

## PRESS KIT

### FOC at IMM Cologne 2009

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## IMM Cologne 2009

### FOC innovation fuses with German engineering and creates new standards in sustainable design

*Requests for high resolution images or further info: [press@freedomofcreation.com](mailto:press@freedomofcreation.com)*

Cologne (Germany) – 26 January 2009. Freedom Of Creation (FOC), on the heels of success generated for "Riot" during the London design festival, demonstrates the complex microcosm of sustainable innovation in Riot for the Cologne IMM design fair.

First shown in the Fall of 2008, Riot lamp designed by Janne Kyttanen has lived up to its name, generating a true 'riot' of world-wide interest since its launch. To compliment the success of this new lamp and other FOC creations, FOC has chosen Cologne for introducing its new German agent "Now Is Here".

*"Riot" lamp (table, floor and wall mount versions) is the first FOC-Megaman® collaboration and draws admirers into a microcosm of world events that incite the consideration of planetary issues. The lamp is made in nylon (polyamide) using layer manufacturing technologies and is sold with Megaman® CFL energy saving bulbs. These bulbs are included in Riot at no extra price to the consumer, and are available in both 2700 Kelvin warm white similar to halogen, and 3000 Kelvin white normally used in fluorescent solutions.*

Janne Kyttanen, designer and founder of FOC, explains some of the 'Riot' philosophy: "I was inspired to create a lighting design that would illuminate a myriad of themes that have affected the world both in the past and today – themes that have motivated man in both the protection and destruction of Earth. Much of the symbolism within the shade could be considered an incitement, but the intent is to create a 'riot' that inspires people to consider the world around them and – even if only in a small way – to start cleaning up. I do not want to ride the commercial wave of saving the planet – others have and can make a much larger impact – and neither do I think that one lamp will change the world. But if we are inspired to clean up our waste – this can only be a good thing for everyone." Kyttanen concludes, tongue in cheek, "With this in mind, "Riot" will be sold as a limited edition until the global warming issue is resolved."

"Riot" is the first FOC product which only works with Megaman® CFL energy saving bulbs. FOC and Megaman® are also currently collaborating in the technical development of future FOC branded sustainable solutions.

#### **FOC celebrates the Age of Illumination with "Filament" light**

*The perfect complement to "Riot" is "Filament" light, designed by Janne Kyttanen and an elegant celebration of light. Its stylish radiance pays graceful homage to our history and a way of illumination that may soon be a thing of the past.*

*Filaments were one of the outstanding inventions following the Age of Illumination... a natural manifestation of an era marked by enlightenment. 'Filament' gives tribute to 19th century explorers: creators of the first electrical light bulb made with carbon and tungsten filaments, and whose discoveries have inevitably led to new technologies that might one day make their original designs obsolete.*



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### **About Megaman®**

Established in 1994, Megaman® ([www.megaman.cc](http://www.megaman.cc)) has already established itself as a respected German brand, making it one of the top 3 brands in the energy saving lamp industry. In Europe, Megaman® is a leading brand in energy saving lamps that has successfully positioned itself as one of the innovative leaders in lamp designs that are exceptionally outstanding. Megaman® is constantly driven by the initiative of replacing incandescent and halogen applications. The philosophy of Megaman®, "Better Ideas! Better Life", defines this all. The company aim to offer peace of mind and flexibility to its consumers by providing the best lighting solution that comes in an array of choices with unique designs and innovative technology. Its devotion to develop new technologies creates unexpected lighting experiences for its consumers.

### **About Freedom Of Creation**

Freedom Of Creation (FOC) is where cutting edge technology meets design. FOC is the first design company to specialize in design with Layer Manufacturing, developing products for its own FOC brand and for other design labels in a variety of sectors. Since 2000, the extensive research conducted by FOC in design for Layer Manufacturing has resulted in ground-breaking, inventive and successfully innovative 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 was founded in 2000 and is based in Amsterdam, the Netherlands.

