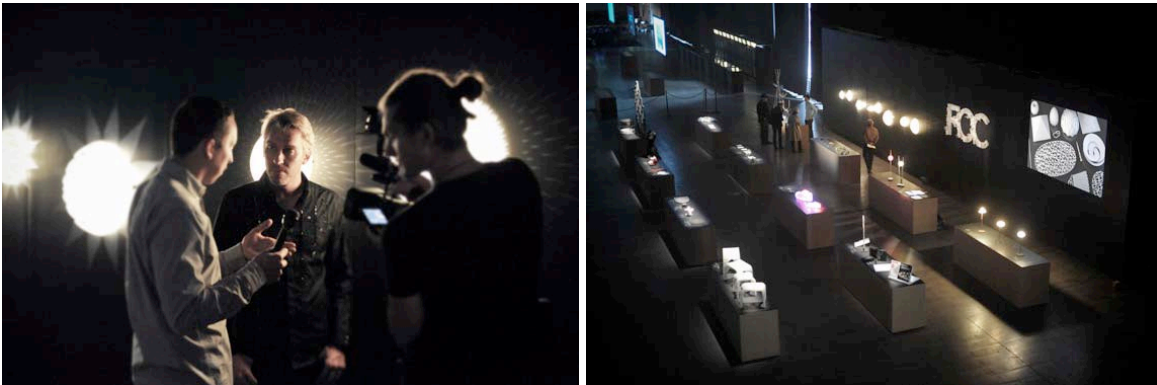


## Helsinki Design Week 2010 Freedom Of Creation to Celebrate 10<sup>th</sup> Anniversary

(High resolution images on request to: [foc-press@bt-media.net](mailto:foc-press@bt-media.net))



September 2010 - Freedom Of Creation (FOC), the first company specialized in design for digital manufacturing and a leading innovator for the world of interior and industrial design, has celebrated its 10<sup>th</sup> Anniversary. The anniversary show was a highlight at the Cable Factory, headquarters of the Helsinki Design Week 2010 Finland, where the Finnish founder of Amsterdam-based FOC was warmly received and celebrated. Below follows a synopsis of the company's road to fame and highlights from some of its current activities.

### Visions come true

Founded in 2000 by the creative vision of Janne Kyttanen, Freedom Of Creation grew from the reflection of Janne's curiosity into technological research on layer additive (3D) manufacturing technologies for commercial manufacturing. These highly technical and relatively new technologies used for niche R&D purposes through the 1990's could conceivably one day eliminate the need for traditional and costly transportation and warehousing facilities for many types of commercial products. They also inspired Janne to attempt designs and geometries that had never been tried or produced before. Potentially, one day, the design-production-consumer chain could become a virtual industry, very similar to how music and videos are already diffused via the internet today. This was the dream and the vision.

In its first years, FOC acts as a pioneer in the exploration of design possibilities offered by 3D manufacturing technologies, also coined "3D printing". By 2003, the company presents its own collection of FOC branded commercial lights produced via 3d printing and in 2006 launches its on-line store and a retail network in select European countries.

Notwithstanding industry skepticism focused on the commercial viability of "3D printed" products, FOC becomes increasingly well known throughout the world. In response to critical accolades, consumer demand and creative whims, the FOC label expands its product offering beyond its award winning lights to include furnishings and accessories for both interiors and fashion. Within just a few years of launching its own commercial label, FOC "3d printed" products are available in over 60 countries through its online store and now global retail network. Janne's vision of creating an electronic and virtual distribution channel for high-end digital design is on a path towards reality.



