

## Janne Kytanen's creativity on display at the Hardcore New Finnish Design event in New York



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FOC\_Palm\_Chandelier\_02.jpg



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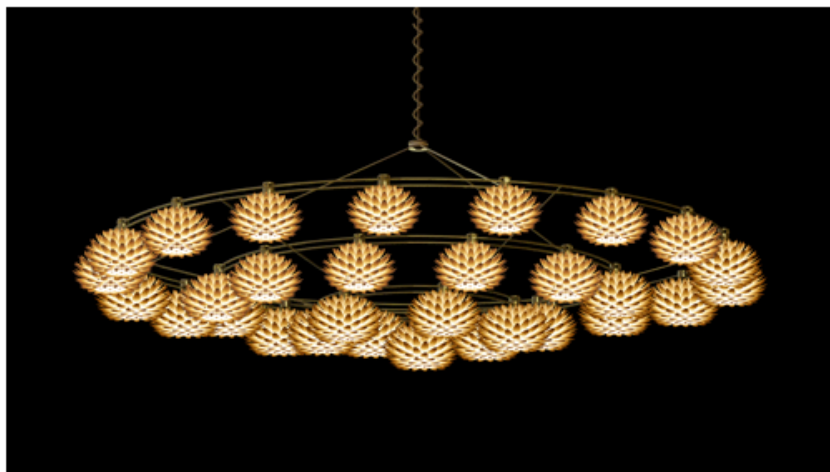
FOC\_Black-dress\_01.jpg



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FOC\_Black-dress\_02.jpg



FOC\_Palm\_Chandelier\_01.jpg

## Janne Kyttanen's creativity on display at the Hardcore New Finnish Design event in New York

For the "Hardcore New Finnish Design" event – an extraordinary showcase of Finnish creativity organized within the New York design week – some of the most recent and innovative creations by Freedom Of Creation's founder and designer Janne Kyttanen will be presented.

The exhibition underlines the innovative and slightly extreme nature of Finnish design. The presented work focuses on the essence of the specific design problems at hand in their particular context. The designs in the exhibition cover a broad range of design fields from graphic design to fashion and product design.

The creations by Janne Kyttanen that will be exhibited at the event cover a broad array of fields at an applicative level, displaying the extensive versatility of Freedom Of Creation designers and the technology they employ for the creation of their designs (Layer Manufacturing). Electric Light Shoe and Palm Chandelier represent two exceptional examples of their inspired creativity. FOC also uses the same technologies to produce fascinating, versatile and resistant textures for use in an endless variety of customized products.

**Hours:** Saturday, May 17, 12-5 pm; Sunday, May 18, 12-8 pm; and Monday, May 19, 12-6 pm.

**Opening Party:** Saturday, May 17, 8-10 pm.

**Address:** 413-415 West 14th Street, New York, NY 10014 (Between 9th Ave and Washington St)

### About 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).

### 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](http://www.freedomofcreation.com)>, or via email at <[info@freedomofcreation.com](mailto:info@freedomofcreation.com)>.

Press inquiries: <[foc-press@bt-media.net](mailto:foc-press@bt-media.net)>.