



Press release February 13, 2008

## MoMA, New York, to showcase innovative designs of Finnish designer Janne Kyttänen.

Several exciting designs by Finnish designer Janne Kyttänen will be featured as part of the *"Design and the Elastic Mind"* exhibition opening in February at The Museum of Modern Art. Kyttänen is well known for his innovative designs using the technique of rapid manufacturing, a method of printing in three-dimensional form.

Kyttänen designs a wide-range of objects as he shifts from cutting-edge lamps to clothing and accessories. The computer driven technology can be used to produce anything that ranges between miniature art works to full size benches. Some of these products can already be found in MoMA's permanent collection and are sold at the MoMA Store. Currently Kyttänen is also working on creating a custom letter opener for MoMA.

The Consul General of Finland in New York will be holding a reception February 20<sup>th</sup> from 6-8pm, to honour this achievement by Janne Kyttänen, one of Finland's most celebrated designers. To request an invitation to the reception, please contact: [foc-press@bt-media.net](mailto:foc-press@bt-media.net).

Kyttänen is one of the founders and the creative director of Dutch design company Freedom of Creation (FOC), which specializes in digital manufacturing projects. Since the founding of the company in 2000, extensive research conducted by FOC in rapid manufacturing has resulted in innovative and successful commercial product designs, the development of new industrial materials and software products, and has been the groundwork for significant R&D projects with a range of industrial partners.

Kyttänen's work has won numerous design awards, including the *Best Newcomer Award 100% Design 2003*, the *Red Dot Design Award 2005* and the *Interior Innovation Award Cologne* in 2006. In 2007 he was conferred the 2007 *Young Designer of the Year* award in Finland.

*"The Design and the Elastic Mind"* exhibition will highlight the latest developments in the field of design and science including examples of successful translations of disruptive innovation, examples based on ongoing research, and reflections on the future responsibilities of design.

The exhibition will focus on the designers' abilities to grasp momentous changes in technology and science and on their abilities to convert them into objects and systems that people can actually understand and use.

*Design and the Elastic Mind* will be on display at The Museum of Modern Art, New York, from February 24, 2008 through May 12, 2008. < [www.moma.org](http://www.moma.org) >

For more Information please contact: < [foc-press@bt-media.net](mailto:foc-press@bt-media.net) >