

FOC design 2011 Milan week of design four “fuoriSalone” events:

- Freedom of Creation: Live 3D printing at Wallpaper’s “Handmade”
- Cross lamp at “Karim sampler, an edit from the last 15 years” exhibition at Triennale di Milano
- Selection of lighting at .EXNOVO
- The new “Reef” at tuttobene

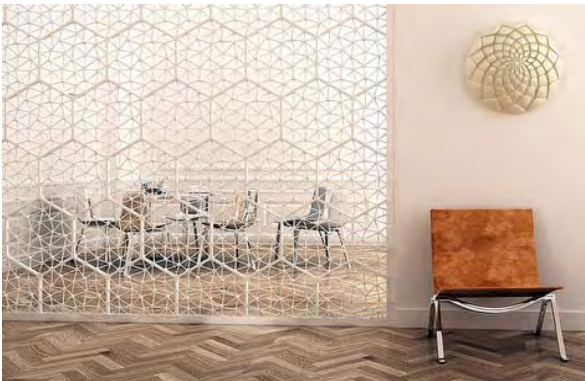
(for information and image requests regarding Freedom Of Creation and its products, contact: foc-press@bt-media.net)

See the unique creativity of **Karim Rashid**, expressed via the technological skills of Freedom Of Creation, as a part of the monographic exhibition held at **Triennale di Milano**. Experience **3D printing live** and contribute to the creation of a huge “Macedonia” wall by personalizing your own module at **Wallpaper magazine’s “Handmade”** event. Enjoy the beauty of FOC’s **lighting designs** at the shows of **tuttobene** and **.EXNOVO**.

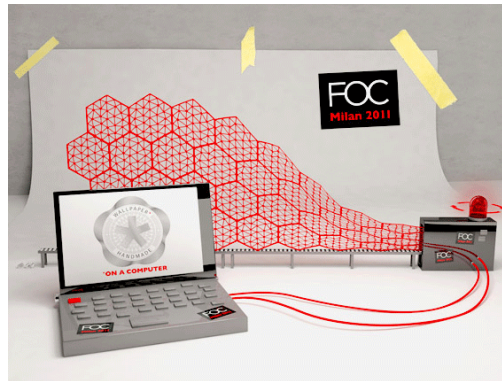
Further details on all events are listed below, a wide selection of images, beyond the ones shown below, are available.

- **Wallpaper magazine: Handmade at Brioni**

Brioni, Via del Gesù 2, 20121 Milano
April 13 - 17, 10.00 am - 7.00 pm



#1: Freedom of Creation: Macedonia Space Divider. The happening at Wallpaper’s Handmade event is based on this design by Janne Kyttanen.



#2: The concept of Freedom Of Creation’s participation in the Wallpaper magazine Handmade at Brioni event

At the **Wallpaper magazine Handmade** at Brioni event, **Freedom Of Creation** offers all visitors the possibility of their moment of fame, enabling them to personalize small modules of a huge “Macedonia” wall, one of Janne Kyttanen’s latest designs for FOC, with messages and quotes and to witness the production of their customized panel via the fascinating technologies of 3D printing. Interactive, live, real time: the Macedonia wall grows and grows and grows... during the five days of the Wallpaper event.

- **Triennale di Milano:
"Karim sampler, an edit from the last 15 years"**

Viale Alemagna 6, 20121 Milano

April 12: 10.30 am - 0.00 am

April 13 to 17: 10.30 am - 10.00 pm



#1: Karim Rashid has designed the "Cross" lamp series for Freedom Of Creation. Beyond the table lamp on show at the exhibition at Triennale di Milano, a pendant and floor lamp are available.



#2: The table version of Karim Rashid's Cross lamp, designed for Freedom Of Creation, is part of the exhibition at Triennale di Milano

Star designer Karim Rashid's amazing design work is showcased in the monographic "Karim sampler, an edit from the last 15 years" exhibition at Triennale di Milano. Organized by the Italian architecture magazine Area and curated by Marco Casamonti, the exhibition features also one of the designer's latest creations: Cross lamp for Freedom Of Creation.

- **.EXNOVO**

Skyllart Space, via Turati 6, 20121 Milan



#1: .EXNOVO presents a selection of FOC lighting designs, amongst which the Palm Chandelier by Janne Kytтанen.

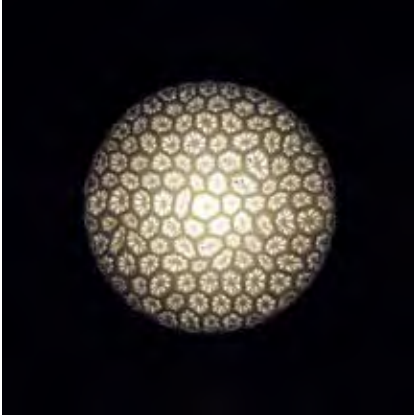


#2: Designed by Janne Kytтанen for Freedom of Creation, Filament lamp is part of .EXNOVO's exhibition at Fuorisalone 2011 in Milan.

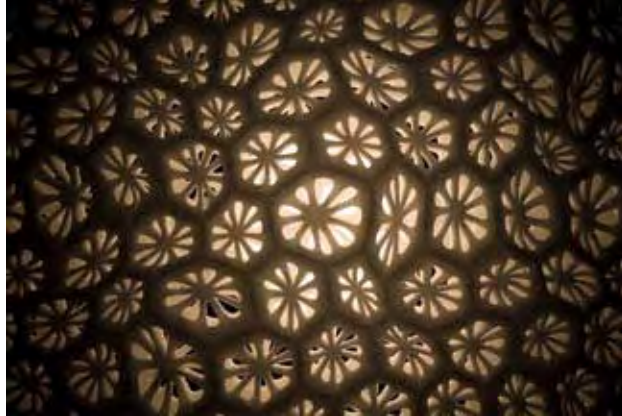
A selection of major designs of Freedom Of Creations, amongst which the amazing Palm chandelier, the subtle beauty of Filament lamp, the abstract Macedonia tray and many more, is part of the .EXNOVO exhibition.

- **tuttobene**

Via Maroncelli 14, 20154 Milan



#1: Tanja Soeter presents Reef lamp for Freedom of Creation at the 2011 tuttobene exhibition in Milan.



#2: Reef lamp is a fascinating design by Tanja Soeter for Freedom Of Creation

Tanja Soeter's "Reef" lamp for Freedom Of Creation is part of the tuttobene exhibition. Tuttobene is a platform promoting the best in Dutch design on International scale.

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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