

## New FOC decade, two new astonishing products

(for information and image requests regarding Freedom Of Creation and its products, contact: [foc-press@bt-media.net](mailto:foc-press@bt-media.net))

### Karim Rashid designs Cross lamp for Freedom Of Creation

Amsterdam, January 2011 - Freedom Of Creation, Dutch company for innovative designs using advanced 3D printing technologies pioneered by FOC itself, begins the New Year and the second decade since its foundation with a prestigious collaboration. Eclectic star designer Karim Rashid has conceived the amazing "Cross" lamp for Freedom Of Creation (FOC), launched on the occasion of IMM furniture fair. Karim Rashid is one of the most prolific designers of his generation.

"I thought to make a hyper-collage of my icons as a lit object, in changing scale and mass to create diverse shadows and light filtration, to really make one overriding blobular 3-d cross form, which is my symbol for Globalove," says Karim Rashid about his astonishing "Cross" table, floor and suspension lamp designed for FOC. The 3D Cross is composed of an infinite number of small icons alluding to Karim's most famous and iconic forms.



#1: Karim Rashid's Cross suspension lamp for FOC



#2: Karim Rashid's Cross suspension lamp for FOC

"CROSS Lamp": A suggestive "cross-shaped" lamp - available in suspended and table versions - made up of the combination of Karim Rashid's most memorable icons. The cross form is Karim Rashid's symbol for Globalove.



#3: Karim Rashid's Cross table lamp for FOC



#4: Karim Rashid's Cross standing lamp for FOC



#5: Karim Rashid's Cross table lamp for FOC



Karim Rashid photographed by Elena Koldunova

#### About Karim Rashid - [www.karimrashid.com](http://www.karimrashid.com)

Karim Rashid is one of the most prolific designers of his generation. Over 3000 designs in production, over 300 awards and working in over 35 countries attest to Karim's legend of design. His award winning designs include democratic objects such as the ubiquitous Garbo waste can and Oh Chair for Umbra, interiors such as the Morimoto restaurant, Philadelphia and Semiramis hotel, Athens. Karim collaborated with clients to create democratic design for Method and Dirt Devil, furniture for Artemide and Magis, brand identity for Citibank and Hyundai, high tech products for LaCie and Samsung, and luxury goods for Veuve Clicquot and Swarovski, to name a few. Karim's work is featured in 20 permanent collections and he exhibits art in galleries world wide. Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review, IDSA

Industrial Design Excellence Award.

## Winner of 3D-printed lamp for FOC Talents 2010-Q3 assignment

### FOC launches "Cresco" lamp by Pekka Salokannel at Maison & Objet

On the occasion of the 2011 Maison & Objet fair in Paris, FOC has presented "Cresco" suspension lamp by young Pekka Salokannel.

Winner in the FOC Talents Q3 2010 challenge, Pekka Salokannel was inspired by the systems of nature, repeating and multiplying small modules to create complex structures and organic shapes when creating "Cresco", a suggestive object with fluid lines and attractive details.

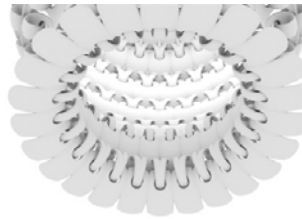
About Cresco, Salokannel comments: "While searching for organic forms in nature, I was looking at how plants work. I wanted to find systems rather than shapes to copy. One basic rule is that nature doesn't create a straight line - humans do. Sometimes plants work seemingly mathematically and usually they repeat themselves. They multiply, for example mushrooms have their networks underground or the same type of trees create forests. Cresco is Latin and means to multiply. My lighting designs take inspiration from nature and combine other ideas and forms together. They represent the variety in nature's organic forms."



Cresco lamp by Pekka Salokannel for FOC  
Cresco lamp is the winner of the FOC Q3-2010 Talents challenge



Render of Cresco lamp by Pekka Salokannel for FOC  
Cresco lamp is the winner of the FOC Q3-2010 Talents challenge



Detail render of Cresco lamp by Pekka Salokannel for FOC  
Cresco lamp is the winner of the FOC Q3-2010 Talents challenge



Pekka Salokannel

#### About Pekka Salokannel - [www.pekkasalokannel.com](http://www.pekkasalokannel.com)

Born in Finland in 1982, Pekka Salokannel has studied design at Institute of Design Lahti polytechnic. Many of his projects are related to technical and technological objects such as speakers, headsets, watches and lamps where his design inspiration, as for many Finnish designers, follows function rather than just aesthetical aspects. Recent projects of Pekka Salokannel have explored 3D printed design.

#### About FOC Talents

FOC Talents is a global online network of talented, young and pre-selected designers that send in Computer Aided Designs every quarter, based on a prior given design brief. All Talents designs that match the design brief are produced and commercialized by FOC or one of its partners. The digital nature of 3D Printed product development allows FOC to cooperate with the most promising 3D designers on the planet, who only require a computer and internet access. FOC believes that the young, digital and international nature of the Talents will result in successful new products that represent the future archetypes for digitally created shapes and cultural diversity.

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#### About Freedom Of Creation - [www.freedomofcreation.com](http://www.freedomofcreation.com)

Founded in 2000, and situated in Amsterdam The Netherlands, Freedom Of Creation is a pioneering product design company, specialized in creating and commercializing 3d printed design products for itself and third parties. FOC clients span an entire gamut of industries: automotive, sports, furniture, lighting, fashion accessories, architecture, advertising and communications, to name just a few. The revolutionary work of FOC is changing both the world of design and product development around the globe.

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