

PRESS KIT

FOC at IMM Cologne 2006

Winner of the Interior Innovation Award

High resolution images available.
French, Italian and Spanish press kits upon request.

Please send requests to:
<FOC-Press@bt-media.net>

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*The press is kindly requested to indicate the file name of the image/s they wish to receive in high resolution.

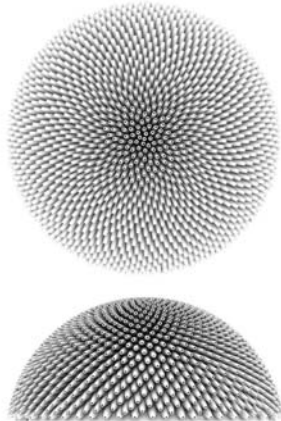
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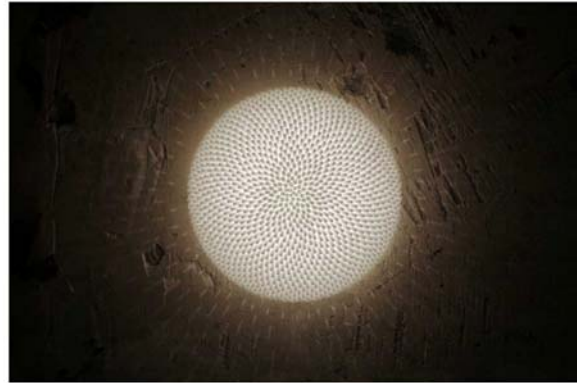
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(High resolution images available. Please indicate file name and send requests to:
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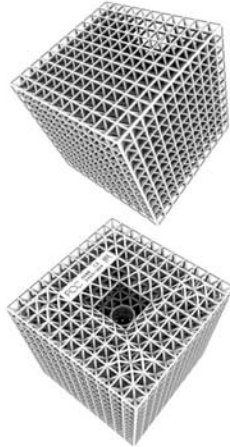
12-FOC-V-bag PA12.jpg

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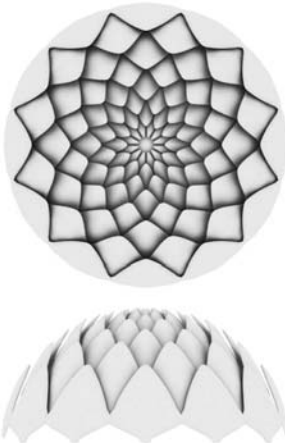
(High resolution images available. Please indicate file name and send requests to:
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03-FOC-Cube.jpg



