

DMY International Design Festival Berlin, June 2010

Freedom Of Creation with four different appearances as a major protagonist at 2010 DMY International Design Festival Berlin

- Janne Kyttanen, founder of Freedom Of Creation, creates the “DMY Award”
- FOC exhibits a selection of their astonishing designs and projects
- First official presentation of FOC talents
- Live 3D printing performance

Freedom Of Creation (FOC) has participated in Berlin’s DMY International Design Festival, held at the amazing hangars of historic Berlin Tempelhof airport. Taking place from June 9 to 13, the DMY festival has seen FOC as a protagonist, enriching the event with four exciting projects.

Janne Kyttanen, founder of Freedom Of Creation, to create the “DMY Award”



Janne Kyttanen, founder of FOC, was selected for the development of the 2010 DMY AWARD The “3 out of 10” sculpture for the 2010 DMY Awards is an exclusive Janne Kyttanen design for DMY. Three cubic boxes combine to form a single volume. Decisive in colour, the pink cubes boast dynamic and fresh graphics dedicated to the meaning of the award.

Each of the three cubic boxes can be lifted in order to hide something under it...maybe a glass of beer? Cheers and congratulations to the winners: For use/numen, EPFL + ECAL Lab and Daphna Isaacs & Laurens Manders have each



received one piece of the award, presented by the organizers in collaboration with Bauhaus Archiv / Museum fuer Gestaltung and a jury of renowned international designers (Jurgen Bey, Jerszy Seymour, Werner Aisslinger, Hella Jongerius and Patrick Reymond).

FOC exhibits a selection of their astonishing designs and projects

(see page 3 for product credits and images)

First official presentation of FOC talents

On occasion of the DMY International Design Festival in Berlin, Freedom Of Creation holds its first live presentation of FOC Talents. FOC Talents is the first step in also decentralizing FOC’s product development, further utilizing the digital background of 3D printing and expanding internet accessibility. Following the brief provided by renowned creative personalities, young designers are selected to submit their creations to the FOC jury. All Talents’ designs that match the design brief are produced and commercialized by FOC or one of its partners.

The first FOC Talents competition brief was created by jewelry designer Ted Noten and published on January 1st, 2010, where Noten challenged the FOC Talents to develop a new wedding ring design. As part of the submission, the Talent had to clearly show to have researched the phenomenon of wedding-rings throughout history and different cultures, and create a design for which 3D Printing and nylon materials were the only option for its realization.

The winning project “Reality Check” by Josien Pieter, along with all other participant designs from the FOC Talents competition will be on display.

Live 3D printing performance

Layer manufacturing processes live in action: a 3D printer will illustrate this innovative technology that has been influenced by the intuition, creativity and extensive research of FOC.

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Editorial requests for further info and/or high resolution images: foc-press@bt-media.net



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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.

FOC Collection

FOC Collection is a range of interior products and accessories commercialized by Freedom Of Creation via its global distribution partners. The exclusive FOC designs are trendsetters in the new era of digitally generated consumer products. These products are much more than stunning beauties. They are also models for localized manufacturing and distribution logistics where no stock, no assembly, minimal transportation, environmentally friendliness and just-in-time production are the future goals. All FOC designs push the envelope of innovation to its limits and are made with the latest manufacturing techniques, which enable the direct manufacturing of products via 3D software.

FOC Collection features different categories: lighting, furniture, trays, bags, jewelry and accessories. All items are available at <http://www.freedomofcreation.com/shop/>

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.

SEE FOLLOWING PAGES FOR IMAGE REFERENCE AND PHOTO CAPTIONS. SEND REQUESTS FOR HIGH RESOLUTION IMAGES TO <foc-press@bt-media.net>.

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On show, a selection of FOC's astonishing designs and projects

Further images available. All images available in high resolution.
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“Electric Light Shoe”, design FOC (*Detailed press release available*)

Client: Onitsuka Tiger - ‘ASICS’ / advertising agency Amsterdam Worldwide
Oversize LED-lit shoe, whose surface is transformed by Japanese symbols, icons, and a network of streets and highways. Electric Light Shoe was conceived for the 2008 advertising campaign “Electric Tiger Land” of the premium heritage Onitsuga Tiger brand held by ASICS sportswear firm. Realized in a unique meter-long version, ELS has also been edited as a limited series of 40 and 70 cm long versions.

The project was complimented by a collection of ELS accessories such as key-rings, USB-sticks, shoe displays, card tower.

