

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

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

Freedom Of Creation, the Dutch expert and innovator in 3D printed design, is looking back on an exciting week of design in Milan that has seen FOC involved in four exciting shows:

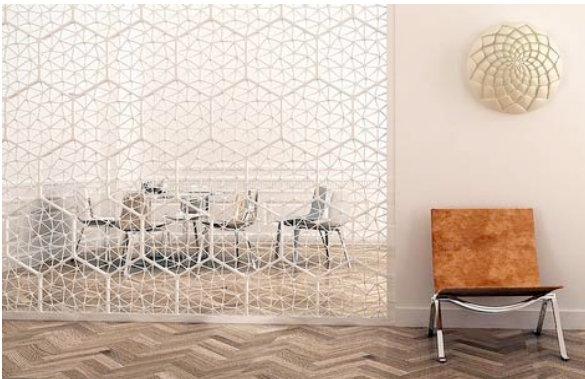
The new Cross lamp, designed by Karim Rashid, has been part of the monographic exhibition “**Karim sampler, an edit from the last 15 years**” held at **Triennale di Milano**.

At **Wallpaper** magazine’s “**Handmade at Brioni**” show, FOC has showcased **3D printing live** and enabled visitors to contribute to the creation of a huge “**Macedonia**” wall by personalizing their own module.

The beauty of **FOC’s lighting designs** have been part of **tuttobene** and **.EXNOVO** exhibitions.

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

- **Wallpaper Handmade at Brioni**



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



#2: Freedom Of Creation has enjoyed the wide interest of the visitors of the Wallpaper magazine Handmade at Brioni event



#3: 3D printing live and real time



#4: the transparent structure of this 3D printer allows for a detailed look at the printing process

At the **Wallpaper magazine Handmade** at Brioni event, **Freedom Of Creation** has offered all visitors the possibility of their moment of fame, enabling them to personalize small modules of a huge “**Macedonia**” wall, one of Janne Kytanen’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!

Macedonia Space Divider is an intriguing and versatile way to characterize small or big environments thanks to the various possibilities of installation. A comfortable snap-lock system allows for quick and easy mounting of Macedonia’s hexagon panels, which can be composed to cover any size of surface.

The modules, boasting an irregular, dynamic mesh pattern, can be floor-standing within a predefined frame, or have an open configuration in order to be hung from the ceiling, fixed to the wall, mounted between two layers of glass or even be composed to create multiple layer installations.

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



#5: 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.



#6: 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 has been showcased in the monographic “**Karim sampler, an edit from the last 15 years**” exhibition at **Triennale di Milano**. Organized by the Italian architectural magazine Area and curated by Marco Casamonti, the exhibition has featured also one of the designer’s latest creations: **Cross lamp for Freedom Of Creation**.

“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.

- **.EXNOVO**



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



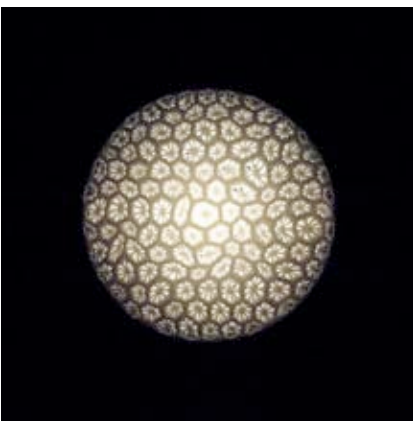
#8: Designed by Janne Kyttanen for Freedom of Creation, Filament lamp is part of .EXNOVO's exhibition at Fuorisalone 2011 in Milan.

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, have been part of the **.EXNOVO** exhibition.

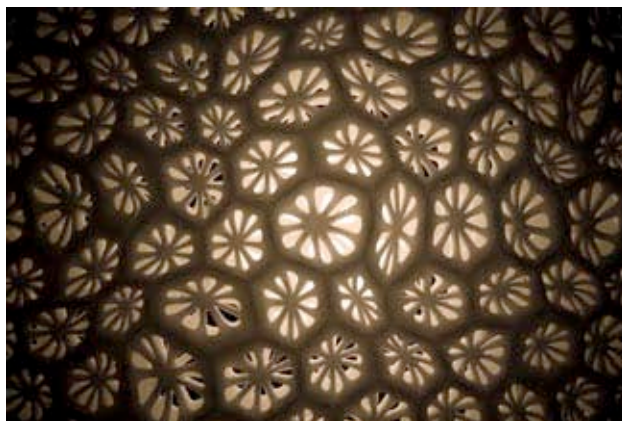
The fascination of FOC's Palm chandelier, designed by Janne Kyttanen, arises from the simplicity of its structure - four concentric, vertically shifted rings made with chromed steel - contrasting the blooming shape of 37 shades. Each shade, produced in polyamide with the latest technologies of 3D printing, recalls the bark of an exotic palm, the shell of a tasty pineapple, the petals of a fragrant flower and diffuses soft and moody light contributing to the exclusive atmosphere of Hilton The Hague's Grand Café Pearl.

Filament lamp, designed by Janne Kyttanen, is an elegant, oneiric celebration of light, and a tribute to 19th century explorers: visionary creators of the first electrical light bulb made with carbon and tungsten filaments. The bright and vibrant colours of the collection further emphasize the astonishing luminous effect that these lamps create. Light is filtered by the lamp's structure in order to break forth into the surrounding environment, giving life to unique visual effects.

- **tuttobene**



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



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



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

Reef is a wall and ceiling lamp designed by Tanja Soeter for FOC. Like a coral reef - an immeasurable number of corals united together in a seemingly single organism - Reef lamp is a half dome shaped light with two layers boasting organic lines, each consisting of an uncountable number of unique cells.

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#### **About Freedom Of Creation - [www.freedomofcreation.com](http://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](mailto:foc-press@bt-media.net)**

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