

## Design by Janne Kyttanen at the prestigious opening of Avant Gallery

Innovative creations from the FOC label  
presented in occasion of Art Basel Miami Beach 2007

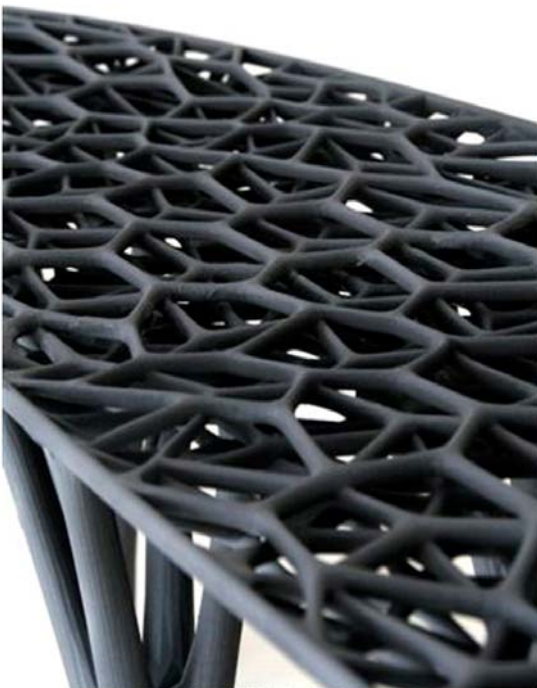
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FOC-detail2\_Trabecula\_bench.jpg

**Trabecula Bench - design Janne Kyttanen.**  
Inspired by the composition and low density of bird bones, Trabecula is very light in weight, yet the 3D structure renders it extremely strong. Trabecula is latin for "small beam".

Height: 36 cm  
Length: 1.80 m  
Width: 36 cm  
Color/s available: grey - white  
Material: Glass Filled Polyamide

**Monarch Stools - design Janne Kyttanen.**  
A set of 5 stackable stools which take inspiration from the graceful beauty of the Monarch butterfly. The delicate intricacy of Monarch is both suggestive and decisive; the geometrical form conveys a visual lightness that belies the strength of this new seating solution

Color/s available: grey - white  
Material : Glass Filled Polyamide

Height: 36.5 cm  
Length: min.37 - max.68 cm  
Width: 36 cm

Images continue...



FOC-Monarch-2.jpg

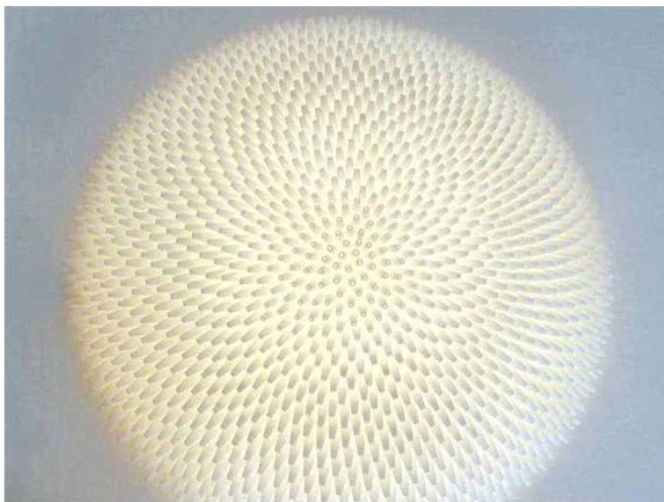


FOC-Monarch.jpg

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FOC-1597\_D50-cropped.jpg

**1597 - 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. For 2007, 1597 (original version 32 cm) is now available with a 50 cm diameter.

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

240 volts / 120 volts / max 40 watt



FOC-Dahlia\_610-high\_ConstantinMeyer.jpg

FOC-Dahlia\_Detail-high\_ConstantinMeyer.jpg

**Dahlia - design Janne Kyttanen.** Dahlia softly illuminates, creating subtle and tantalizing effects for any environment. New for 2007, Dahlia (original version 33 cm) is now available in 50 cm diameter. Also in image (left) is the 610 table lamp.

