

PRESS KIT

FOC at Light + Building Frankfurt 2008

High resolution images available.

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FOC at Light + Building 2008: creativity widens its boundaries

(Images below available in 300 dpi, high resolution upon request. Forward requests to: <foc-press@bt-media.net>.



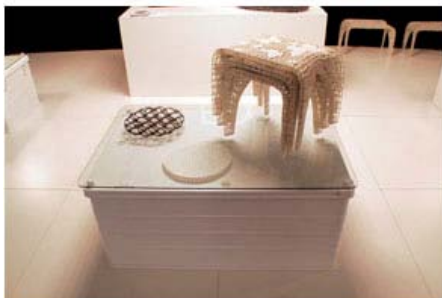
FOC_Palm_Chandelier_01.jpg



FOC_Monarch_Stools_02.jpg



FOC_Falcon_03.jpg



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FOC_Palm_table-lamp_05.jpg



FOC at Light + Building 2008: creativity widens its boundaries

Frankfurt (Germany) - April 2008. FOC (Freedom Of Creation), Dutch design studio, where ideas and imagination meet cutting edge technology to create products of outstanding originality, for the 2008 edition of Light + Building displayed an extensive variety of its creations which range from lighting solutions to fashion accessories.

Particularly eye-catching and interesting is the new Palm Chandelier, designed for the illumination of large rooms and representing the natural evolution of the Palm lamp. Palm Chandelier is made out of 37 small Palm lamps arranged on 3 concentric rings held together by a metallic structure that can be extended up to 4 meters long - a feature that enables to modulate the interior environment to create evocative patterns of lights.

Freedom Of Creation displayed some of its more suggestive products, such as Monarch Stools, the 1597 and Dahlia lighting solutions, Trabecula bench and Macedonia tray that derive their inspiration from the beauty of nature and express the ability, through Layer Manufacturing, of giving life to an iconic visual world of great impact and appeal. Some FOC creations, among which the striking 70 cm model of the "Electric Light Shoe" that was made for the Onitsuka Tiger advertising campaign, were exhibited at the "Trend Forum" - an event held within the context of Light and Building to represent an important showcase of the latest trends and innovations in the field of design and lighting applications.

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 for 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>, or via email at <info@freedomofcreation.com>.

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

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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>.)



FOC-Monarch.jpg



FOC chandelier-high.jpg



FOC-Monarch-2.jpg



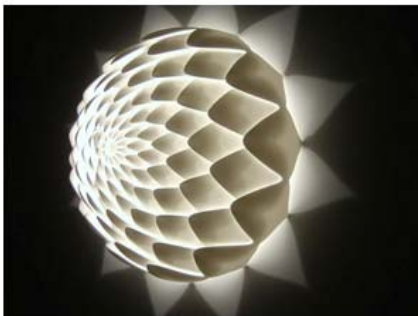
07_FOC_OT_ELS.jpg



FOC_Macedonia_tray.jpg



FOC-1597_D32.jpg



FOC-Dahlia-lamp.jpg



FOC_Orb_in_white.jpg



FOC-610.jpg



FOC_Slimbag_01_high.jpg



FOC-Trabecula_bench.jpg



FOC-Trabecula_2007London_02...

DESIGNERS BIOGRAPHIES



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).

Among the most recent accolades attributed to FOC are: 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 was selected as designer of the month by the Finland Design Forum.

Also, FOC was prized with the Red Dot Design Award 2005, the Interior Innovation Award 2006 and was nominated for the Index Award 2007 where FOC maintained a position among the first few Top Nominees 2007.

Mads Thomsen



Born in Copenhagen, Denmark, in 1981. Mads Thomsen started studying architecture at The Krabbesholm School of Art, Architecture and Design. During his year at Krabbesholm, he developed an interest for 3D graphics and design. In 2002 Mads went to The Aarhus School of Architecture, where he later received a Bachelor degree in 2005.

During his studies, Mads worked as a freelance 3D graphics artist for several architectural companies, mainly for the Aarhus-based firm CEBRA, where he worked for 9 months.

Mads is currently studying for a masters-degree in Industrial Design at The Aarhus School of Architecture and he continues his collaboration with FOC - following an internship in 2007 - both with his own designs and with research oriented projects.