price to the consumer.

The FOC / Megaman® collaboration for Riot permits a multitude of design and sustainability advantages. Of foremost consideration to the design process, Megaman® lights provide optimum lighting with minimum heat generation. From a design point of view, this signifies further potential for space optimization - minimizing the empty volumes typically needed to separate a high-heat generating bulb from the shade. It also offers advantages in extending the aesthetic life of polyamide-based elements of the light. The Megaman® bulbs also make it possible to choose the type of illumination desired, available in both 2700 Kelvin warm white similar to halogen, and 3000 Kelvin white normally used in fluorescent solutions. From the point of sustainability, the advantages were endless... the Megaman® bulbs use amalgam instead of liquid mercury, have silicone sleeves, plastic fittings, are 100% recyclable, and even have a lifetime guarantee in some countries.

Finnish designer Janne Kyttanen of FOC explains the philosophy behind the development of Riot: " The need for sustainable solutions in the way we live is not a new issue, yet what is new is the attention both consumers and large and small companies alike are today attributing to sustainability. I was inspired to create a lighting design that would illuminate a myriad of themes that have affected the world both in the past and today - themes that have motivated homo sapiens in love, in war, in the protection and destruction of planet earth."

"Much of the symbolism within the shade could be considered an incitement, but the intent is to create a 'riot' that inspires people to consider the world around them and- even if only in a small way - to start cleaning up. I do not want to ride the commercial wave of saving the planet - others have and can make a much larger impact - and neither do I think that one lamp will change the world. But if we

are inspired to clean up our waste - this can only be a good thing for everyone." Kyttanen concludes, tongue in cheek, "With this in mind, 'Riot' will be sold as a limited edition until the global warming issue is resolved."

FOC was founded and based upon digitalizing principles which help to reduce the human footprint on the environment. All FOC brand products benefit from a variety of decreased necessities: less storage, transportation, material, labor etc. "Riot" is the first light in the FOC collection which benefits not only from all of these waste-reduction initiatives, but is the first FOC product which only works with Megaman® CFL energy saving bulbs.

FOC and Megaman® are also currently collaborating in the technical development of future FOC branded sustainable solutions.

FOC celebrates the Age of Illumination with Filament light

The perfect complement to Riot is Filament light, also designed by Janne Kyttanen. Filament is an elegant celebration of light. Its stylish radiance pays graceful homage to our history and a way of illumination, soon to be a thing of the past.

Filaments were one of the outstanding inventions following the Age of Illumination... a natural manifestation of an era marked by enlightenment. FOC Filament light is a tribute to the explorers of the 19th century: creators of the first electrical light bulb made with carbon and tungsten filaments, and whose discoveries have inevitably led to new technologies that might one day make their original designs obsolete.

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About Megaman®

Established in 1994, MEGAMAN® (www.megaman.cc) has already established itself as a respected German brand, making it one of the top 3 brands in the energy saving lamp industry. In Europe, MEGAMAN® is a leading brand in energy saving lamps that has successfully positioned itself as one of the innovative leaders in lamp designs that are exceptionally outstanding. MEGAMAN® is constantly driven by the initiative of replacing incandescent and halogen applications. The philosophy of MEGAMAN®, "*Better Ideas! Better Life*", defines this all. The company aim to offer peace of mind and flexibility to its consumers by providing the best lighting solution that comes in an array of choices with unique designs and innovative technology. Its devotion to develop new technologies creates unexpected lighting experiences for its consumers.

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 with Layer Manufacturing, developing products for its own FOC brand and for other design labels in a variety of sectors. Since 2000, the extensive research conducted by FOC in Design for Layer Manufacturing has resulted in ground-breaking, inventive and successfully innovative 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 and is based in Amsterdam, the Netherlands.

About Layer Manufacturing

Layer manufacturing is a process that allows for a 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 website <www.freedomofcreation.com>, or via email at <info@freedomofcreation.com>.

Press inquiries: press@freedomofcreation.com / foc-press@bt-media.net

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High resolution images and product info available.

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‘Riot’ - the first light of the FOC collection using 100% Megaman® energy savings, recyclable bulbs. Design: Janne Kyttanen. Lamp shade: polyammide. Bulb: Megaman® CFL.



A microcosm of strong imagery unfolds within the creative and inspiring Riot lamp.

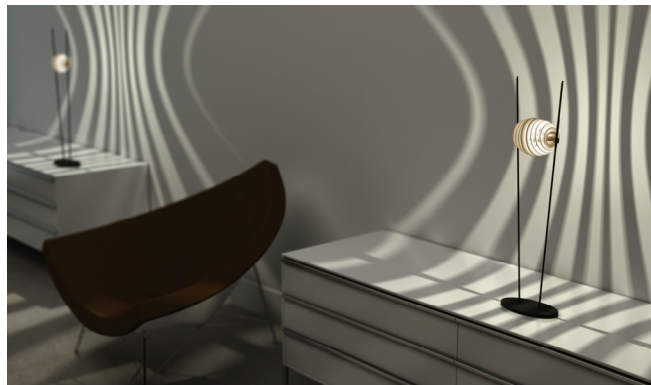


‘Filament’ - design Janne Kyttanen



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Biography Janne Kyttanen



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.