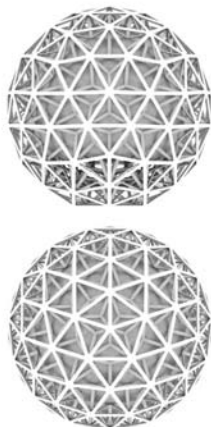
04-FOC-Cube front.jpg



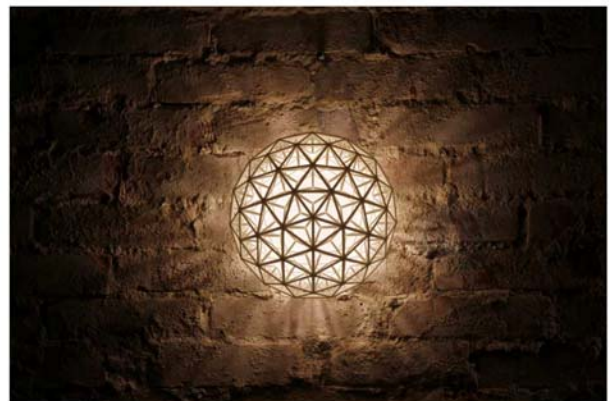
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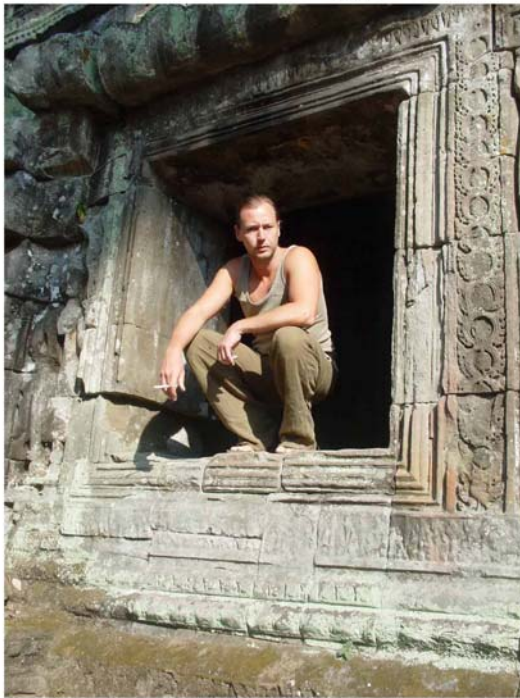
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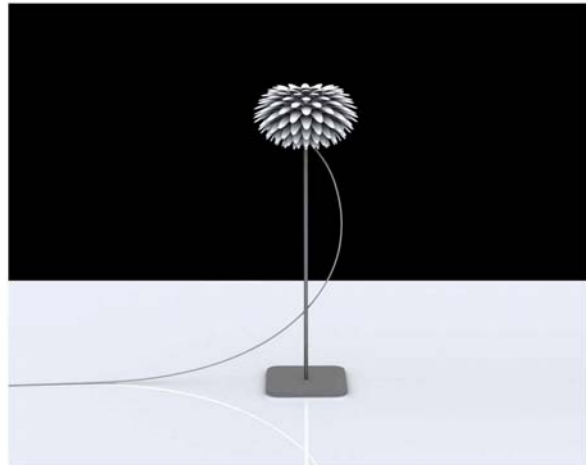
13-FOC-Punchbag.jpg



JanneKyttanen.jpg



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palm_rendering.jpg

Photo Captions & Product info

'1597', *winner Interior Innovation Award, Cologne 06* - a suggestive scone mimicking the complex form of the cone flower, emits playful rays which captivate as they dance through the shadows.
Design: Janne Kyttanen

Diameter 32 cm / Height 16 cm
240 volts / 120 volts / max 40 watt
White polyamide, with dirt protective coating

* **'Palm'**: *New* - lamp presented at IMM, Cologne. Sand blasted stainless steel leg and base. Table lamp.

Design: Janne Kyttanen

Height: 50 cm
Shade diameter 16 cm
Max 40 Watt, 240 v or 120 v
White polyamide (Dirt protected)

* **'610'**: *New* - model presented at IMM, Cologne. 3-legged table lamp.

Design: Janne Kyttanen

Height: 50 cm
Shade diameter 16 cm
Max 40 Watt

* **'V-bag'**, *New* - these shoulder bags expand the range of FOC fashion accessories collection. Available materials include Nylon or with any metal coating on request.

Design: Janne Kyttanen & Jiri Evenhuis

Length: 60 cm

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

Design: Janne Kyttanen

Diameter 33 cm / Height 15 cm
Max 40 Watt, 240 v or 120 v
White polyamide (Dirt protected)

'Cube', a table light where geometric simplicity contrasts with striking design complexity.

Design: Jiri Evenhuis

Dimensions 20 x 20 x 20 cm
Max 40 Watt, 240 v or 120 v
White polyamide (Dirt protected)

'Venus', symmetry and balance create a kaleidoscope of light.

Design: Jiri Evenhuis

Diameter 21 cm
Max 40 Watt, 240 v or 120 v
White polyamide (Dirt protected)

'Punchbag' amazing handbag included in the fashion accessories collection produced by FOC. It is available in 2 sizes and is the result of significant research into Laser Sintered material applications.

Design: Janne Kyttanen & Jiri Evenhuis

17 x 25 x 1.5 cm
Polished Polyamide
(Black / White / on request)

FOC at IMM Cologne 2006

Winner of the Interior Innovation Award : '1597' by Janne Kyttanen for the FOC label

(High resolution images available. Please send requests to:
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January 2006 – Cologne, Germany - Freedom Of Creation (FOC <www.freedomofcreation.com>) launches trend-setting design at the international furniture fair IMM Cologne 2006, and demonstrates that their innovative and stylish made-to-order products are a commercial success.

