

A must have fashionable dress for THE must have electronic appliance

Freedom Of Creation design and produce top-notch and super-comfortable iPad case “Macedonia” for Freshfiber

(High resolution images as shown below and on the following pages available on request to: foc-press@bt-media.net)



Freedom Of Creation’s founder Janne Kyttanen has designed Macedonia iPad case, a fashionable and comfortable dress for the must have tablet computer, for Dutch company Freshfiber.

Designed by Freedom Of Creation’s founder Janne Kyttanen for Freshfiber, the successful collection of cases for the latest Blackberry and Apple electronic appliances - including shells for iPhone 3G, iPhone 4G and iPod - adds one further excellent design, a must-have accessory for a must-have item: the Macedonia case for Apple’s iPad.

Freedom Of Creation, pioneer in 3D-printed design, produces this top-notch accessory, providing an eye-catching double layer soft shell to the iPad, able to protect it from scratches, marks and bumps, to guarantee ventilation and - a very inventive feature - to keep this amazing tablet pc, netbook, e-reader - let’s call it all-rounder - inclined in two different positions.

In fact, Macedonia case for iPad, has two different support brackets, allowing for a safe installation in a slightly inclined position for comfortable typing or in an almost upright position for an ideal vision of slideshows, videos or similar. Once the brackets are closed, they blend with the entire 3D surface, boasting an irregular double layer net pattern. A fancy dress for a fascinating content.

Young talents, fresh ideas, cool cases

FOC Talents generating four fantastic Freshfiber cases for Blackberry

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FOC Talents winning project: “Freshfibers” Blackberry case designed by Josien Pieters



Blackberry case “I heart downtown” by FOC Talent Sam Abbott



“B100” Blackberry case designed by FOC Talent Peter Hermans



“Linguini” Blackberry case designed by FOC Talent Lionel Dean

FOC’s and Freshfiber’s research into always new ideas and looks for fashionable cases for smart phones has recently involved emerging designers via the **FOC Talents competition**.

In collaboration with Freshfiber, Freedom Of Creation has invited young creatives to think of their most amazing way of wrapping a Blackberry phone. The result is a collection of three astonishing, very individual cases called “B100”, “Linguini”, “I heart downtown” and the FOC Talents awarded “Freshfibers”.

- Freshfibers by Josien Pieters: a case coming with 48 detachable pieces in different colors, related to different countries and areas worldwide. The pieces can be arranged according to the taste and mood of the owner and even be swapped with friends. A phone stimulating physical interaction with others.

- B100 by Peter Hermans: inspired by the main character of a Dutch children's show in the 80's, by the look of IBM thinkpads and the earliest mobile phones you might be able to think of, this case has a straight look and - incredible - incorporates a (detachable) antenna, for the real nostalgic feel.
- Linguini by Lionel Dean: thin "linguini" pasta seems to envelop the Blackberry with this amazing case. The irregular surface created by a long thread wrapping up the phone in a random like way reflects the importance of (social) networking. A long lanyard allows for wearing the phone comfortably and for grabbing it promptly when needed.
- I heart downtown by Sam Abbott: this phone cover is a collage of symbols and elements of urban life, a tribute to the stimulating mood of big cities. Cars and skyscrapers, raving people, hydrants and bicycles and many other items compose a 3D surface, protecting the Blackberry phone.

About Freedom Of Creation - www.freedomofcreation.com

Freedom Of Creation believes in a future where data is the design product, and where products are distributed in the same way images and music travel through the internet today. FOC visions a future where storage is virtual, and the materials used for creating tangible products can be recycled and reused for any future creation people's hearts desire. FOC's work has something revolutionary, its products and services are part of a new movement that is changing the world. The journey of FOC started in 2000 with creating products for interior design. The company has come a long way and is now spreading the Freedom Of Creation message to a vast selection of clients in all areas of product development all around the globe.

About Freshfiber

Freshfiber is a European design label focusing on bringing art and fashion to electronics devices. Its production method is totally new to the electronics accessories industry: designs are carefully fused into shape by a laser, one layer at a time. This finally enables artists to fully express their ideas and messages.

Instead of meaningless mass production, Freshfiber believes in dazzling unique designs, low-impact materials and using factories only for those products we really want. Freshfiber is working with talented creatives around the world to utilize the freedom of 3-D design and apply it to the devices we use in our daily lives.

About FOC Talents: Freedom Of Creation embraces the sharing of knowledge and know-how to help make "digital design" a future reality and is the industry innovator and leader in this new market segment. Through this belief, the company launched in 2010 its "FOC Talents" initiative. "FOC Talents" promotes the talent of a global online network of talented, young and pre-selected designers. Through the program, FOC works with and shares its know-how around 3d printing with a new generation of designers enthused by the possibilities. The FOC Talents program also provides young designers the opportunity to see their concepts materialized into commercial productions, complete with royalties.

FOC believes that the young, digital and international nature of the Talents program will result in successful new products that represent the future archetypes for digitally created shapes and cultural diversity.



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Also available: a small stand for iPad



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FOC Talents winning project: "Freshfibers" Blackberry case designed by Josien Pieters

"Linguini" Blackberry case designed by FOC Talent Peter Hermans

For further editorial information, including request for high resolution images, please contact the FOC Press Office at: foc-press@bt-media.net

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