The Electric Light Shoe for Onitsuka Tiger has won the following awards and mentions:

- Mobius Award 2010: Award: Winner
- ADCN 2009 Award: Silver, Integrated
- One Show 2009 Award: Nominated, Integrated Campaign
- Meribel Ad Festival 2008 Award: Crystal award, Integrated
- Eurobest 2008 Award: Shortlist: Integrated.
- Dutch Design Awards 2008 Award: Winner: Brand and Strategy
- Cannes 2008 Award: Silver, Cyber Lion
- Cannes 2008 Award: Titanium Lion Finalist, Nominated
- Clio 2008 Award: Finalist, Print



“Riot” floor lamp from the FOC Collection, design Janne Kyttanen. The first FOC-Megaman® collaboration, 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. Also available in table and wall lamp versions.



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. The symbolism depicted was conceived with the intent 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 the world."

Material: white or brown laser sintered polyamide, structure in powder coated steel
Diameter 21 cm; Height 145 cm
MEGAMAN CFL 9W G9, Cable Black (SPT1, 2 Meters)



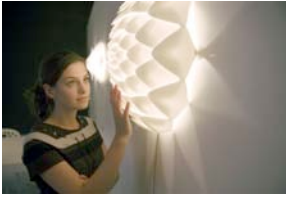
“Filament” table lamp from the FOC Collection, design Janne Kyttanen.

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 new 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.



Material: laser sintered polyamide, structure in white powder coated steel.
Colors: pink, green, white. Further colors available.
Diameter 21 cm; Height 145 cm
2x240 volts / 2x120 volts / max 20 watt





“Dahlia” lamp from the FOC Collection, design Janne Kyttanen.
Dahlia softly illuminates, creating subtle and tantalizing effects for any environment.
Dahlia is available in a 33 cm or 50 cm diameter.

Material: white polyamide (dirt protected)
Diameter 50 cm; Height 15 cm
240 volts / 120 volts / max 40 watt

240 volts / 120 volts / max 40 watt

“1597” lamp from the FOC Collection, design Janne Kyttanen.
Winner of the Interior Innovation Award, Cologne 2006, 1597 wall sconce reproduces the delicacy and symmetry of a cone flower. The naturally intriguing form of the sconce is enhanced by soft illumination. 1597 is available in a 32 cm or 50 cm diameter.



Material: white polyamide (dirt protected)
Diameter 50 cm or 32 cm; Height 16 cm



“Palm” floor lamp from the FOC Collection, design Janne Kyttanen.
Palm is inspired by the fluid and sweeping foliage found in nature. Arranged in such a way as to allow light diffusion from above and below each leaf, the light is an ideal solution for both downwards and upwards lighting. A subtle elegance whether used alone as a free standing light, or when placed in multiple arrangements for larger spaces.
Palm features a sand blasted stainless steel leg and base.

Diameter 23 cm; Height: 145 cm
Max 40 Watt, 240 v or 120 v
White/Black polyamide (Dirt protected)

“Palm chandelier” from the FOC Collection, design Janne Kyttanen.
An amazing composition of 37 Palm diffusers, arranged along concentric chromed steel circles of varying size to create a truly enchanting chandelier. Each diffuser is characterized by a myriad of fluid, sleeping petals; together these confer a delicate and elegant light for any large environment.



Height: 50 cm + desired length of cable
Shade diameter 100 cm
240 v or 120 v , 5W Halogen
White polyamide, chromed steel



“Punch Bag” from the FOC Collection, design Janne Kyttanen and Jiri Evenhuis
Selected for the MOMA museum collection in New York, Punch Bag is an outstanding example of 3D printed textiles. Eye-catching detail of this bag is its handle inspired by knuckledusters. White base Laser Sintered Polyamide, black, white or purple, any metal coating can be applied. Sizes: medium 30 x 28 cm; large 34 x 30 cm.

“V-bag” from the FOC Collection, design Janne Kyttanen and Jiri Evenhuis.
These shoulder bags expand the range of FOC fashion accessories collection.
Available materials include Nylon, with any metal coating on request. Length: 60 cm.



“Orb” from the FOC Collection, design Mads Thomsen.
The round ORB fruit tray consists of many small orbital shapes which have been distorted and connected to create a whole. Inspiration for the tray came from intergalactic connectivity. White base Laser Sintered Polyamide, any custom colour can be applied. Bulk size: 30 x 30 cm.

“Morphogenesis” from the FOC Collection, design Pauline van Dongen with FOC.

Designed by Pauline van Dongen as a part of her graduation project at the Fashion Institute Arnhem (FIA), Morphogenesis is a shoe featuring a sculptural form with organic lines.

In collaboration with FOC and in particular with Janne Kyttanen, the Morphogenesis shoe has evolved into a functional high fashion item that, thanks to the infinite creative possibilities given by 3D printing technologies, boasts a futuristic look.



A few impressions of FOC's presence at DMY Festival 2010

Further images available. All images available in high resolution.
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