### **About Layer Manufacturing**

Layer manufacturing is a process that allows for a CAD file to be transformed 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 Layer Manufacturing.

For commercial inquiries, distributor lists and purchase outlets throughout the world please direct readers to the website <[www.freedomofcreation.com](http://www.freedomofcreation.com)>, or via email at <[info@freedomofcreation.com](mailto:info@freedomofcreation.com)>.

Press inquiries: [press@freedomofcreation.com](mailto:press@freedomofcreation.com) / [foc-press@bt-media.net](mailto:foc-press@bt-media.net)

## FOC at IMM Cologne 2009

### NEW ACCESSORIES – Images and captions

High resolution images and product info available. Press requests to : <[foc-press@bt-media.net](mailto:foc-press@bt-media.net)>

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**'Riot'** - the first light of the FOC collection using 100% Megaman® energy savings, recyclable bulbs. Design: Janne Kyttanen. Lamp shade: polyamide. Bulb: Megaman® CFL



A microcosm of strong imagery unfolds within the creative and inspiring Riot lamp.

Available in the table, standing and wall versions.

### **Riot table**

Colours available: White/Brown

Shade material: Laser Sintered Polyamide

Light Source (Megaman® CFL 9W): G9,240V

Weight: 1kg/ 2.20 lbs

Height: 55 cm

Width: 15 cm



## FOC at IMM Cologne 2009

### NEW ACCESSORIES – Images and captions

#### **Riot wall**

Colours available: White

Shade material: Laser Sintered Polyamide

Light Source (Megaman® CFL 13W):  
Gx53, 240 V

Weight: 0.3 kg/ 0.6 lbs

Height: 34 cm

Width: 34 cm



