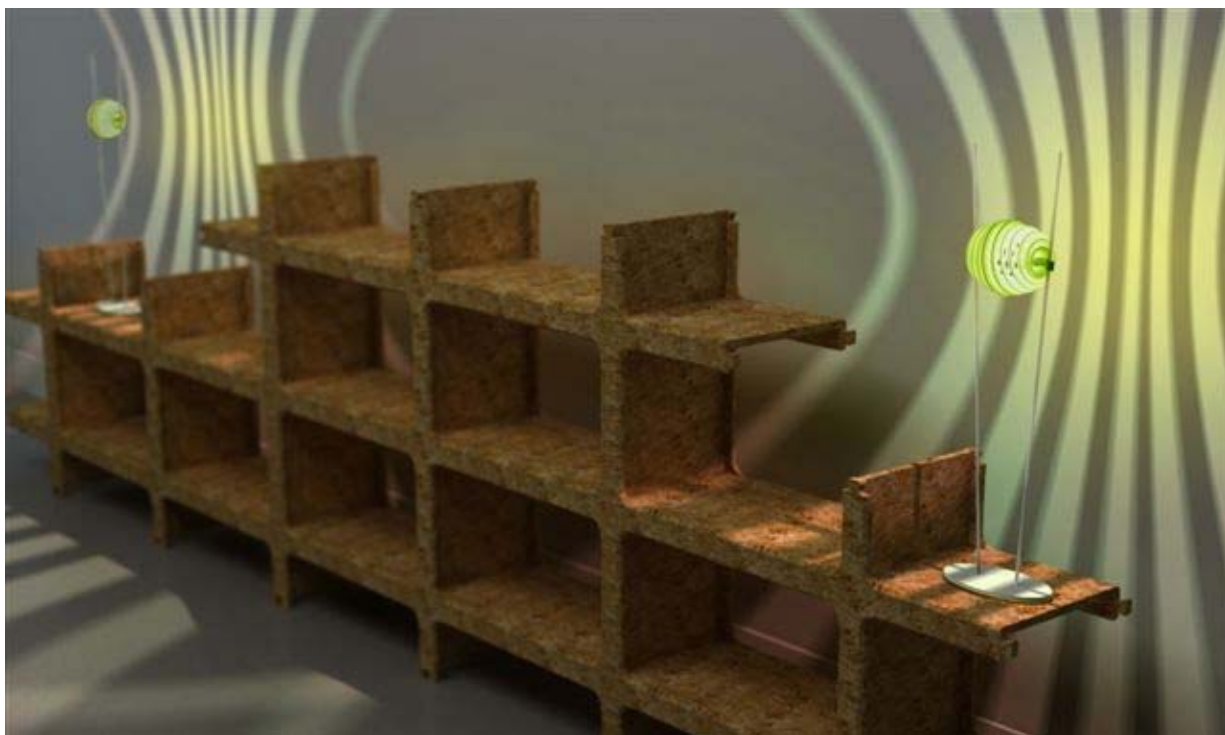


Milan Design Week 2009 FOC dazzles Milan with 'Filament' colours and adds a dash of 'Riot'



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Milan (Italy) - April 2009. In occasion of the Milan Design Week, Dutch-based FOC (Freedom Of Creation) reveals the new colourful versions of Filament.

Filament is one of FOC's hottest new products, launched during the London 2008 design festival. The launch of this lamp in hot fashionable colours (dazzling pink and green among others) is a new break in the company's traditional and rigorous adherence to white for its FOC branded

products and is a perfect spring time salute for the Milan Design Week.

Filament, designed by Janne Kytanen - founder of FOC- is an elegant and oneiric celebration of light, a tribute to 19th century explorers: visionary creators of the first electrical light bulb made with carbon and tungsten filaments. The new bright and vibrant colours of the collection further emphasize the astonishing luminous effect that these lamps create. Light is filtered by the lamp's structure in order to break forth into the surrounding environment, giving life to unique visual effects.

