

FOC at IMM Cologne 2010

February 2010 – Freedom Of Creation (FOC) participated with Now Is Here at the IMM 2010 Cologne fair, demonstrating some of the amazing designs and award winning products that have made Freedom Of Creation one of today's most requested and innovative design companies.

For further information, image captions and high resolution images, please send requests to: foc-press@bt-media.net

Filament (other images available upon request)



Filament in three different colours, photo Diego Alto for FOC



Filament, photo Diego Alto for FOC



Details of Filament, photo FOC

Dahlia (other images available upon request)



Dahlia, diameter 50 cm, photo Anja Jahn for FOC



Dahlia, diameter 16 cm, photo FOC



Dahlia, diameter 16 cm, photo FOC



Dahlia, diameter 32 cm, photo FOC

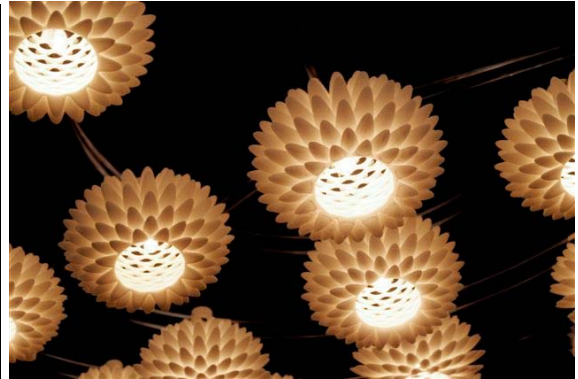
Palm (other images available upon request)



Palm Hanging, photo FOC



Palm Chandelier, photo FOC



Details of Palm Chandelier, photo FOC



Palm Standing, photo Rogier Jaarsma for FOC

Riot (other images available upon request)