#### **Riot standing**

Colours available: White/Brown

Shade material: Laser Sintered Polyamide

Light Source (Megaman® CFL 9W):  
G9,240 V

Weight: 2.6 kg/ 5.7 lbs

Height: 145 cm

Width: 22 cm



#### **‘Filament’** - design Janne Kyttanen

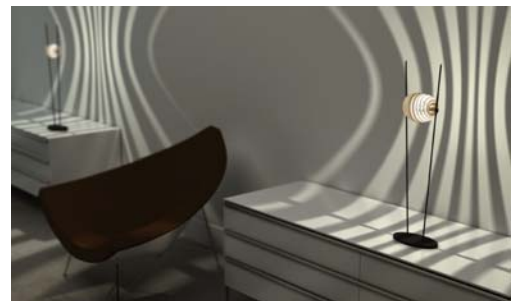
Colours available: White/Brown

Shade material: Laser Sintered  
Polyamide

Light Source (Megaman® CFL  
9W): G9,240 V

Height: 80 cm

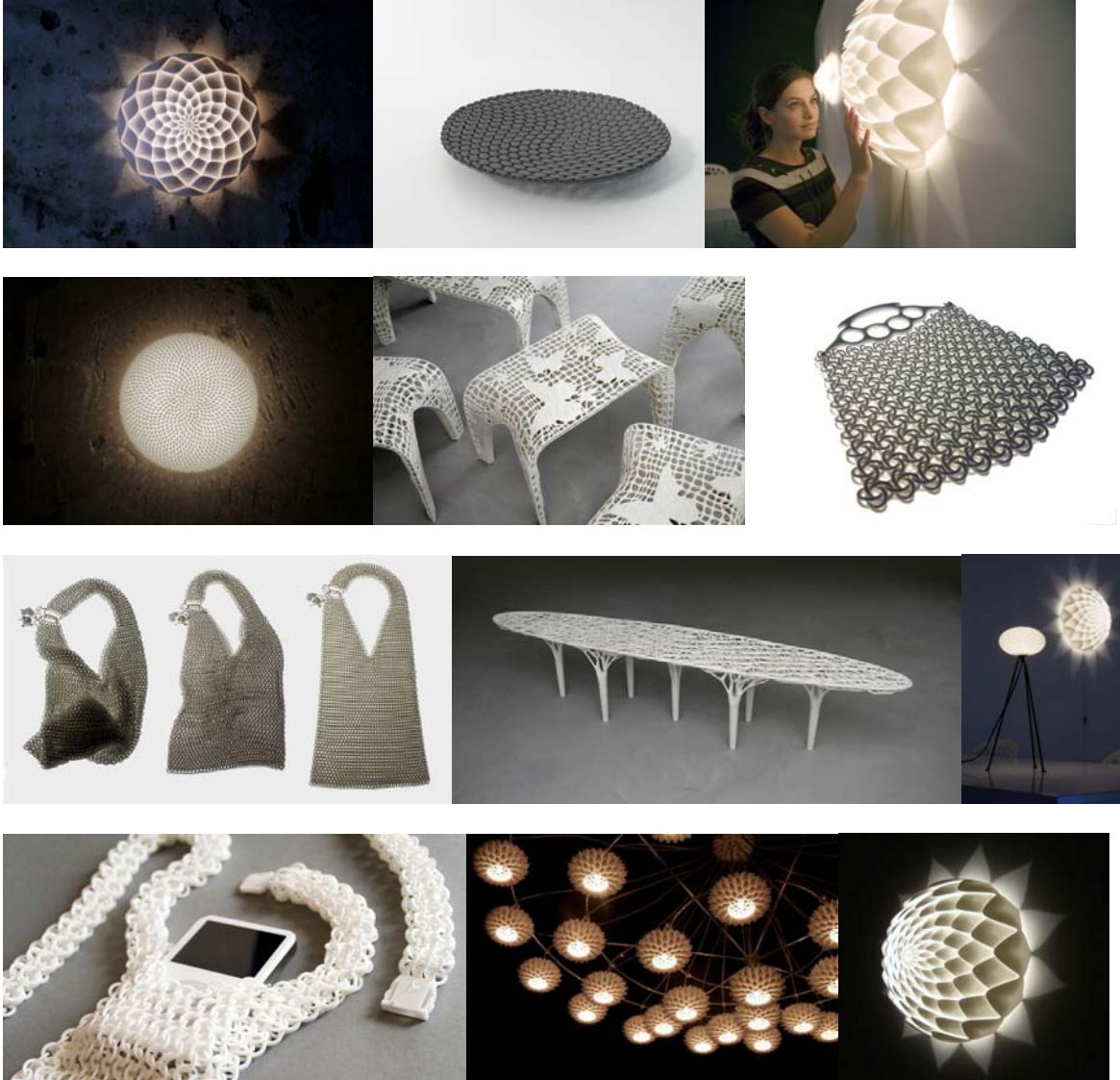
Width: 22 cm



## FOC at IMM Cologne 2009

### LIGHTING & ACCESSORIES– Image list of the FOC Collection

(For information and high resolution on the products shown below, or for a complete product listing please forward request to: <[foc-press@bt-media.net](mailto:foc-press@bt-media.net)>.)



**Left to Right - Line 1:** Dahlia lamp, Orb Tray, Dahlia lamp(2) **Line 2:** 1597 lamp, Monarch stools, Punchbag **Line 3:** V-Bag, Trabecula bench, 610 lamp **Line 4:** Slimbag, Palm Chandelier. Dahlia lamp (3)

## Biography 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.

Following 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 (rapid prototyping) 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 <[www.freedomofcreation.com](http://www.freedomofcreation.com)> and Janne registered the company in Helsinki, Finland (2000). Since 2002, FOC is based in Amsterdam, The Netherlands.

Among the most recent accolades attributed to FOC are: the amazing Electric Light Shoe for Onitsuka Tiger, 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 Young Designer of the Year (2007) by the Design Forum Finland.

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.