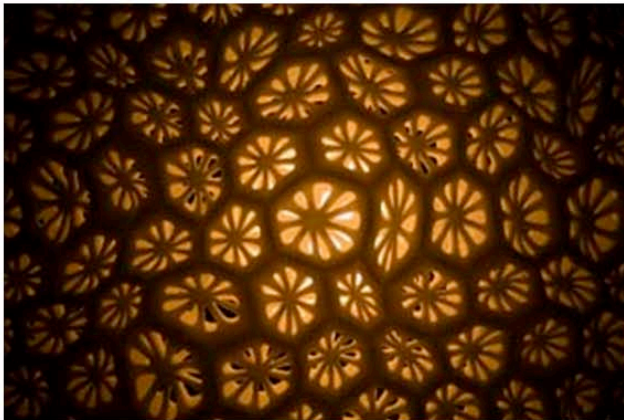
FOC\_DIY concept - chairs.jpg

### New DIY concept and REEF on show

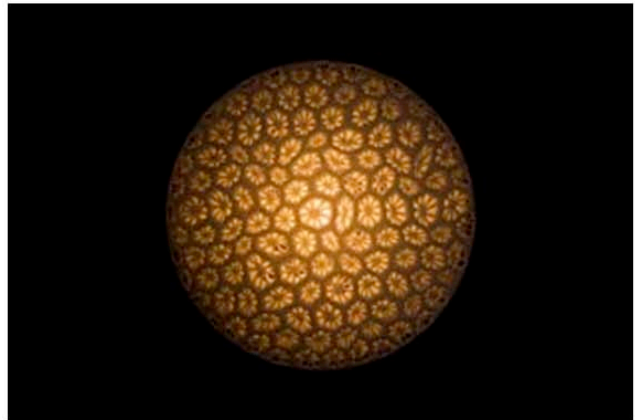
One of the novelties of the FOC 10<sup>th</sup> anniversary exhibition held in Finland, native country of FOC founder Janne Kyttanen, has been the revealing of a landmark DIY concept by FOC for rendering high-end design available to a wide consumer audience at competitive prices. 3D printed components designed by FOC can be assembled with pieces bought in local hardware stores to create stylish and personalized objects by doing it yourself, following the instructions provided by FOC. With this DIY concept, FOC once more demonstrates its capability of

developing "out of the box" visions and concepts, anticipating trends by years.

**Reef**, a new 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. (Dimension and material: Diameter 320mm, height 150mm; Laser Sintered Polyamide)



FOC\_Reef-D32-detail.jpg



FOC\_Reef-D32-front-view.jpg

### Awarded design

FOC has furthermore showcased a decade of research activity and excellence in 3D printed design, evidenced by a multitude of milestone achievements and underscored by an array of products and projects distinguished by awards and accolades from around the world..... Best Newcomer 100% Design 2003, red dot design prize 2005, Interior Innovation 2006, Index Award nomination 2007, Young Designer of the Year (2007) by the Design Forum Finland....and more.

### International design collections

FOC designs have also found a place in various international collective and monographic exhibitions, in addition to being featured in many international permanent museum collections such as MoMA, FIT and MAD in New York, the Design Museum in Holon, Israel, and the Vitra Design Museum in Germany. The inspiration and technical quality of FOC have been universally acclaimed by media - with cover stories on Financial Times and Time magazine - and design experts alike. FOC creative solutions for furnishing, lighting, communication devices, personal and home accessories (and more) share a common thread of making the impossible a reality, of giving life to a freedom of creation previously inexperienced prior to this innovating company's landmark achievements.

### Prestigious collaborations

Beyond the FOC branded collection of interior design objects and accessories, the demand for FOC expertise has given rise to a variety of activities including product development for third parties, cost reducing solutions associated with digital manufacturing, applied research and experimentation in



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materials, techniques and processes. Among the prestigious companies and brands that have chosen FOC as their design partner are Hyundai, LVMH, Nike, Onitsuka Tiger, L'Oreal, Heineken and Apple.

### **FOC Talents pushing young design**

Products from "FOC Talents" were also on display at the 10<sup>th</sup> anniversary show in Helsinki.

Freedom Of Creation embraces the sharing of knowledge and know-how to help make "digital design" a future reality and is the industry innovator and leader in this new market segment. Through this belief, the company launched in 2010 its "FOC Talents" initiative. "FOC Talents" promotes the talent of a global online network of talented, young and pre-selected designers. Through the program, FOC works with and shares its know-how around 3d printing with a new generation of designers enthused by the possibilities. The FOC Talents program also provides young designers the opportunity to see their concepts materialized into commercial productions, complete with royalties.

FOC believes that the young, digital and international nature of the Talents program 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](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.

