

## PRESS KIT

### FOC at Upstairs, Milan, April 2007

High resolution images available.

Please send requests to:  
<[FOC-Press@bt-media.net](mailto:FOC-Press@bt-media.net)>

### Contents

- P. 2 - Image List – "The smallest show in Milan", accessories & lights
- P. 3 - Image captions / product info
- P. 4 - Press Release "Milan International Design Week"
- P. 5 - Press Release "The smallest show in Milan"
- P. 6 - Image List – FOC collection
- P. 7 - Designer's Bio & Images

**FOC Press Office:**

BT-Media

[FOC-Press@bt-media.net](mailto:FOC-Press@bt-media.net)

Tel. +39-06-9865179

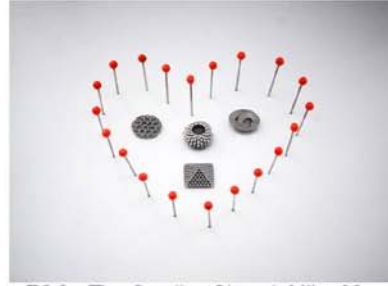
Fax. +39-06-98340562

## FOC at Upstairs, Milan, April 2007

(High resolution images available. Please indicate file name and send requests to:  
<[FOC-Press@bt-media.net](mailto:FOC-Press@bt-media.net)>)



FOC Milan 2007 bugs.jpg



FOC\_The SmallestShow inMilan20...



FOC\_Falicon\_01.jpg



FOC\_Falicon\_02.jpg



FOC\_Macedonia\_01.jpg



FOC\_Vasarely.jpg



FOC\_1597\_01.jpg



FOC\_1597\_02.jpg



FOC\_Dahlia\_01.jpg



FOC\_Dahlia\_02.jpg

## Photo Captions & Product info

\* **Falicon:** table lamp, laser sintered polyamide.

This lamp is inspired by 3D flexible structures and its shape is that of the mystical and emblematic pyramid. Falicon is a city in France where the first European pyramid has been created.

Design: Janne Kyttanen

Size: 31 x 31 x 15 cm

240 volts / 120 volts / max 40 watt

\* **Macedonia Tray:** laser sintered sand with an epoxy infiltration.

Macedonia is inspired by the formation of soap bubbles and the structures they create. In Spanish 'Macedonia' means fruit salad and the structure of the tray, once filled with fruits, creates a kind of fruit salad where all fruits have their own space one next to each other.

Design: Janne Kyttanen

Diameter: 32 cm

\* **Vasarely:** sconce, laser sintered polyamide.

Inspired by 3D work of the graphic artist Victor Vasarely, the design is an unusual and lively texture bulging out of a traditional perfect square that gives a real 3D feel. Vasarely provides both simplicity and complexity in a soft illumination.

Design: Janne Kyttanen

Size: 30 x 30 x 10 cm

240 volts / 120 volts / max 40 watt

\* **1597:** wall sconce, white polyamide with dirt protective coating, *winner Interior Innovation Award, Cologne 2006.*

With dirt protective coating 1597 reproduces the delicacy and symmetry of the cone flower. The naturally intriguing form of the sconce is enhanced by the soft illumination.

Design: Janne Kyttanen

Diameter 50 cm / Height 16 cm

240 volts / 120 volts / max 40 watt

\* **Dahlia:** light, white polyamide (dirt protected).

Dahlia softly illuminates, creating subtle and tantalizing effects for any environment.

Design: Janne Kyttanen

Diameter 50 cm / Height 15 cm

240 volts / 120 volts / max 40 watt

## **FOC at Upstairs, Milan, April 2007**

(High resolution images available. Please send requests to:  
<[FOC-Press@bt-media.net](mailto:FOC-Press@bt-media.net)>)

### **Milan International Design Week: Always striving for simple complexity, FOC presents new astonishing designs**

Milan, April 2007 – Freedom Of Creation ([www.freedomofcreation.com](http://www.freedomofcreation.com)) arrives for its second appearance at Italy's most important design exhibition, the Salone Internazionale del Mobile, Milan, April 18 – 23. Within the "Upstairs" Fuori Salone location in Zona Tortona, the heart of Milan's design district, FOC will be presenting new products designed by Janne Kyttanen that are to be included in their 2007 collection after the fair.

As always inventive, originality and technology are to be FOC's distinguishing features, this time also including designs made introducing a new material into the collection - the sand used for the new "Macedonia" tray.

FOC's distinctive features are also striking designs of lamps in Laser Sintered white Polyamide. At the Fuori Salone event, FOC will show two new models "Vasarely" and "Falicon" together with big versions of the successful lamps from their 2006 collection: "1597" (winner of the Interior Innovation Award, Cologne 06) and "Dahlia" will be presented in 50 cm diameter.

One of FOC's latest achievements is its nomination for the Index Award - the biggest design award world-wide. The Crown Prince of Denmark will be announcing the winners during the award ceremony in August 2007 in Copenhagen.

#### **About Freedom Of Creation**

Freedom Of Creation (FOC), is where cutting edge technology meets design and is a pioneering design and research company. FOC is the first design company to specialize in design for 'Digital Manufacturing', and develops projects for both the FOC brand label, and for manufacturers, research organizations and universities. FOC also provides design consultancy services to OEM manufacturers in a variety of sectors.

Since 2000, the extensive research conducted by FOC in Design for Digital Manufacturing has resulted in innovative and successful new commercial product designs, the development of new industrial materials and software products, and has been the foundation for significant R&D projects with a range of industrial partners. FOC began commercializing its own collections in 2006.