Among the 3 new products presented were the lamps "Palm" and "610" designed by Janne Kyttanen for the FOC label and the new "V" fashion bag with silver metal coating designed by Janne Kyttanen and Jiri Evenhuis.

One of the highlights of the IMM event was the assignment of the prestigious 'Interior Innovation Award' to the '1597' wall and ceiling sconce. Designed by Janne Kyttanen for the FOC label, it was awarded the IMM Cologne international furniture fair accolade for innovation. The complexity of nature is reproduced in this enchanting light fixture that mimics the beautiful intricacy of a Cone Flower. It is realized in white polyamide via a Digital Manufacturing process, Laser Sintering. The lamp also has a special protective coating that protects the design from dirt.

FOC broke all manufacturing barriers in 2003, with the design of the 'LILY' lamp for the MGX label, receiving world-wide recognition for its re-invention of streamlined manufacturing and flouting of traditional design form and technique. Designed for the FOC label, '1597' is one of FOC's latest products which continue to set the company apart from the crowd.

About Freedom Of Creation

Freedom Of Creation (FOC), is where cutting edge technology meets design. FOC is a pioneering design and research company specializing in Digital Manufacturing projects for the FOC label, as well as for manufacturers, research organizations and universities.

Since 2000, the extensive research conducted by FOC in Rapid 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 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 any of a variety of innovative manufacturing methods, such as Rapid Manufacturing. As a result, a virtual electronic file is rendered into a solid object with a push of a button, realizing significant economic benefits for the manufacturer, such as elimination of warehouse, stock, and assembly processes, extreme reduction in transportation costs and just-in-time production.

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Janne Kyttanen Biography

Janne Kyttanen was born 1974 in Hameenlinna, Finland. He started his industrial design studies at the Escola De Disseny, Elisave in Barcelona in 1996. He subsequently moved to The Netherlands to continue his studies at the Gerrit Rietveld Academy in Amsterdam from which he graduated in the spring of 2000.

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

During his studies, Janne had showed potential in using RP techniques as manufacturing tools, and introduced a line of Augmented Reality based Rapid Manufactured products as his thesis for graduation (1999-2000). The project was sponsored by the Human Interface Laboratory of the University Of Washington and Belgian prototyping company, Materialise.

In Helsinki, in 2000, Janne Kyttanen founded FOC as an R&D company in the field of Digital Manufacturing. After the beginning of a research collaboration between FOC and Materialise in 2002, Janne had the opportunity to fully concentrate on FOC and put all his other design work aside. 2003 marked the launch of the first *.mgx collection and Janne's work won several design awards, including the Blueprint Best New Comer Award (100% Design), Best Design Buy 2004 (Elle Decoration) and the Red Dot Design Award 2005.

In 2005 FOC launched its own label during Salon De Meuble, Paris. The show was sponsored by Dyson and held at the exclusive Dyson gallery in the heart of Paris. At IMM Cologne 2006, FOC is again prized, where Janne's sponce 1597 design received the IMM Material Innovation Award.

Jiri Evenhuis Biography

Jiri Evenhuis was born in 1973 in Amsterdam and graduated from the Amsterdam Gerrit Rietveld Academy in 2000 as an industrial designer. Since then he has been working as an independent product designer and an interior architect.

He has designed a variety of products amongst a series of lights for the Spanish label '\\\\'Perfect Day\\\''. He has designed chairs, tiles, fashion accessories and sparked an avalanche of interest with his concepts for sensual pleasure. He has made complete interiors for offices, private houses and night-clubs, such as The Mazzo in Amsterdam.

In the late 90's he invented textiles, which could only be manufactured via Rapid Prototyping machines. He joined forced with Janne Kyttanen to further develop it and in 2002 they founded FOC in its current form in Amsterdam, The Netherlands.