Riot, photo Diego Alto for FOC



Riot, photo Diego Alto for FOC



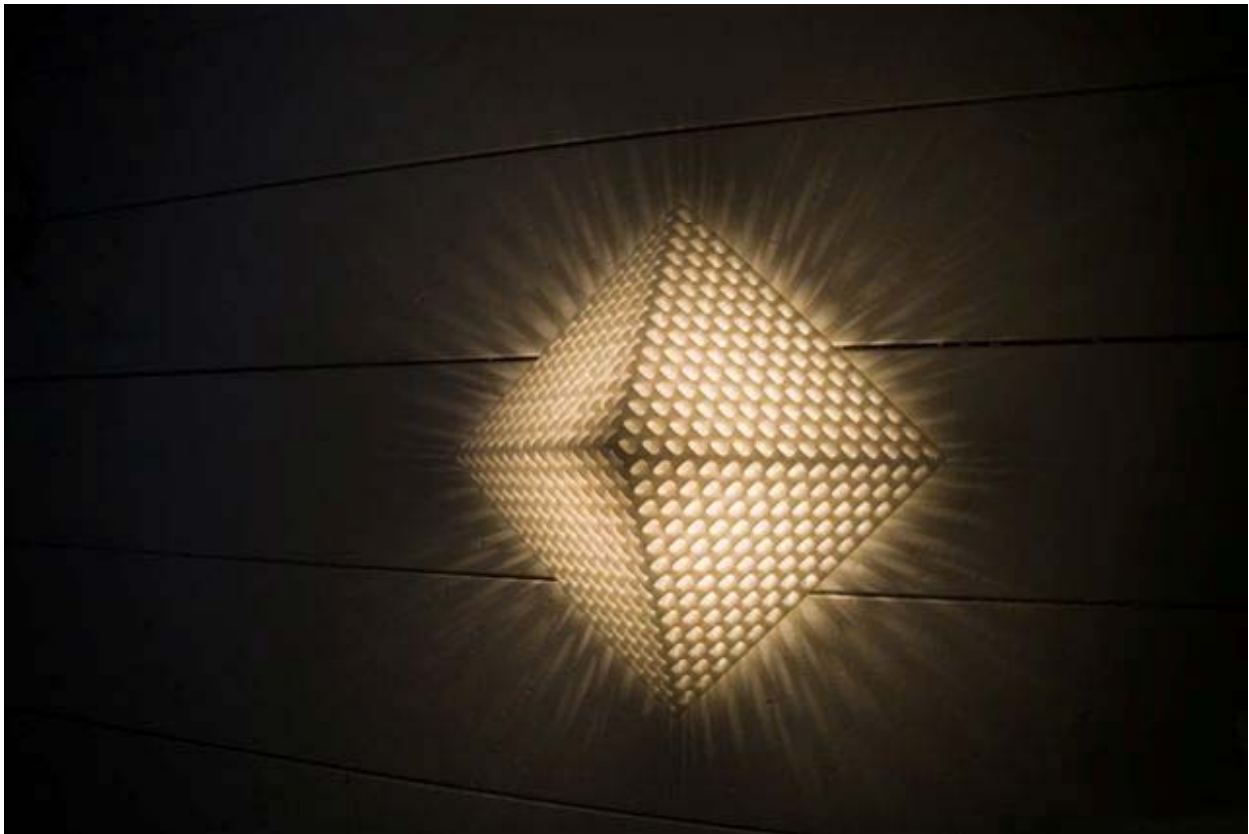
Riot, both photos FOC



Falcon (other images available upon request)



Falcon, photo Rogier Jaarsma for FOC

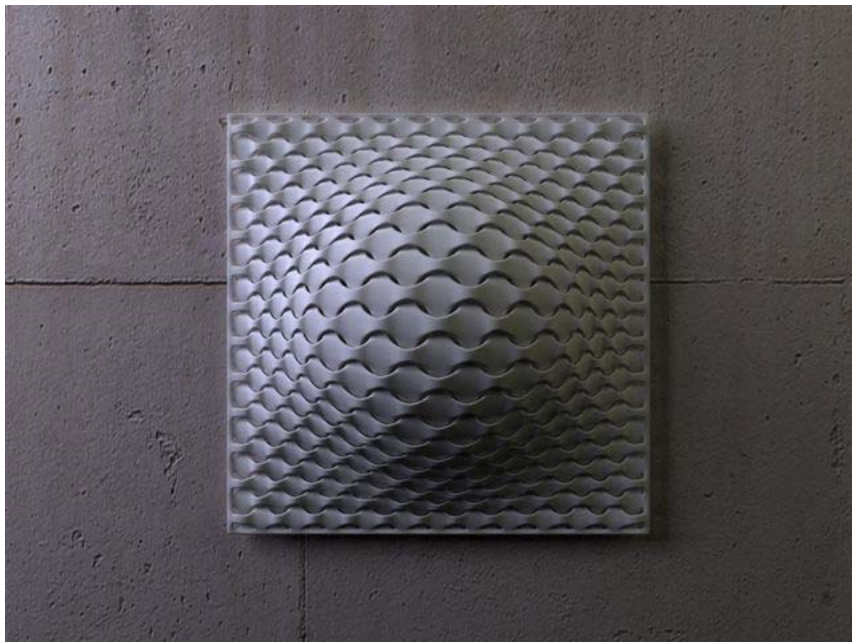


Falcon, photo FOC

Vasarely (other images available upon request)



