

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

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

In 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.

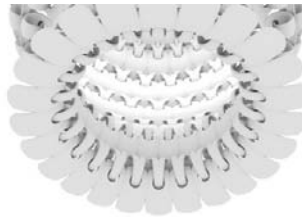
About Cresco, Salokannel comments: "While searching for organic forms in nature, I was looking at how plants work. I wanted to find rather systems than shapes to copy. One basic rule is that nature doesn't create a straight line - humans do. Sometimes plants work seemingly mathematically and usually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

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.

###

About Freedom Of Creation - 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.

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

Editorial requests for further info and/or high resolution images: foc-press@bt-media.net