Photo Credit: Constantin Meyer

Material: white polyamide (dirt protected)  
Diameter 50 cm  
Height 15 cm

240 volts / 120 volts / max 40 watt

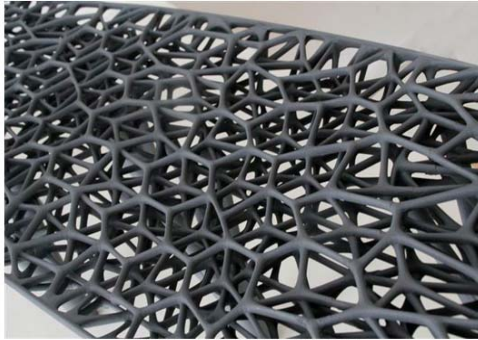
Images continue..

## Further images

High resolution image requests to: [<foc-press@bt-media.net>](mailto:foc-press@bt-media.net)



FOC-Trabecula\_bench.jpg



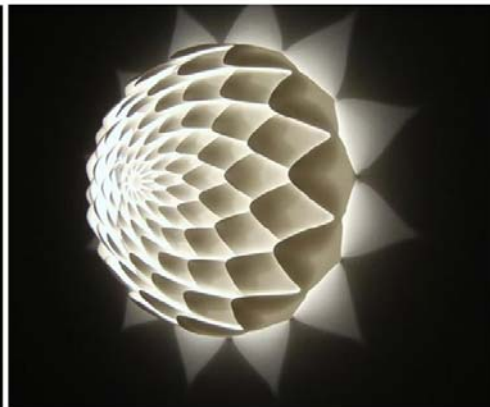
FOC-detail3\_Trabecula\_bench.jpg



FOC-detail\_Trabecula\_bench.jpg



FOC-1597.jpg



FOC-Dahlia-2.jpg



Dahlia by Janne Kytanen, FOC © 2005

FOC-Dahlia.jpg



FOC-Dahlia\_D50-high\_ConstantinMeyer.jpg

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November 2007 - Avant Gallery, a new luxury lifestyle retail concept, kicks open its doors during the week of the annual Art Basel Miami Beach event in December. Its premiere exhibition - Luxe Life - presents an extraordinary collection of objects d'art, ranging from lighting, furniture, sculpture, mixed-media fine art, wall décor, and other unique luxury possessions, each chosen with one collective goal: to blow the mind. The Luxe Life exhibit features select works by some of the world's most recognized avant-garde visionaries from the fused disciplines of art and design, including Janne Kyttanen, recently awarded Young Designer of the Year by Design Forum Finland, with pieces from the Freedom Of Creation (FOC) collection.

Avant Gallery, destined to become an East coast point of reference for discerning tastes within the United States and abroad, has selected for its opening some of Janne Kyttanen's most stimulating creations that transmit strong and emotional sensations. Amongst these stand out two of FOC's hottest trend setters - the 1597 and Dahlia lamps in their new larger-than-life dimensions, as well as the fresh interior designs Monarch stool and Trabecula bench. These designs create distinguished environments and embody the inspiration that Janne Kyttanen derives from a combination of nature and unique form. Trabecula bench also represents, for its size and dimensions, the most significant interiors solution ever made using the Layer Manufacturing technologies employed by FOC.

Janne Kyttanen's talent and genius for layer manufacturing design gave way to Freedom Of Creation's expansion and commercialization of its own brand products in 2005. FOC has since become an increasingly significant player within the design manufacturing arena, with products sold in over 20 countries around the world. Clientele with an eye for high quality, singular design excellence and a vision that encompasses a beautiful world beyond the confines of standard manufacturing is continually enlightened and surprised by the FOC collections.