Filament lamps were shown in three different locations around Milan:

- Palau event, Zona Tortona. FOC creations - including Filament lamps in the new colours - accentuated and illuminated the newest collection of Palau furniture, characterized by geometric and essential lines. Also on display, FOC's much discussed "Riot" lamp born from the eclectic and versatile mind of Janne Kytanen.
- "+ LifeCycleDesign: responsabilità ambientale e sociale del design" event organized by BestUp at "La Fabbrica del Vapore" location. The event transmits a socially responsible design concept which considers the entire product life cycle in order to reduce the environmental impact of products and services. These concepts closely mirror the company philosophy and day-to-day activities of FOC, founded a decade ago to unleash design freedom, while taking advantage of new production technologies which enable dramatic reductions in waste, transportation, and energy costs.
- "Le Biciclette", restaurant and art-bar, a design landmark in Milan which highlights the best of what's new in art and design in a stylish and trendy environment. A perfect spot for visitors in Milan to experience the new Filament coloured lamps, in full comfort and relax during the hectic Milan Design Week.

About Freedom Of Creation (www.freedomofcreation.com)

Freedom Of Creation (FOC) is where cutting edge technology meets design. FOC is the first design company to specialize in design for 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 Palau (www.palau.nl)

Palau is a synthesis of timeless design and comfort. With a sense of space and an eye for detail, through the years, a range has developed that has given Palau a recognizable style, in combination with top materials and craftsmanship. Palau has its roots in the Netherlands, where all products are developed and produced. The collection of upholstered furniture consists of couches, armchairs, chairs and daybeds in a variety of colours and in a range of sizes. A broad collection of upholstery fabrics and leathers is available.

About "Le Biciclette" art-bar (www.lebiciclette.com)

In the heart of Milan, "Le Biciclette" is a benchmark for all people who love a stylish, relaxed, yet fun and trendy environment. Furnished with minimalistic high tech elements, it is enriched and changed monthly with international artwork. This 'art gallery' is incorporated within a multi-functional art-bar and restaurant environment which highlights both Italian and international cuisine. Thanks to these characteristics, "Le Biciclette" remains a favourite locale within Milan.

About BestUp (www.bestup.it)

BestUp is a circuit for the promotion of sustainable living made up of research structures, professionals, locations, associations, schools and events. BestUp was conceived in 2006, on the belief that design as a border between resources, production and use can be determinant in promoting the crossover to a sustainable society.

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.

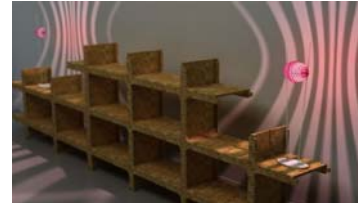
During his studies Janne proved the potential that RP (rapid prototyping) techniques can be used as manufacturing tools. He introduced a line of Augmented Reality and Rapid Manufactured-based products as his thesis for graduation. This project laid the foundation for FOC www.freedomofcreation.com and 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 e Red Dot Design Award 2005, the Interior Innovation Award 2006 and has been nominated for the Index Award 2007.

High res images and product info: press@freedomofcreation.com / foc-press@bt-media.net

FOC at Palau event, Milan 2009: new brilliant and colorful versions of Filament lamp and a dash of 'Riot'



Milan (Italy) - 21 April 2009. In occasion of the Milan Design Week 2009, FOC shows at Palau event in Zona Tortona, the new colorful versions of the Filament lamp. Filament lamp, designed by Janne Kyttanen, embellishes the exhibition area where the newest collection of Palau is on show, a Dutch furniture company specialized in furnishing elements characterized by geometric and essential lines.



Filament is one of FOC's hottest new products, launched during the London 2008 design festival. The launch of this lamp in hot fashionable colours (dazzling pink and green among others) is a new break in company's traditional and rigorous adherence to white for its FOC branded products and it is a perfect salute to the springtime week-long design event in Milan.

Filament is an elegant and oneiric celebration of light, a tribute to 19th century explorers: visionary creators of the first electrical light bulb made in carbon and tungsten filaments. The new bright and vibrant colours of the collection do emphasize the astonishing brilliant effect these lamps create. Light is filtered by the lamp's structure in order to break forth in the surrounding environment, giving life to a very particular visual result that underlines the geometrical lines of Palau's creations.