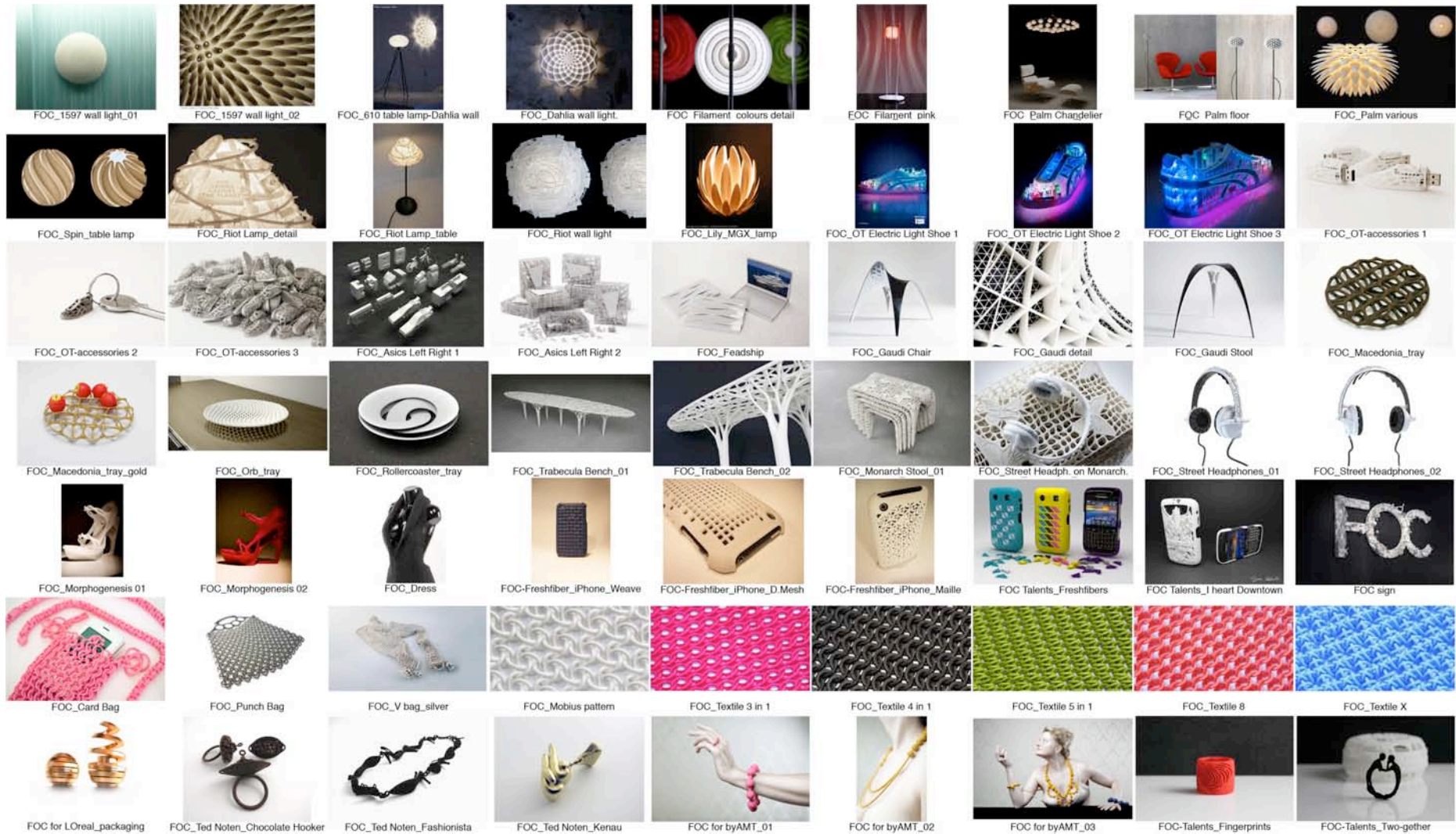
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## 10 years of Freedom Of Creation

Further images available. All images available in high resolution. [foc-press@bt-media.net](mailto:foc-press@bt-media.net)



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