Art Basel Miami Beach is the most important art show in the United States, a cultural and social highlight for the Americas. As the sister event of Switzerland's Art Basel, the most prestigious art show worldwide for the past 38 years, Art Basel Miami Beach combines an international selection of top galleries with an exciting program of special exhibitions, parties and crossover events featuring music, film, architecture and design. Exhibition sites are located in the city's beautiful Art Deco District, within walking distance of the beach and many hotels.



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## About Avant Gallery <[www.avantgallery.com](http://www.avantgallery.com)>

The Luxe Life exhibit premieres on December 6th at Avant Gallery's newly permanent Miami Beach location at 1680 Michigan Avenue.

Artists present: Alessandro Mendini, Alex Gardega, Allegrèa Rosenberg, Amir Aziz, Arik Levy, Boca Do Lobo, Gaetano Pesce, Janne Kytanen, Jesus Gini, Karim Rashid, Magali Jeambrun, Marcel Wanders, Maurizio Leopardi, Royi Akavia, Ted Nemeth, Verner Pantón.

Avant Gallery also unveils a new designer collection of luxury notebook computers from Netherlands-based Ego Lifestyle, which offers fully-loaded top-of-the-line machines with exquisitely hand-crafted custom skins such as crocodile-leather, cow-hide, as well as 24K gold-plated and diamond-encrusted limited editions.

For more information or visuals, please contact <[pr@avantgallery.com](mailto:pr@avantgallery.com)>

## About Art Basel Miami Beach <[www.artbaselmiamibeach.com](http://www.artbaselmiamibeach.com)>:

An exclusive selection of more than 200 leading art galleries from North America, Latin America, Europe, Asia and Africa will exhibit 20th and 21st century artworks by over 2,000 artists. The exhibiting galleries are among the world's most respected art dealers, offering exceptional pieces by both renowned artists and cutting-edge newcomers. Special exhibition sections feature young galleries, performance art, public art projects and video art. The show is a vital source for art lovers, allowing them to both discover new developments in contemporary art and experience rare museum-calibre artworks.

Top-quality exhibitions in the museums of South Florida and special programs for art collectors and curators also help make the event a special time for encountering art. And every year, a greater number of art collectors, artists, dealers, curators, critics and art enthusiasts from around the world participate in Art Basel Miami Beach - the favorite winter meeting place for the international art world.

## About Freedom Of Creation <[www.freedomofcreation.com](http://www.freedomofcreation.com)>

Freedom Of Creation (FOC), is where cutting edge technology meets design. FOC is the first design company to specialize in design for layer manufacturing, and develops projects for both the FOC brand label, and for manufacturers, research organizations and universities. FOC also provides design consultancy services to OEM manufacturers in a variety of sectors.

Since 2000, the extensive research conducted by FOC in Design for layer 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 began commercializing its own collections in 2006.

FOC was founded in 2000 in Helsinki, Finland, and is currently 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 web site <[www.freedomofcreation.com](http://www.freedomofcreation.com)>, or via email at <[info@freedomofcreation.com](mailto:info@freedomofcreation.com)>.

Press inquiries: <[press@freedomofcreation.com](mailto:press@freedomofcreation.com)> / <[foc-press@bt-media.net](mailto:foc-press@bt-media.net)> .

## Biography Janne Kyttanen

(High resolution portrait available on request: <[foc-press@bt-media.net](mailto:foc-press@bt-media.net)>)



Janne Kyttanen was born 1974 in Hameenlinna, Finland. He started his industrial design studies at the Escola De Disseny, Elisave in Barcelona -96. He then moved to The Netherlands and graduated from The Gerrit Rietveld Academy in Amsterdam 2000.

Right 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 proved the potential that RP techniques can be 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 selected as Young Designer of the Year (2007) by the Design Forum Finland.

Also, FOC was prized with the Red Dot Design Award 2005, the Interior Innovation Award 2006 and has been nominated for the Index Award 2007.