During the Milan Design Week, Palau displays FOC's controversial "Riot" lamp. From within the eclectic and versatile genius of Janne Kyttanen. The crowded complexity of the lamp when spent transforms into a subtly sumptuous lighting experience when lit. It also incorporates advanced Megaman® lighting in the design (without any additional cost to the consumer).



About Freedom Of Creation (www.freedomofcreation.com)

Freedom Of Creation (FOC) is where cutting edge technology meets design. FOC is the first design company specialized in design for Layer Manufacturing, developing products for its own FOC brand and for other design labels in a variety of sectors. Since 2000, the extensive design research conducted by FOC for Layer Manufacturing has resulted in successful, ground-breaking, inventive and innovative commercial product designs; the development of new industrial materials and software products; it has also 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 Palau (www.palau.nl)

Palau is a synthesis of timeless design and comfort. With a sense of space and an eye for detail, a range is developed that through the years has given Palau a recognizable style, in combination with top materials and craftsmanship. Palau has its roots in Harlem, the Netherlands. All products are developed and produced in the Netherlands. The collection of upholstered furniture consists of couches, armchairs, chairs, rockers and daybeds in a variety of colours and in a range of sizes. A broad collection of upholstery fabrics and leathers is available.

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“+ LifeCycleDesign: environmental and social responsibility in design”

Freedom Of Creation at “+ LifeCycleDesign” 2009

Freedom Of Creation (FOC), founded by Janne Kyttanen, is the first design company to specialize in design for Layer Manufacturing. Using layer manufacturing techniques for the production of both the FOC branded line of lights and accessories, as well as for other design labels, FOC is able to incorporate a series of environmental and social advantages into its designs. Some of these advantages include reduction in waste, storage needs, transportation, material, labor and just in time manufacturing.... as well as some really cool production techniques that can seem futuristic and fairly unusual compared to traditional manufacturing methods.



The event organized by BestUp, “+ LifeCycleDesign”, transmits a design concept inspired by social and environmental respect. These concepts closely mirror both the day-to-day activities and the company philosophy of FOC, manifested in Filament: an elegant and oneiric celebration of light, able to create astonishing luminous effects.



The extensive research conducted by FOC in design for Layer Manufacturing has resulted in groundbreaking, successful and innovative commercial products, 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.

Janne Kyttanen (born 1974 Finland), proved during his university studies the potential for RP (rapid prototyping) techniques to be used as manufacturing tools. In 2000, he founded FOC and registered the company in Helsinki; since 2002, the company is based in Amsterdam, The Netherlands. Among numerous accolades, Janne Kyttanen was selected Young Designer of the Year (2007) by Design Forum Finland; FOC was prized with the Red Dot Design Award 2005, the Interior Innovation Award 2006 and nominated for the Index Award 2007.



Milan Design Week 2009 Le Biciclette art bar: FOC dazzles Milan with new and brilliant colours of 'Filament'

Milan (Italy) - April 2009. In occasion of the Milan Design Week, Dutch-based FOC (Freedom Of Creation) reveals the new colourful versions of Filament in a special preview at Milan's famous art bar "Le Biciclette".

Filament is one of FOC's hottest new products, launched during the London 2008 design festival. The launch of this lamp in hot fashionable colours (dazzling pink and green among others) is a new break in company's traditional and rigorous adherence to white for its FOC branded products and is a perfect salute for the Milan Design Week.

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The beauty and creative innovation in Filament fuse perfectly with the style of the Le Biciclette art-bar, which highlights the best of what's new in art and design in a stylish and trendy environment. A perfect spot for visitors of the world's most important design event to see, in an unusually comfortable and relaxing setting for this hectic design week, the best of what Milan has to offer.

Filament is a live manifestation of FOC's manufacturing philosophy to (dramatically) reduce the environment footprint man leaves behind. All FOC brand products benefit from a variety of decreased demands in storage, transportation, material, labor etc.

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Press info and images: foc-press@bt-media.net

Commercial info: info@freedomofcreation.com / www.freedomofcreation.com