Vasarely, photo FOC

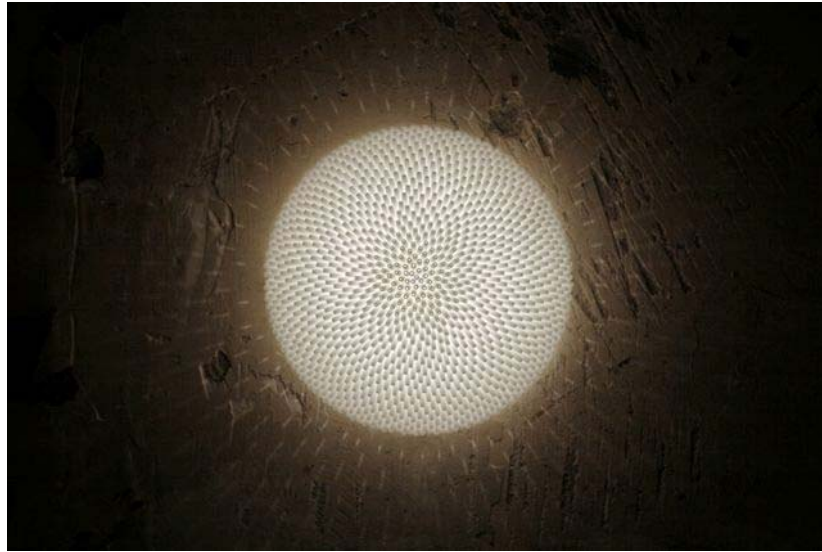


Vasarely, photo FOC



Vasarely, photo FOC

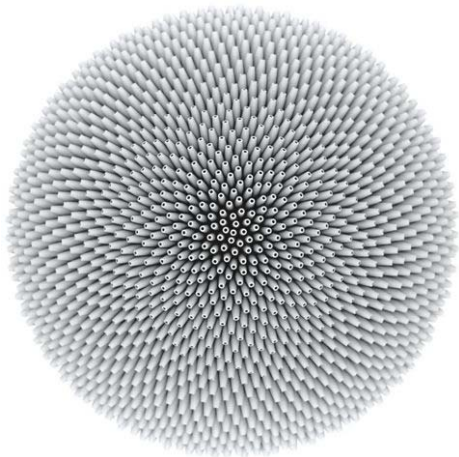
1597



1597, diameter 32 cm, photo FOC



1597, diameter 50 cm, photo FOC



1597, diameter 50 (left) and the 'eco' version (right) both photos FOC

About Freedom Of Creation

At Freedom Of Creation we believe 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. In our future, the only storage is **virtual**, and the materials used for creating our tangible products can be recycled and reused for any future creation your heart desires. We believe we are doing something **revolutionary** and that our products and services are part of a new movement that is changing the world. Our journey **started in 2000** with creating products for ourselves. We have come a long way and are now spreading the Freedom Of Creation message to a vast selection of clients in all areas of product development **all around the globe**.

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.

About Now Is Here

Now Is Here was founded out of passion for contemporary design and is based on a long experience with distributing high end design labels combined with logistic know-how. The network of interior retailers, architects and decorators that we serve share the same passion. Our goal is to establish and expand the market position of our partners. The collections we represent - Droog, Freedom Of Creation, Ibride, Ilio, Frederik Roijé and Goods - are always, individual, unique and unusual.

About Janne Kyttanen



Janne Kyttanen was born 1974 in Hameenlinna, Finland. He started his industrial design studies at the Escola De Disseny Elisava in Barcelona. He then moved to The Netherlands and graduated from The Gerrit Rietveld Academy in Amsterdam 2000. 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 explored the potential of RP techniques 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).

Janne has been presented with numerous design awards including, Best New Corner Award 100% Design 2003, Red Dot Design Award 2005, Best New Exhibitor Award 100% Design 2005 and Interior Innovation Award Cologne 2006.

Janne was also selected as the Young Designer of the Year by the Design Forum Finland 2007. Janne's work has been extensively exhibited around the world and his work has been purchased for numerous permanent design collections around the world such as the MoMA, FIT, MAD and Vitra Design Museum.

For commercial inquiries, distributor lists and purchase outlets throughout the world, please direct readers to the website <www.freedomofcreation.com>, or via email at <info@freedomofcreation.com>.

For press inquiries: <foc-press@bt-media.net>