Following 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.

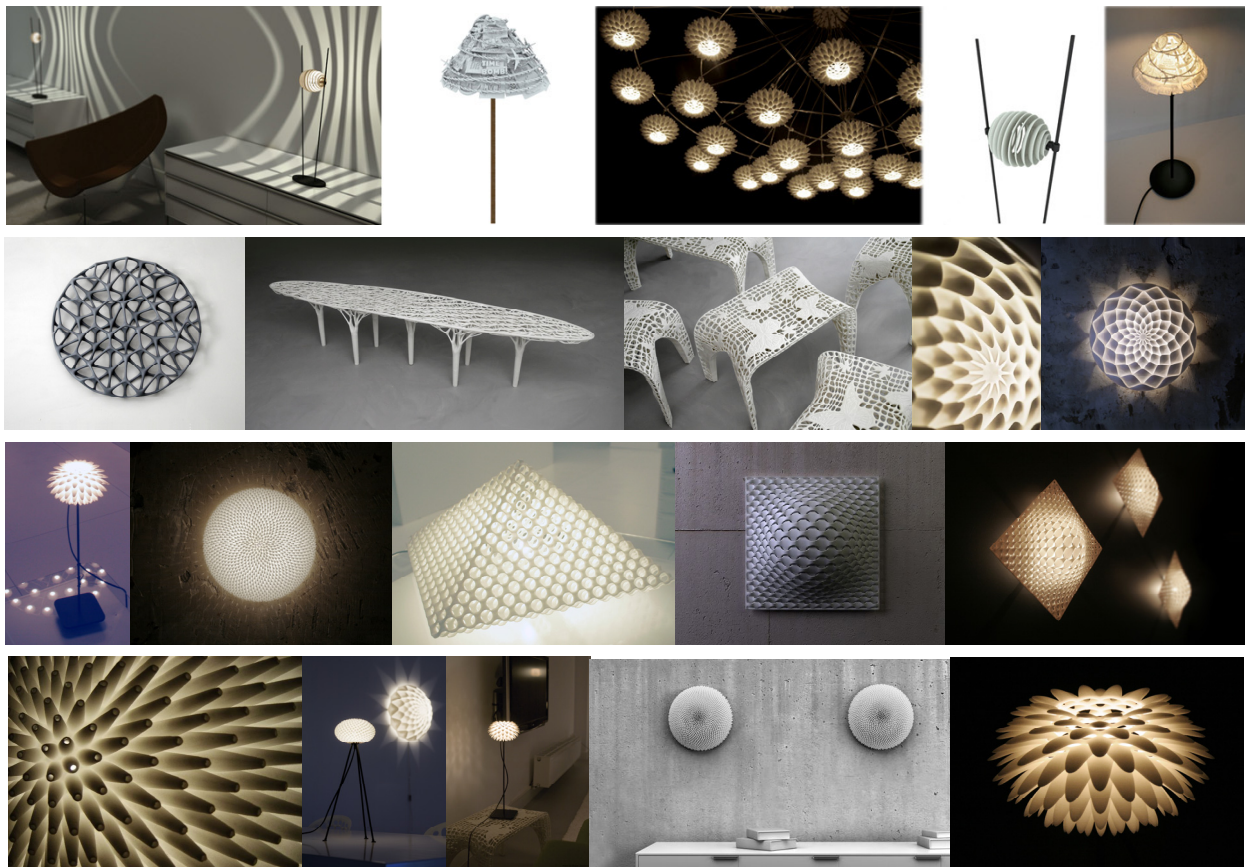
During his studies Janne proved the potential that RP (rapid prototyping) techniques can be used as manufacturing tools. He introduced a line of Augmented Reality and Rapid Manufactured-based products as his thesis for graduation. This project laid the foundation for FOC <www.freedomofcreation.com> and Janne registered the company in Helsinki, Finland (2000). Since 2002, FOC is based in Amsterdam, The Netherlands.

Among the most recent accolades attributed to FOC are: the amazing Electric Light Shoe for Onitsuka Tiger, 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 selected as Young Designer of the Year (2007) by the Design Forum Finland.

Also, FOC was prized with the Red Dot Design Award 2005, the Interior Innovation Award 2006 and has been nominated for the Index Award 2007.

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Left to Right - Line 1: Filament, Riot, Chandelier, Filament, Riot; Line 2: Macedonia, Trabecula bench, Monarch, Dahlia detail and Dahlia; Line 3: Palm table, 1597, Falicon, Vasarely unlit, Vasarely lit; Line 4: 1597 detail, 610 and Dahlia, 610, 1597, Palm table.