FOC was founded in 2000 in Helsinki, Finland, and is currently based in Amsterdam, the Netherlands.

#### **About Digital Manufacturing**

Digital Manufacturing is the process of combining a 3D CAD file with, for instance, a laser sintering machine and as a result, a virtual electronic file is rendered into a solid object. With a push of a button, the manufacturer realizes significant economic benefits, such as elimination of warehouse, stock, and assembly processes, extreme reduction in transportation costs and just-in-time production. FOC is the first company specialized in and the leading innovators of design for Digital Manufacturing.

## **FOC at Upstairs, Milan, April 2007**

(High resolution images available. Please send requests to:  
<[FOC-Press@bt-media.net](mailto:FOC-Press@bt-media.net)>)

### **"The smallest show in Milan", April 18 – 23**

Milan, April 2007 – FOC uses technology to explore new boundaries of design and always distinguishes itself by offering exciting creations. "The smallest show in Milan" is a unique exhibition where FOC, in collaboration with EOS, will be presenting amazing laser sintered miniature versions of its own designs, showing models even forty times smaller than the original size. All products exhibited at the show will be realized using cobalt chrome and stainless steel materials.

Janne Kyttanen, commenting about his first reaction to the products says: "These are the most amazing things I have ever seen. I have been lucky to have experienced great breakthroughs many times over the years – with our first lamps, with the textiles – but the precision and the beauties of these micro products have very exciting potential for a world of design opportunities encompassing vastly different sectors, from the world of electronics to the mass customization of miniatures for children's doll houses."

### **About FOC partners**

All manufacturing at FOC is outsourced to FOC partners. Most manufacturing is done via Laser Sintering and FOC is partners with German Laser Sintering company, FKM Sintertechnik. FKM was founded 1994 and has the largest fleet of Laser Sintering machines in Europe. For more information on FKM: <[www.fkm-sintertechnik.de](http://www.fkm-sintertechnik.de)>.

EOS was founded in 1989 and is today the world leading manufacturer of laser-sintering systems (plastic, metal or sand).

Laser-sintering is the key technology for e-Manufacturing, the fast, flexible and cost-effective production of products, patterns or tools. The technology accelerates product development and optimizes production processes. For more information on EOS:

<[www.eos.info](http://www.eos.info)>.

###

### **FOC Press Office**

Email: <[foc-press@bt-media.net](mailto:foc-press@bt-media.net)>

Tel. +39-06-9865179 / +1-530-554-2279

### **FOC**

Hobbemakade 85 HS

1071 XP Amsterdam

The Netherlands

Tel / Fax : + 31 (0) 20 675 84 15

Email: <[info@freedomofcreation.com](mailto:info@freedomofcreation.com)>

## The FOC Collection also includes:

For further information and high resolution images, please send request to: <[foc-press@bt-media.net](mailto:foc-press@bt-media.net)>



FOC\_Palm standing light.jpg



FOC\_Palm table light.jpg



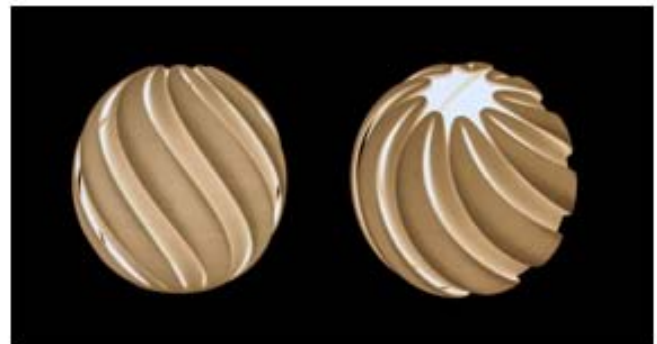
FOC\_Palm\_tbl.jpg



FOC\_Punchbag.jpg



FOC\_Rollercoaster\_02.jpg



FOC\_Spin20.jpg



FOC\_V\_bag\_Silver.jpg

## Designers Biographies

### Janne Kyttanen



Janne Kyttanen was born 1974 in Hameenlinna, Finland. He started his industrial design studies at the Escola De Disseny, Elisave in Barcelona -96. He then moved to The Netherlands and graduated from The Gerrit Rietveld Academy in Amsterdam 2000.

Right after his graduation he was offered a position as a designer and 3D visualizer at one of the leading industrial design bureaus in The Netherlands, Sinot Design Associates. During his 2 year stay at SDA, he worked with clients in the banking, public transport, aviation, consumer electronics and cosmetics industries.

During his studies Janne proved the potential that RP techniques can be used as manufacturing tools. He introduced a line of Augmented Reality and Rapid Manufactured based products as his thesis for graduation. This project laid the foundation for FOC and Janne registered the company in Helsinki, Finland (2000).

Among the most recent accolades attributed to FOC are: new solutions for the Hyundai Qarmaq concept car; two of its first designs acquired for the MoMA collection; amazing packaging products for the luxury yachting company Feadship; Janne Kyttanen selected as designer of the month by the Finland Design Forum.

Also, FOC was prized with the Red Dot Design Award 2005, the Interior Innovation Award 2006 and has been nominated for the Index Award 2007.

### Jasse Kyttanen



Jasse Kyttanen was born 1972 in Hameenlinna, Finland. He started his Graphic Design studies at the Escola De Disseny, Elisave in Barcelona -96.

He decided to leave school to go on to co-found what has become one of the most important 3D animation and production companies in Finland, Fake Graphics.

Jasse's work for film and print has presented him and his company numerous awards such as Silver Epica and Golden Grain. Jasse is working for FOC as a freelance Designer.