

FOC allows you to walk in the shoes of Andreia Chaves

Freedom Of Creation make Andreia Chaves' "Invisible Shoes" become a reality

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

Amsterdam, April 29, 2011 - Andreia Chaves, Brazilian fashion designer who works between Italy and Ireland, has launched her first commercial studio series "Invisible Shoe" at the 2011 Mercedes-Benz Fashion Week in New York, at an exhibition organized by the automotive company in collaboration with designer Herve Leger. Freedom Of Creation (FOC), Dutch company for innovative designs using advanced 3D printing technologies pioneered by FOC itself, has contributed to the creation of the "Invisible Shoe" series by manufacturing the external structure of this futuristic shoe using 3D printing. This first presentation of "Invisible Shoe" is now followed by a launch on the Asian market in association with I.T. Hong Kong and with the opening of the retailers' new store in Beijing.

The Invisible Shoe by Andreia Chaves is available in two different versions and explores the concept of invisibility by playing with a camouflage effect created by the reflecting surfaces of the shoe. By mirroring what it stands on, the shoe somehow seems to hide or delete itself, blending completely into its surroundings.

The structure holding the irregular shapes of reflecting pieces is manufactured by Freedom Of Creation via advanced 3D printing processes that allow for the creation of extremely complex shapes based on CAD files. This extremely advanced structure, made with laser sintered Nylon, perfectly integrates the laser cut mirrored facades and the internal components of the Invisible Shoe, which are handmade in Italy using a combination of leather making techniques.

A native of Sao Paulo, Brazil, Andreia Chaves' work had captured the attention of the international media even before her graduation from Polimoda Fashion Institute in Florence, Italy. Chaves' ambition is to bring a fresh perspective to fashion, "fusing the mastery and traditions of making with a visionary approach to design while also embracing the potential of 21st century technology".
www.andreiachaves.com

Photos: Andrew Bradley



#1: Freedom of Creation created the structure of Andreia Chaves' Invisible Shoe using 3D printing



#2: Freedom of Creation created the structure of Andreia Chaves' Invisible Shoe using 3D printing. The shoes' reflecting facades make it camouflage and blend into its surroundings.



#3: Freedom of Creation created the structure of Andreia Chaves' Invisible Shoe using 3D printing; the irregular shapes of the reflecting facades turn the shoes into a futuristic work of art.



#4: Freedom of Creation created the structure of Andreia Chaves' Invisible Shoe using 3D printing; the version with no incorporated facades adds visual weightlessness..

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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.

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